

## PRESS RELEASE

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### Only men can be Leaders

Why are women paid less than men in every major economy and more often work in support roles rather than in positions of leadership? In their new book - *The Invention of Difference*, business psychologists Jo and Binna Kandola trace the history of women and work and explain why gender inequality continues to thrive in organisations and what we can do to change this.

#### **The negative effect of positive stereotypes**

Although female stereotypes now generally portray women more favourably than in the past, positive stereotypes can have an unintended negative effect. Women may be labelled with positive traits such as being caring or nurturing, but these are not deemed as valuable in a business context as 'male' traits, such as being decisive. By accepting these positive stereotypes, women have in effect allowed themselves to be portrayed as less capable employees and therefore less suited to a leadership role than a man.

"There is overwhelming evidence that there are no genuine differences between men and women in the context of work, as evidenced by a study of 1.1 million people by SHL, a leading psychometric test publisher" says Jo Kandola, "but perpetuating the idea of differences means women continue to be held back in their careers – particularly in senior management roles."

"Because society created and perpetuates this myth of inequality, we have the power to change it. Recognising bias in an organisation – and having the will to change it – are both key to eliminating prejudice against women in the workplace," says Binna. "Challenging bias is everybody's responsibility. We all need to make it part of everything we do."

*The Invention of Difference* is published by Pearn Kandola Publishing and is available from [www.pearnkandola.com](http://www.pearnkandola.com) and [www.Amazon.com](http://www.Amazon.com). *The Invention of Difference* follows Binna Kandola's critically-acclaimed book, *The Value of Difference*, published in 2009, which examined unconscious bias and how to eliminate it in organisations.

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