

Women are significantly underrepresented in leadership roles across various industries

A photograph of two women in a professional setting. In the foreground, a woman with short blonde hair, wearing a dark blue sweater over a white collared shirt, is smiling and looking towards the right. In the background, slightly out of focus, is another woman with dark hair, also smiling. The background shows a wall with several framed pictures or posters.

Edwige Songong

This underrepresentation leads to a lack of diverse perspectives in decision-making, which can negatively impact organizational performance, innovation, and equality.

Personal Impact of the Problem

Sarah is a highly qualified woman in the tech industry who has been overlooked for leadership roles multiple times despite her experience and skills.

The impact on Sarah includes limited career advancement opportunities, reduced earning potential, and increased frustration, ultimately leading to her considering leaving the industry.

The issue of gender disparity in leadership has been a subject of academic scrutiny for decades. Empowering women in leadership roles is critical for achieving gender equity and driving societal progress. There is an intersectionality of gender with other social categories, such as race and class, and these intersections further complicate the leadership landscape for women.

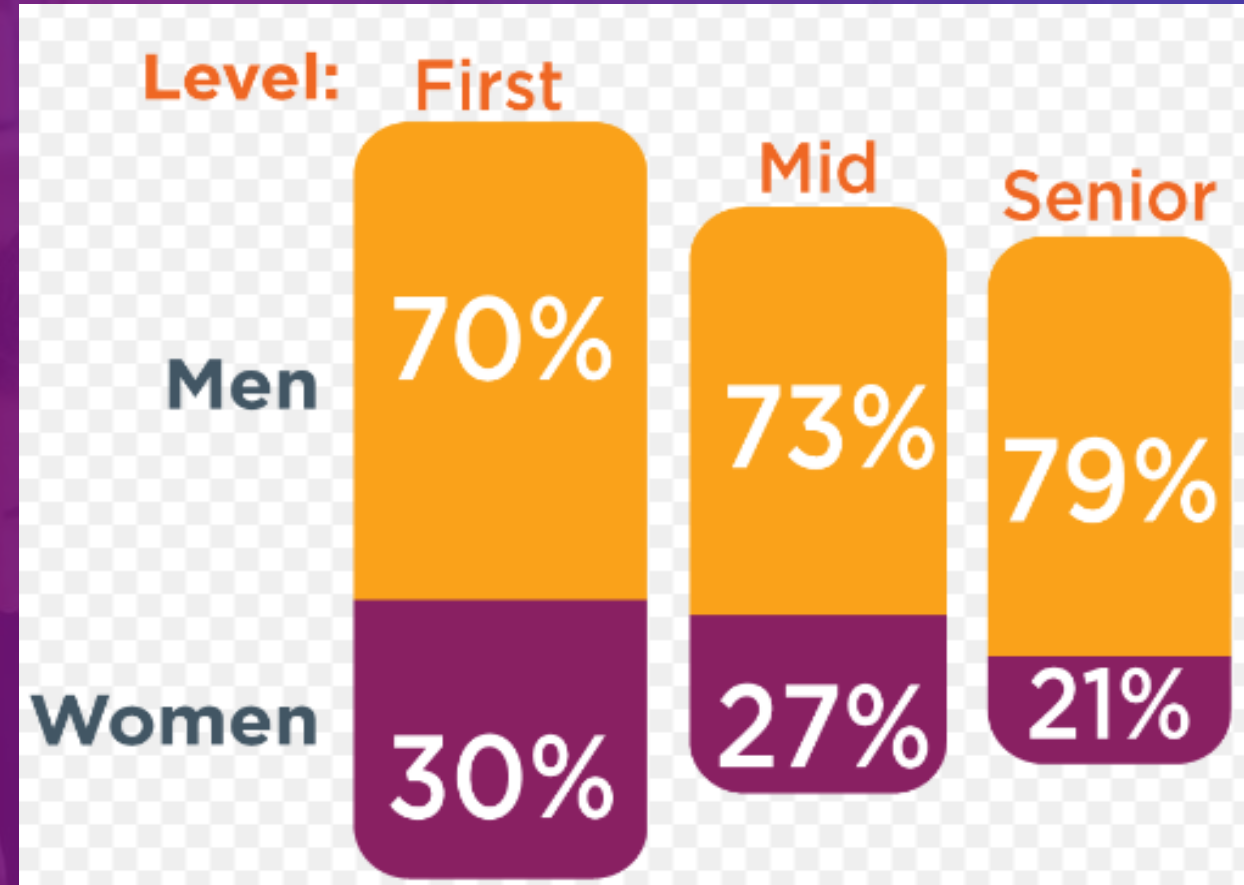
Gender Disparity

Source: Rey, C. de la. (2005). Gender, Women, and Leadership. Agenda: Empowering Women for Gender Equity, 65, 4–11.

Percent of Leadership Roles by Gender

Women encounter barriers on their path to leadership. The report from the American Association of University Women (AAUW) identified several key obstacles, including gender stereotypes, lack of mentoring, and organizational cultures that do not support women's leadership.

There is a call for a multifaceted approach to address these challenges, including policy changes, organizational reforms, and cultural shifts that value diversity and inclusion.



Source: <https://www.privacera.com>

Women have made substantial progress in entering various professional fields, but their advancement to leadership positions remains limited. There are structural and institutional barriers that contribute to the gender earnings gap, suggesting that more equitable access to leadership roles for women could help mitigate these disparities and promote gender equity in the workplace.

Barriers Faced by Women

Source: Abendroth, A.-K., Melzer, S., Kalev, A., & Tomaskovic-Devey, D. (2017). Women at Work: Women's Access to Power and the Gender Earnings Gap. *ILR Review*, 70(1), 190–222.

Description of the person who can solve the problem



Skills

- Entrepreneur
- Communication
- Leadership
- Management
- Networking
- Relationship building
- Problem-solving
- Innovation



Attributes

- Empathetic
- Compassionate
- Visionary
- Ambitious
- Resilient
- Perseverate
- Integrity and Ethics
- Work-life Balance



Assets

- Financial Capital Funding
- A team of skilled professionals
- Office Space and Infrastructure
- Advisory support
- Education and Training Programs



Knowledge

- Business
- Management
- Industry-specific knowledge
- HR and Talent development
- Community Engagement
- Personal Devt⁶

20-Year Goals

20 years from now, I will

own and successfully manage a consulting firm with at least five branches, providing career development opportunities for 100+ graduate students, and achieving a consistent annual growth rate of 10% across all branches.

become a recognized leader in the consulting industry, with my firm featured in at least three major industry publications and recognized with five industry awards for excellence in service and innovation.



10-Year Goal

10 years from now, I will

establish three successful branches of my consulting firm and provide mentorship and career development opportunities to at least 50 graduate students.

develop and implement a robust corporate social responsibility program that positively impacts 1,000+ community members and is integrated across all three branches of my consulting firm.



5-Year Goal

5 years from now, I will

5 years from now, I will launch the first branch of my consulting firm, achieve profitability within two years, and mentor 10 graduate students through internships or other developmental programs.

5 years from now, I will complete an advanced business management or entrepreneurship certification, and apply the knowledge gained to develop a comprehensive business plan for my consulting firm's first branch.



1-Year Goal

1 year from now, I will

gain practical business management experience by working in a consulting or related industry, expand my professional network by connecting with 50+ industry professionals, and secure mentorship from at least two experienced business leaders.

attend at least four industry conferences or workshops to enhance my knowledge of the consulting field and identify three potential mentors or partners for my future consulting firm.



- Name: Sarah Donkeng
- Gender: Female
- Age: 40
- Profession: Program Manager SONARA
- Education history: UY1
- Bachelor's Degree in Accounting
- Annual income: Approximately \$45,000
- Access to technology: High



User Persona

Target audience: All tech industry women in Cameroon