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Strategies for Preventing Genderwashing Leadership

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Abstract

Genderwashing researchers have not beamed their searchlights on de-escalation strategies for genderwashing leadership, although genderwashing has gained traction in the management domain. This qualitative hermeneutic phenomenological study on preventive strategies for genderwashing leadership filled the lacuna in management literature. Genderwashing leadership has created the illusion of gender equity in more than a few private and public organizations through rhetoric, which significantly differs from the experiences of many female employees. Latent biases in policies (employment equity policies) and procedures such as recruitment, promotion, training opportunities, funding opportunities, etc., and patriarchal cultural practices are intrinsic in a genderwashing leadership environment. Genderwashing is a harbinger of interest in applying organizational grand norms and equity constructs to create a sustained practice of leaders working their talks. Grounded in Adam's equity motivational, Gottfredson and Hirschi's self-control, and Prabhupada's sonic therapeutic intervention (STI) frameworks, the researcher meticulously investigated preventive strategies for genderwashing leadership. Eight semi-structured interviews were conducted using snowballing purposeful samples and reviewing pertinent documents as data collecting methods. An astute analysis of interview data transcriptions generated nine themes: gender equity refresher training, willpower development, self-restraint reinforcement, pristine identity development, emotional courage intervention, redirecting-a-misdirected patriarchy, equity strategies implementation, sonic therapeutic intervention, and practical supermundane values. Augmented family development, vivacious society, high productivity, and general happiness are some of the study's implications for positive social change (PSC).

Keywords: augmented family development, emotional courage intervention, high productivity, gender equity refresher training, pristine identity development