

Career Progression of Women Is Management a Role Player?

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Having surpassed many barriers that once seemed unsurpassable, women today are everywhere and at every position (from entry to top level), in almost all fields. From being teachers, health-workers, sportswomen, astronauts to leading brands like Pepsi and ICICI, they seem to be on top of their game. But, are they? A closer look at workspaces tells us that despite having all the required talent and calibre, women still struggle to break into the top management of organisations. Despite having inherent abilities that match, or are even better than men, many a women get trapped in traditional stereotypes. Often, managements assume women are not cut out for out-and-out field jobs and do not give them opportunities in these areas. In many cases, they are restricted to desk jobs, even when they have it in them to play a role in all areas of work. More often than not, they have to put their careers behind when they decide to have families. This is not just a professional loss for women but also a loss for organisations that lose efficient and trained workforce.

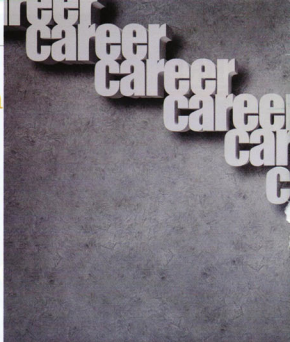
Much is said and written about encouraging women in professional spaces. The question is what constructive roles can organisations play to support the career progression of women? How can they be better encouraged to enter and make a mark in areas that are traditionally not considered their strongholds? What can organisations do to give them their due recognition? Can alternative growth charts be crafted to allow women balance requirements of their dual roles? How can women be allowed to better reap their creative talents and contribute to organisations to the best of their capabilities?

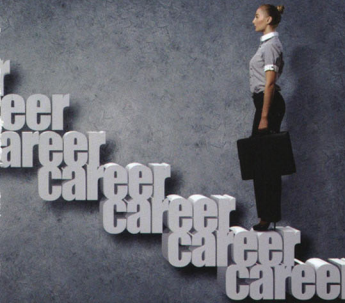
It is difficult to get answers to all these questions. But here are some points that can help women in their career progression:

- **Widening of Work Horizons:** Organisations should make it their policy to not fall to the traditional stereotypes and judge new entrants according to their talent and aptitude, rather than pre-judging them from the prism of their gender. The traditional work assignment approaches that presume male employees to be more efficient and capable of certain jobs, need

to be shed. By accepting the outlook that widening of work horizons for women will not harm anything but can fetch better results, the organisations can contribute to the career progression of women, and in turn win more sincere and loyal women employees. There may be women who may turn out to be remarkable sales executives, better than any man on the job.

- **Help build Confidence to Assume New Responsibilities:** Often despite having all the talent and aptitude, it is lack of confidence that may keep women from exploring their true capabilities. Some women employees might be hesitant in coming forward and asking for more work responsibilities. New to their respective fields, they may sometimes need more psychological support than men to help them have greater confidence in their own abilities. Managements should make it their policy to pay special attention to the abilities of women, and give them more responsibilities and boost their confidence and morale. No matter if an organisation has never had a woman marketing head; there is always a first time for everything.
- **Recognition of Efforts:** Employees, both men and women, need recognition to keep them going. However, for women it has traditionally been more difficult to get their due recognition in society and organisations that are dominated by men. Giving them recognition where it is due, women in male dominated workforces can be kept motivated to continue their efforts. It is important not just for individual organisations but for the economy in general to keep women motivated and their productivity high at work. Women who reach





amongst the employees wherein they not only extend their support but shoulder all the responsibilities of organisational growth collectively.

Equal ratio of female and male employees has been defined and maintained. Diversified training for women employees are planned and executed such as time management, ITIL, soft skills, voice and accent, personality development etc, to enhance their professional skills. Female employees are also provided opportunities to perform technical and non-technical assignments across the globe.

We strongly follow a rewards- and recognition-based policy for all employees, particularly for women to make them more confident and motivated. Women employees are actively initiated into new areas and responsibilities, equal opportunity for promotions and appraisals are followed and women are encouraged to realise their true potential and climb up the ladder. No wonder, out of seven leading members, four are females. The work timings and schedules have been planned keeping in mind the women safety and convenience to approach the workplace.

If given the right opportunity, security and encouraging environment women can be as good as men, even better in any field.

professional workspaces have often struggled hard all their lives to make their way, and they continue to do so. Some may be fighting family pressure, while others may be bogged down by societal indifference. Recognition will give them enough energy to keep up their struggles.

- **Emboldening them to Embrace New Challenges:** In a male-dominated world, it has been difficult to get acknowledged the fact that women are as good as men in intelligence, leadership and hard work. If not for the women who are taking up new challenges and breaking glass ceilings, we still believe in traditional stereotypes. Top management of organisations must consciously work towards encouraging and emboldening women employees to accept new roles, responsibilities and challenges and stand behind them as they break new ground.

At Koenig Solutions, we invest heavily in women's career progression. Along with giving a women-friendly work culture, various policies have been structured to help women prosper in leadership roles. Sales is comprehensively lead by female employees, be it domestic or international. A healthy competition has been fortified



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