



#WomenEd

Connecting existing and aspiring women leaders in global education

Vivienne Porritt

Co-founder and Global Strategic Leader

@ViviennePorritt

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- **Why WomenEd?**
- **Gendered Language**
 - **how we talk about ourselves**
 - **how others talk about us and to us**
- **How to get involved**



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Our mission

To empower more women in education to have the choice to progress on their leadership journey



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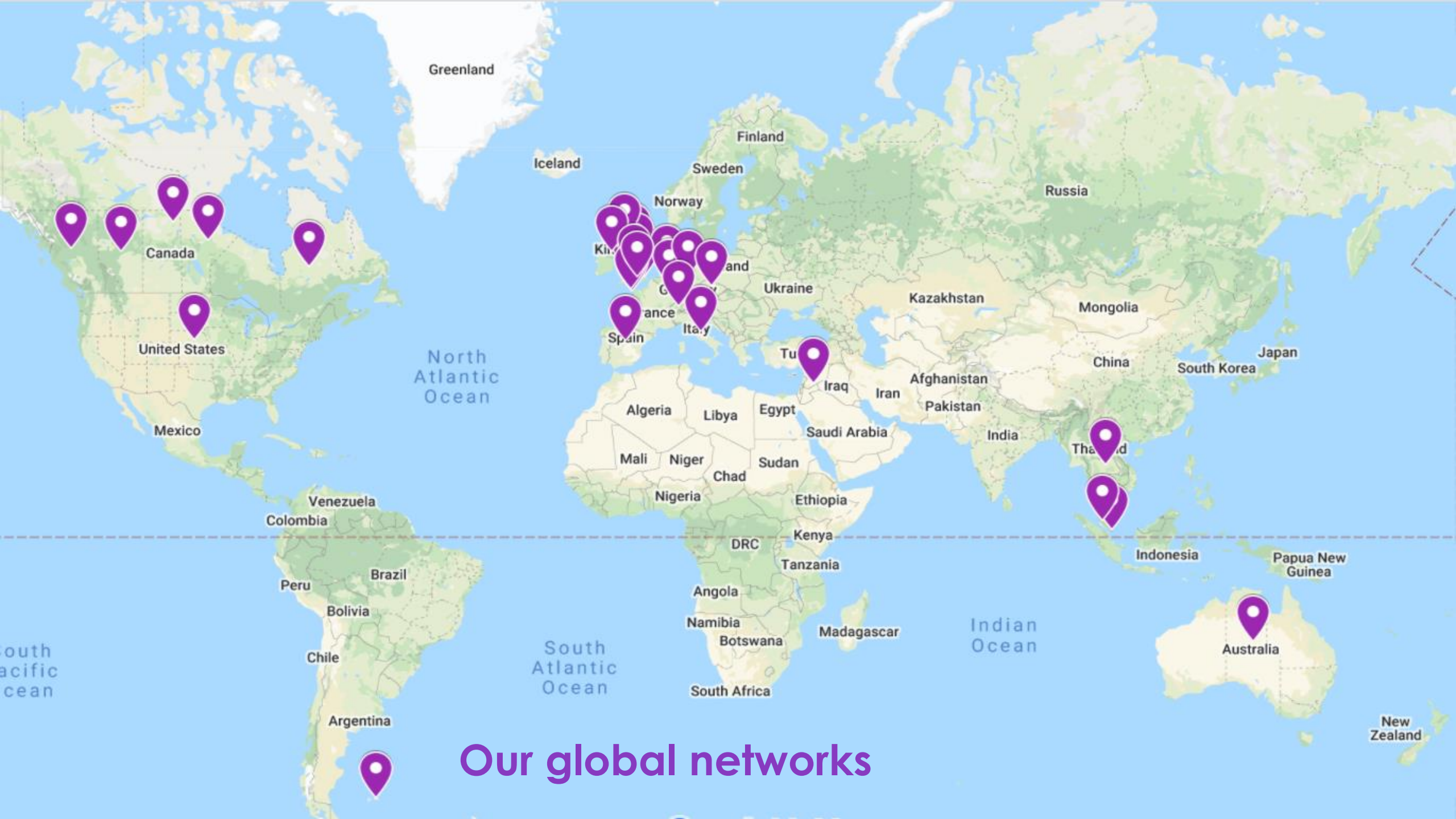
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Our values



#WomenEdLondon #LeadMeet March, 2017, graphics by MendoncaPen

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Our global networks



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Our campaigns



**Increase representation
of women in leadership
roles**



**Increase diversity of
women in leadership roles**



**Advocate for flexible
working practices**



Reduce gender pay gaps

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Disruptors Innovators Change Makers

- positive disruption to the barriers that women leaders face.
- innovate so women, especially underrepresented groups, are fully represented in leadership roles
- **change the status quo**



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Our language



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Apologetic Language


E-MAIL LIKE A BOSS

@ danidonovan

| | | |
|--|--|---|
| <p>I TOOK A WHILE BUT YOU CAN DEAL</p> <p>✗ SORRY FOR THE DELAY</p> <p>✓ THANKS FOR YOUR PATIENCE</p> | <p>MY SCHEDULE MATTERS TOO</p> <p>✗ WHAT WORKS BEST FOR YOU?</p> <p>✓ COULD YOU DO __: __?</p> | <p>YEAH, YOU'RE WELCOME</p> <p>✗ NO PROBLEM / NO WORRIES!</p> <p>✓ ALWAYS HAPPY TO HELP!</p> |
| <p>I KNOW WHAT I'M DOING</p> <p>✗ I THINK MAYBE WE SHOULD __</p> <p>✓ IT'D BE BEST IF WE __</p> | <p>WORDING THIS IS HARD</p> <p>✗ *REWRITING E-MAIL FOR 40 MINUTES*</p> <p>✓ IT'D BE EASIER TO DISCUSS IN PERSON</p> | <p>DO YOU GET IT?</p> <p>✗ HOPEFULLY THAT MAKES SENSE?</p> <p>✓ LET ME KNOW IF YOU HAVE QUESTIONS</p> |
| <p>WHERE THE HECK ARE WE ON THIS?</p> <p>✗ JUST WANTED TO CHECK IN</p> <p>✓ WHEN CAN I EXPECT AN UPDATE?</p> | <p>I MADE A SMALL ERROR</p> <p>✗ AHH SORRY! MY BAD. TOTALLY MISSED THAT.</p> <p>✓ NICE CATCH! UPDATED FILE ATTACHED. THANKS FOR LETTING ME KNOW!</p> | <p>I HAVE AN APPOINTMENT</p> <p>✗ COULD I POSSIBLY LEAVE EARLY?</p> <p>✓ I WILL NEED TO LEAVE FOR __ AT __: __.</p> |



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Dr Julie Smith
Sunday at 9:00 am · 🌐

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0:00

-0:10

🔊

^ Comments · 7 · 🌐

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Write a comment...

👍

❤️

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Biased Language

<https://hbr.org/2018/05/the-different-words-we-use-to-describe-male-and-female-leaders>

Managers Use More Positive Words to Describe Men in Performance Reviews and More Negative Ones to Describe Women

Words used to describe men

| | |
|--------------|---------------|
| Analytical | |
| Competent | |
| Athletic | |
| Dependable | Arrogant |
| Confident | |
| Versatile | |
| Articulate | |
| Level-headed | |
| | Irresponsible |
| Logical | |
| Practical | |
| | |
| | |

POSITIVE

NEGATIVE

IN DESCENDING ORDER
OF RELATIVE FREQUENCY

Words used to describe women

| | |
|---------------|---------------|
| Compassionate | |
| | Inept |
| Enthusiastic | Selfish |
| Energetic | Frivolous |
| | Passive |
| Organized | Scattered |
| | Opportunistic |
| | Gossip |
| | Excitable |
| | Vain |
| | Panicky |
| | Temperamental |
| | Indecisive |

POSITIVE

NEGATIVE

SOURCE AN ANALYSIS OF 81,000 PERFORMANCE EVALUATIONS, DAVID G. SMITH ET AL., 2018

© HBR.ORG



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Biased Feedback

<https://hbr.org/2021/02/research-men-get-more-actionable-feedback-than-women>

| | | |
|-----------------------------|---|---|
| Asserting Leadership | <p>Claim their space Be assertive in pursuing leadership ambitions.</p> <p><i>"Would benefit by taking a more prominent role."</i></p> <p><i>"He needs to be given more responsibility to broaden his experience. The ability is all there; he just needs the opportunity to develop."</i></p> | <p>Get along Be cooperative and deferential in exerting leadership.</p> <p><i>"Learn to work collaboratively; treat people with respect."</i></p> <p><i>"Does not suffer fools gladly; could develop better tolerance techniques."</i></p> |
| Confidence | <p>Display more confidence Develop confidence in specific skill sets and "display" it — confidence is framed as fixable.</p> <p><i>"While a confident person, he will sometimes not express arguments or positions forcefully enough."</i></p> <p><i>"Become more confident and prominent in the leadership role, being able to debate more forcefully while retaining control."</i></p> | <p>Be more confident Female leaders' lack of confidence is described as an inherent, general flaw, without actionable advice.</p> <p><i>"Needs to be a bit more confident and have a bit more self-belief."</i></p> <p><i>"She lacks the confidence that she should have in herself and her judgment."</i></p> |



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Confidence

‘For years, we women have kept our heads down and played by the rules. We’ve been certain that with enough hard work, our natural talents would be recognized and rewarded. And yet, as we’ve worked, ever diligent, the men around us have continued to get promoted faster and be paid more.’

‘The good news is that with work, confidence can be acquired. Which means that the confidence gap, in turn, can be closed.’

<https://www.theatlantic.com/magazine/archive/2014/05/the-confidence-gap/359815/>

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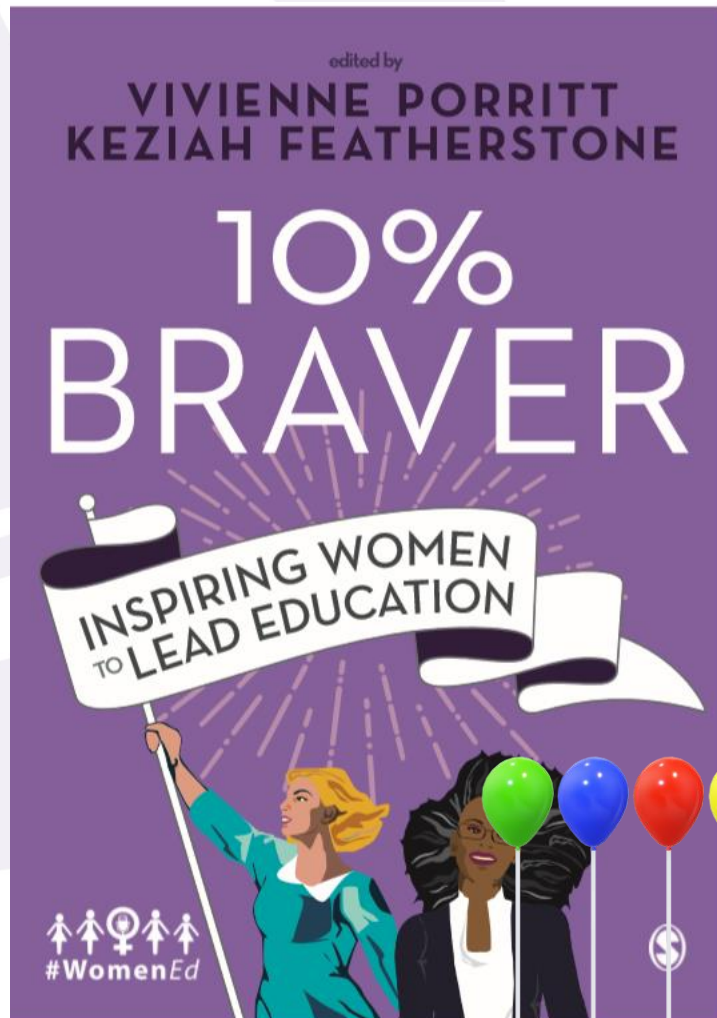
**YOU ARE A
WOMAN
THAT IS YOUR
SUPERPOWER**

YOURFATES.COM



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Our books

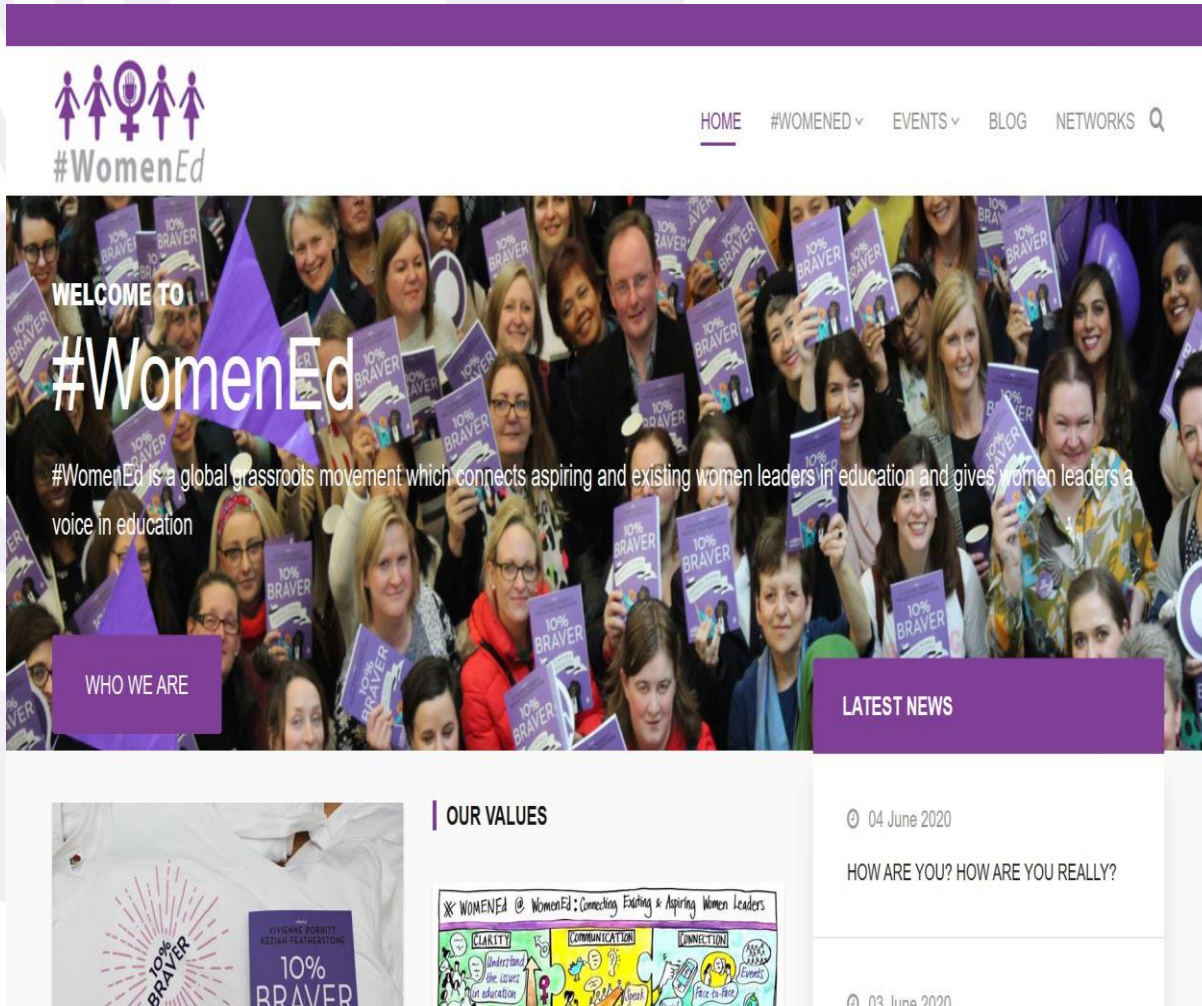


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Our contacts and channels



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Our networks: @WomenEdSE

← **WomenEd South East**
2,331 Tweets



Keziah Featherstone/Vivienne Porritt

... ⓧ 🔔 **Following**

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@womenEdSE Follows you

#WomenEdSE Network Leaders: @MsKateABrown @BcGreenhalgh
@KerryJordanDaus @Cheryl80603237 @cerasmusteach @miss_lavis @e_hayes12
@sbl365 @principalsian

📍 South East, England 🔗 [womened.org](https://www.womened.org) 📅 Joined December 2016

822 Following **2,598** Followers



... ⓧ 🔔 **Following**

Bianca Greenhalgh She/Her #Ubuntu #AntiRacist
@BCGreenhalgh Follows you

Headteacher, #WomenEdSe Sussex Co-Lead, MCCT, mother, daughter, sister of inspirational people. Paying it forward where I can!

📅 Joined December 2011

1,372 Following **1,582** Followers

https://youtu.be/WCgShEAOr_s

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Choose
yourself





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How will
you be
10% braver this
year?

Edited by
**KEZIAH FEATHERSTONE
VIVienne PORRITT**



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