

The GWPR column

Let us relax!

Women are great at questioning themselves. Real or supposed deficits? At the same time, a woman is looking for a seminar to meet demands that have not even been made. Susanne Marell, founding member of the association **Global Women in PR Germany**, advises: Simply disconnect the self-optimization gene more often.



In my son's biology book, I could not find anything about the female self-optimization gene, even though I've dealt extensively with genomes, base pairs, and double helices. But maybe it's the second X chromosome that especially women often question themselves: "Am I really good enough to take the next step?", "Do I have enough experience for this position?", "What do I have to do so as not to disappoint my superiors? "

These questions seem to be directly anchored in the female genome - along with thoughts such as, "If I say no, I'll be bitchy" or "It's important to me that everyone feels like a winner." I am not known for liking stereotypes. But again and again I have seen in employee interviews that women talk down their achievements. That they first list all the points that would make them even better. And directly suggest trainings and coaching, which you absolutely need to optimize further.

Salary discussions with women are also often more pleasant, as their demands are rarely exaggerated or unrealistic. And if there are already children there, the woman prefers to go directly to an 80-percent job with the appropriate pay - with 120 per cent remaining. Efficient as she is, she wonders what she's doing wrong at most, because the work package would have to be able to do it in four days, right?

A few weeks ago, I met with colleagues from other industries, and we talked about possible supervisory board mandates. And how did we do that? We discussed intensively which seminars we should attend to qualify. With increasing attention to detail, we have exchanged views on providers and learning content.


Fortunately, we were interrupted by a colleague before the booking: "You start the wrong way around. Do you realize that the compensation outside the Dax is not particularly lucrative, but the time required very high? In addition, you should first check who you know at all to get a mandate, because most mandates are still given by recommendation. "


Well, the self-optimization gene should be disconnected from time to time. This not only has practical value, but also relaxes immensely.


What do you mean? Write us: by mail, via Twitter or Facebook.


In this prmagazine series of commentaries, the founding members of the Global Women in PR (GWPR) Germany Association each month write about topics that move them.

This column first appeared in the February issue of 2019. In the March issue you can read a commentary by Clarissa Haller, Head of Communications at Siemens.

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