

WIN MIND SALONS

Women in Innovation believe that positive, constructive and critical conversations about female leadership are vital to build community, drive innovation and support gender equality in business. And to continue to facilitate rich conversation and knowledge sharing from our remote settings, WIN London launched Mind Salons; online breakfast discussions centred on specific challenges faced by women in innovation.

HOW ARE GENDERED NARRATIVES SHAPING THE CONVERSATION ON DIFFERENT LEADERSHIP STYLES?

“Judging “women leaders” as a group is a fraught task, when they are still such a minority.”

Helen Lewis in [The Atlantic](#)

Corona has put the spotlight on different styles of leadership, with many coming to the conclusion that female leaders were more empathic leaders. This narrative, however, isn't necessarily true: the gender dynamics working into this representation are more complex than they appear.

Writer Helen Lewis says that in the recent period of unrest female leadership isn't necessarily better than male leadership in [The Atlantic](#) article, '[The Pandemic Has Revealed the Weakness of Strongmen](#)', stating that describing female leadership as X and male leadership as Y can hold women back. And with female leaders navigating this topic everyday, we considered how we can actively contribute to more nuanced and authentic leadership narratives moving forward.

OUR THOUGHT STARTERS

“How are gendered narratives shaping the conversation on different leadership styles?”

01. What are your associations with authentic (female) leadership?
02. What qualities and narratives are missing from the representation of female leadership?
03. How can we redefine the definition of leadership to make it interpretable and accessible to all?

Join the conversation with our WIN Mind Salon Toolkit and discussion prompts to host your own sessions!

MIND SALON TOOLKIT

Mind Salons offer an opportunity to **CHALLENGE OUR MINDS, CONVERSE WITH OUR PEERS AND WORKSHOP SOLUTIONS** to cultural, industry and leadership challenges.

Designed to be replicated, Mind Salons aim to keep important challenges front of mind and to inspire change. This kit shares the tips & tricks for running your own Mind Salon with your teams and networks.

Each Mind Salon should centre on a specific topic and challenge relevant to women in our industry, illuminated by an article or study.

This month we focussed on the female leadership and used the article, 'The Pandemic Has Revealed the Weakness of Strongmen', written Helen Lewis, as the basis of our Mind Salon discussion.

FIVE STEPS TO RUN YOUR OWN

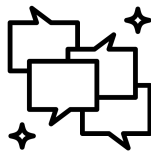
01. Set a **DATE AND TIME** to connect with your network and arrange a digital meet-up
02. Share the **STIMULUS ARTICLE** and **DISCUSSION PROMPTS** with attendees to prepare for the session
03. **HOST** your Mind Salon & **CAPTURE** your learnings and favourite soundbites
04. **FOLLOW-UP** with additional reading material and the Mind Salon Kit to encourage others to continue the conversation
05. **SHARE** your favourite takeaways and ideas for future Mind Salon topics with WIN London community via Slack and social media

TIPS AND TRICKS FOR YOUR SESSION



TAKE YOUR TIME

We advise a mind salon to last at least **45-75 MINUTES**



KEEP IT INTIMATE

4-6 PEOPLE is ideal to ensure a fair a thorough conversation



MAKE IT SOLUTION DRIVEN

Complete the discussion with **ACTIONABLE TAKEAWAYS** to apply to your own work

PROMPTS TO GUIDE YOUR MIND SALON

- What was your first reaction after reading the article?
- What gendered narratives on leaderships have you seen highlighted in (corona) times? What (female) leadership characteristics or stereotypes are most or least prevalent?
- How does media shape narratives on 'women leaders' as a group? How does this uplift or undermine female leadership?
- How could we go about shaping and informing these narratives moving forward? What tools and strategies can you leverage?
- What are your key take-outs, what will you look to change moving forward?

ADDITIONAL MATERIALS TO FOLLOW-UP

- [What Do Countries With The Best Coronavirus Responses Have In Common? Women Leaders](#)
- [Are female leaders more successful at managing the coronavirus crisis?](#)

ABOUT WIN

*Any specific topics you'd like to see in **FUTURE MIND SALONS?** Get in touch and let us know!*

Women in Innovation is a community of innovators, founded to close the gender gap in innovation. We address the root causes of the gender gap and are building a world where women are defining – and designing – better futures. We do this through regular programming that brings together an impact-driven and supportive community.