

“Lean In” isn’t Enough: Unconscious Gender Bias and What to Do About It

The days of the TV show “Mad Men”, which describes the sexist office culture of Madison Avenue in the 1960’s, are over – or are they? Overt gender discrimination is now illegal and increasingly uncommon. Today, unconscious gender bias is pervasive and embedded in the systems, structures and cultures of our organizations. Researchers call this “second generation” gender bias, and it operates unseen, beneath the consciousness of both men and women. This bias creates the glass ceiling, the mysterious barrier that denies women access to top levels of management.

In this presentation, we’ll explore what unconscious generation bias is and its negative consequences for companies. Most importantly, we’ll talk about how the “lean in” advice isn’t enough, which urges women to conform to the norms created by the male-dominated workplace. Instead, women must build on our own typical leadership strengths, be heard and work with our organizations to change the systems that are unfriendly to our characteristics. Come to this presentation to learn how!

What participants are saying:

“Thank you so much Kristin. Your talk was excellent and I really enjoyed it”

“I thought today's presentation was outstanding! The subject matter discussed was very applicable.”

“I liked your message and your style!”

About the Speaker

Kristin Robertson



Kristin Robertson, President of Brio Leadership, is an expert on company culture transformation, an executive coach, and strategic meeting facilitator who focuses on small and mid-sized businesses. Results of her work include reduced operational costs, increased employee retention, productive teams and an effective organizational culture. She has seen first-hand what works in building a great culture and is excited about sharing her knowledge with you. Her passion is increasing the number of employees who are excited to go to work on Monday mornings!

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