



WOMEN IN BUSINESS

AN OFFICIAL CLIENT UPDATE OF PT HEADHUNTER INDONESIA



“The character of Dana Scully played by Gillian Anderson on the X-Files in 1993, was directly responsible for an increased number of women in science, law and medicine. This became known as the “Scully Effect”.”

The statement above is a reminder that it took a long time for women to make history and achieve achievements around the world - and having a role model is an important part to make those changes.

While juggling their own role at home, probably as a wife and a mother, women are also willing to contribute to politics, science, business, education, and so forth. Looking back at history between 1848 - 1920, suffragists advocated for state and federal constitutional amendments that would give women the right to vote in the United States. While nowadays the trend towards women in business and leadership seems to be on the rise. Quoting from Fortune, there are more women running Fortune 500 businesses today than at any point in the 63-years history of the Fortune 500.

What exactly do women bring to business today? The challenges they face? And the opportunities that they have? Let's take a closer look.

PT HEADHUNTER INDONESIA

HEAD OFFICE

MENARA PALMA, 12TH FLOOR
JL HR RASUNA SAID KAV X-2 NO.6
JAKARTA 12950 - INDONESIA
TEL: +62 21 2939 1284
FAX: +62 21 2939 1222

SURABAYA OFFICE

PAKUWON CENTER, 23RD FLOOR
JL EMBONG MALANG NO.1-5
SURABAYA 60261 - INDONESIA
TEL: +62 31 6000 3367
FAX: +62 31 6000 3105

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Advantages

According to the studies that look at the impact of female business leaders, women bring a different set of eyes and a different mindset from their male colleagues. At the same time this diversity of gender, both men and women, could provide maximum contribution, innovation as well as perspectives, since both are coming from different experiences and backgrounds and might shape their approach to business. Challenging each other and collaborating with people who think differently can improve creativity and promote innovative ideas that push the organization forward.

As lately the term "leadership with empathy" is highly promoted, women who excel in soft skills are needed for business leadership. Although it's difficult to measure, skills such as communication, empathy, and self awareness are highly valued and can be a game changer especially when it comes to corporate culture.

Additionally, probably it's true that "for some women, shopping is a type of sport". Women also account for 85% of consumer purchases. It indicates that women represent huge economic power. Having women in companies, especially those of retail sectors, meaning the companies will get important consumer insights from the inside.

Challenges

Gender bias is not a new issue around the globe. Related to recruitment, some companies would prefer male candidates to fill in some positions, for instance. At the same time there are many stories, in real life or even adapted into movies and pop culture, which show unconscious bias that it might be difficult for women to reach higher positions in an organization.

Not only that, the gender pay gap, especially in the US, has been going on for years. Women earn 82 cents for every dollar a man earns. Fortunately in Indonesia this is not really the case as normally companies would provide the same salary offer regardless of gender.

While some industries are showing trends of a growing female workforce, sectors such as finance, engineering and IT, still tend to be dominated by male workers.

Opportunities

It's highly important for women to strengthen their skills and credentials through formal education, training or even short courses. The learning environment is also an invaluable

networking opportunity to meet other fellow students, tutor/teacher/professors, or even fellow professionals. The concept of lifelong learning and continuous improvement would be beneficial for all professionals in general, especially for women in this case to stand out themselves in a competitive job market.

Entrepreneurship could be a good opportunity for women. It presents a path for women to close the pay gap and rise to leadership positions, on their own terms. It also enables them to make the balance between their career and family life easier. Running their own business also offers the opportunity to collaborate with and hire other women professionals and support each other.

Recommendations for Companies

To attract and hire top female talents, companies should provide policies of gender equality and inclusivity. It could also include arrangements such as hybrid or work from home, since balancing their career and taking care of their family at home is also essential for them. Many companies have successfully done this and they are cited as female-friendly companies.

Mentoring and role models are also important aspects to provide to female talents. Role models can inspire them and a mentor can offer industry advice. Mentors can also become important career sponsors, offering professional opportunities and helping talented women to take their next step up to the career ladder.

Summary

As the world has changed, women have taken so many roles in the community, especially in business. It all starts with empowerment. By doing this, companies will abundantly benefit from hiring female talents. When they see and feel they belong in the company and they are provided an opportunity which enables them to make balance between their career and family life, they will give maximum contribution to the company they work for. In the long run, not only will it make a better company, but also a better community.

WRITTEN BY AFRINA KARENINA RIZAL
DESIGNED BY SHABRINA SEPTIANDINI



AFRINA KARENINA RIZAL
Associate Director
PT Headhunter Indonesia