



**Special Session speaker:**

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**Title of the Presentation:**

**The “masculine norm” of organisations**

Kristine Kotte-Eriksen is a Norwegian diversity and inclusion advisor. She has a master’s degree in gender studies, specialising in gender equality in the workplace. Her background is in marketing & communications, and she has several years of experience working with gender related challenges in the global IT industry, start-up community, oil and gas industry, and the Norwegian Navy. Kotte-Eriksen is an experienced speaker on gender, diversity and inclusion topics, and has lived and worked in the UK, France and Switzerland. She believes that equality in organisations is best achieved through openness, transparency and communication.

The “masculine norm” of organisations

To achieve gender equality in organisations, we have to involve the entire organisation - not only the gender in minority. By creating an inclusive culture - led by the top management - we can attract and retain a broader diversity in the workforce. But how can we work towards equality without focusing too much on people’s gender?

Organisational cultures consist of “masculine” and “feminine” traits. In organisations and industries heavily dominated by men, the masculine attributes can overshadow the feminine, and thus create a culture that rewards masculine attributes - a culture where men (in general) fit more authentically in. How can we create a more balanced culture by keeping the best of the masculine and giving space to more of the feminine? And how does this benefit men, women, and the organisations going forward?