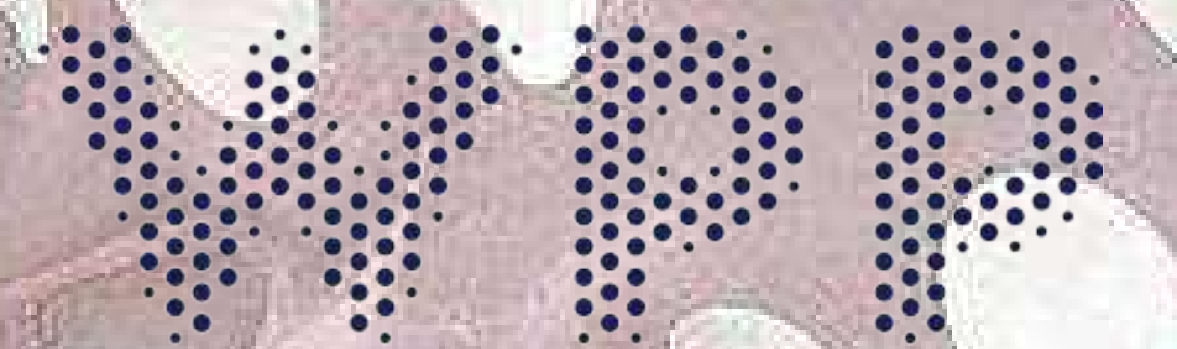


# REWRITING COMMUNICATION PARADIGMS IN LEADERSHIP

TRANSFORMING FEMALE COMMUNICATION CODES  
INTO THE LEADERSHIP STANDARD OF THE FUTURE

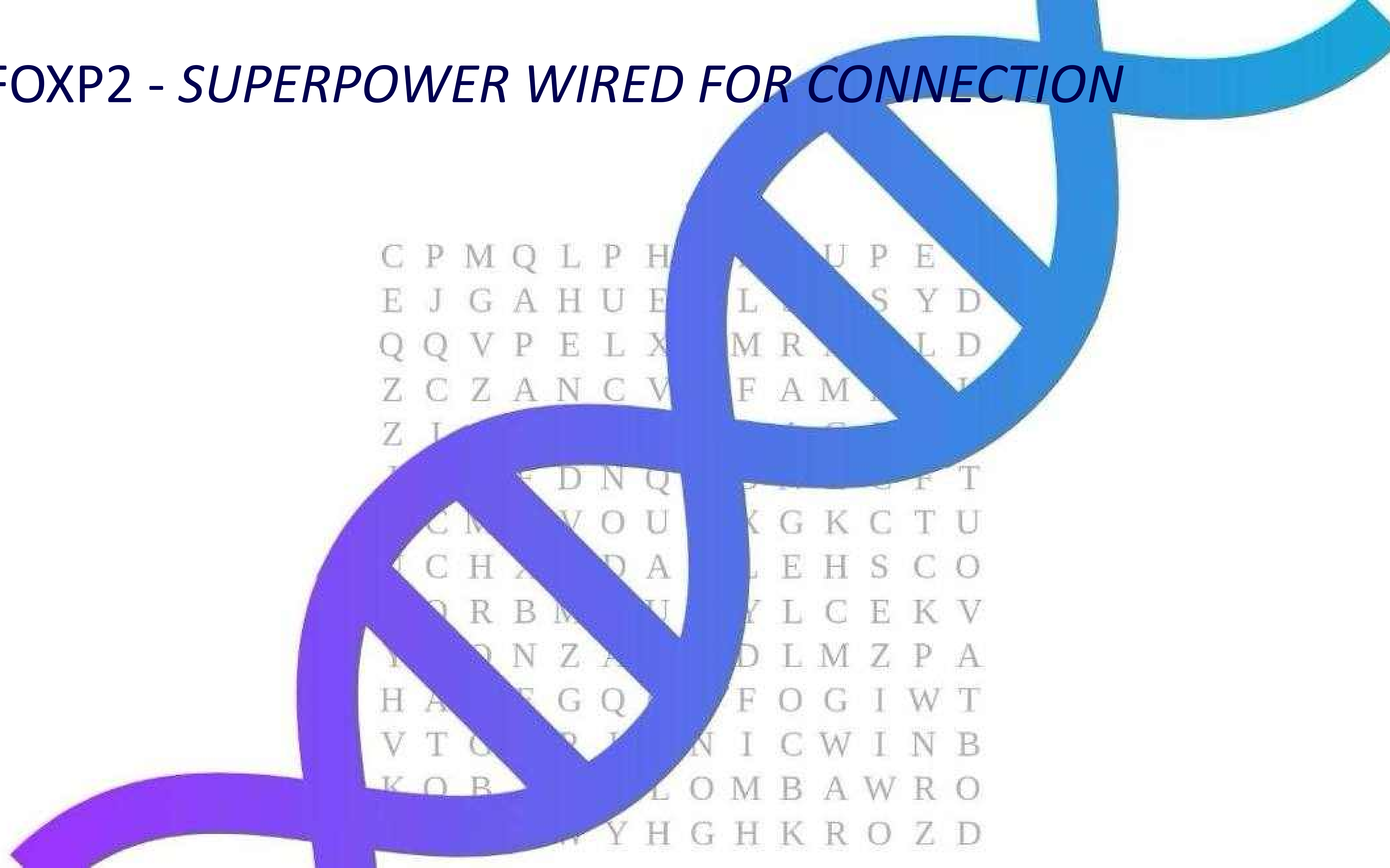
June 05, 2026  
Global Summit of Women, Istanbul



IT IS TIME TO REWRITE THE CODES



# FOXP2 - SUPERPOWER WIRED FOR CONNECTION



C P M Q L P H U P E  
E J G A H U E L S Y D  
Q Q V P E L X M R L D  
Z C Z A N C V F A M  
Z I  
D N Q F T  
C M V O U K G K C T U  
C H A D A L E H S C O  
R B M N Y L C E K V  
Y D N Z A D L M Z P A  
H A E G Q F O G I W T  
V T C R I N I C W I N B  
K O B L O M B A W R O  
Y H G H K R O Z D



**We are still playing by playground rules written centuries ago.**



# THE UNSEEN ACADEMY

75% OF MOTHERS FIND THE LIVED EXPERIENCE OF MOTHERHOOD MORE FUNCTIONAL FOR BUSINESS THAN THEIR FORMAL DEGREE.



M.O.M.  
ACADEMIC  
CREDENTIALS

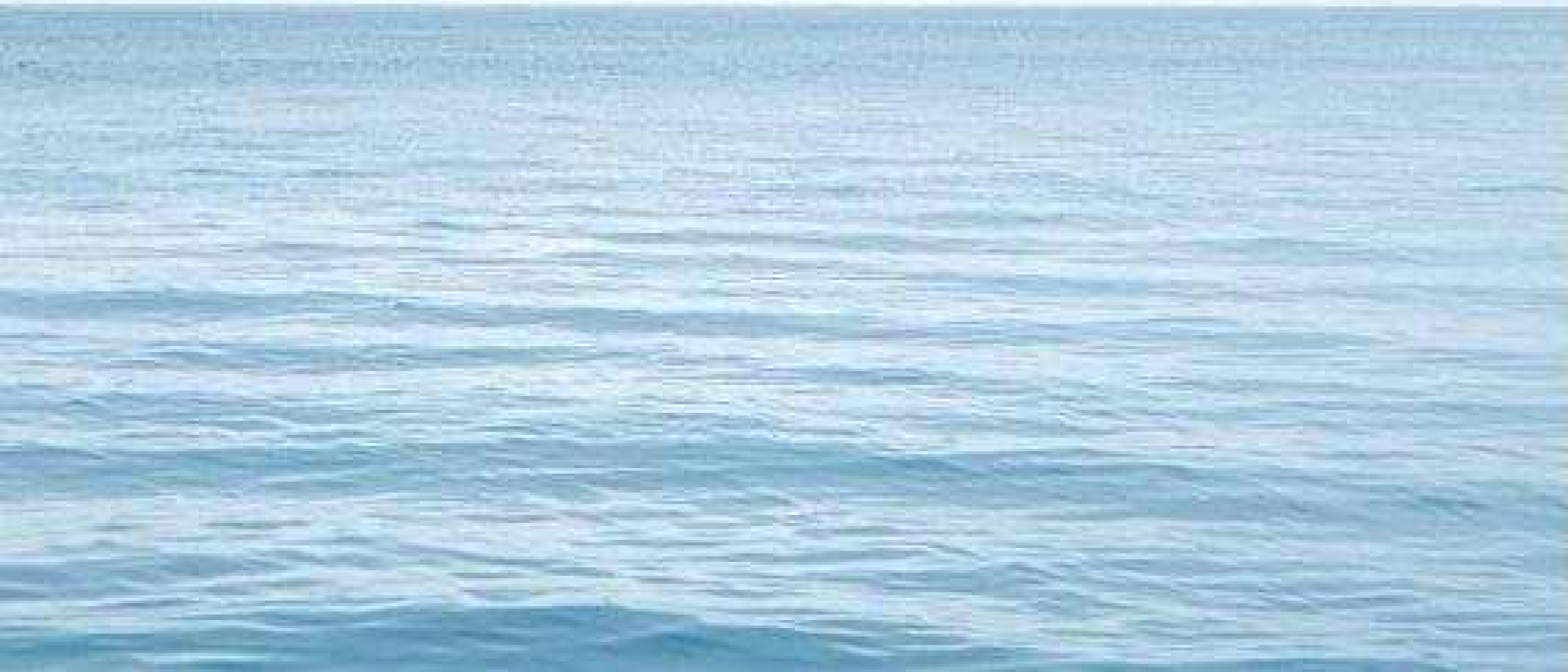
# THE GEN Z TIPPING POINT

By 2026, 60% of your workforce will refuse to listen to a 'lone hero.'



# THE PROOF

From 'War  
Language' to  
'Collective  
Responsibility'



**STOP ASKING WOMEN TO CHANGE THEIR LANGUAGE  
UPGRADE THE DEFINITION OF LEADERSHIP**

**LEADER**  
*LEADER*

A large black silhouette of the Statue of Liberty is centered on the book cover. The statue's right arm is raised, holding a torch with a flame. The left arm is extended horizontally, holding a tablet. The background is a light gray with a repeating pattern of white circles.

THE  
**ATHENA  
DOCTRINE**

HOW WOMEN  
(AND THE MEN WHO  
THINK LIKE THEM)  
WILL RULE THE FUTURE

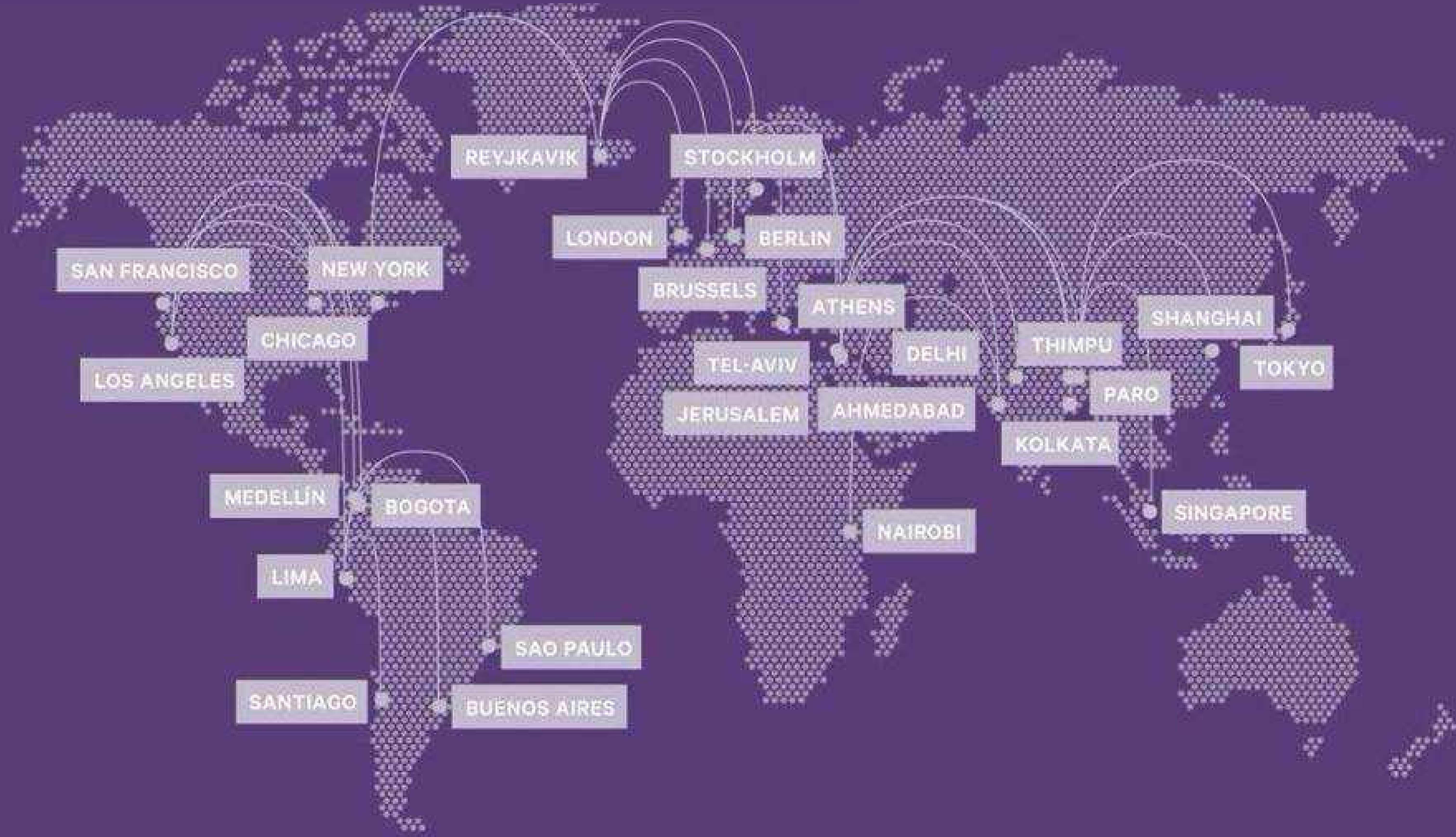
JOHN  
GERZEMA  
&  
MICHAEL  
D'ANTONIO

NEW YORK TIMES BESTSELLER

# 64,000 PEOPLE IN 13 COUNTRIES



# 150,000 MILES TRAVELED TO 26 CITIES





32,000 PEOPLE  
HELPED CLASSIFY 125  
HUMAN TRAITS

## MASCULINE


RUGGED	AGGRESSIVE
DOMINANT	BRAVE
STRONG	DARING
ARROGANT	COMPETITIVE
RIGID	GUTSY
LEADER	STUBBORN
NATURAL LEADER	ASSERTIVE
ANALYTICAL	DRIVEN
PROUD	DIRECT
DECISIVE	CAREER ORIENTED
AMBITIOUS	DYNAMIC
OVERBEARING	CONFIDENT
HARD WORKING	STRAIGHTFORWARD
LOGICAL	SELFISH
CONSENSUS BUILDER	INDEPENDENT
SELF RELIANT	UNAPPROACHABLE

## NEUTRAL

VISIONARY
ENERGETIC
SIMPLE
AUTHENTIC
DIFFERENT
AGILE
CAREFREE
COLLABORATIVE
INTELLIGENT
CUNNING
CANDID
TRADITIONAL
FUN

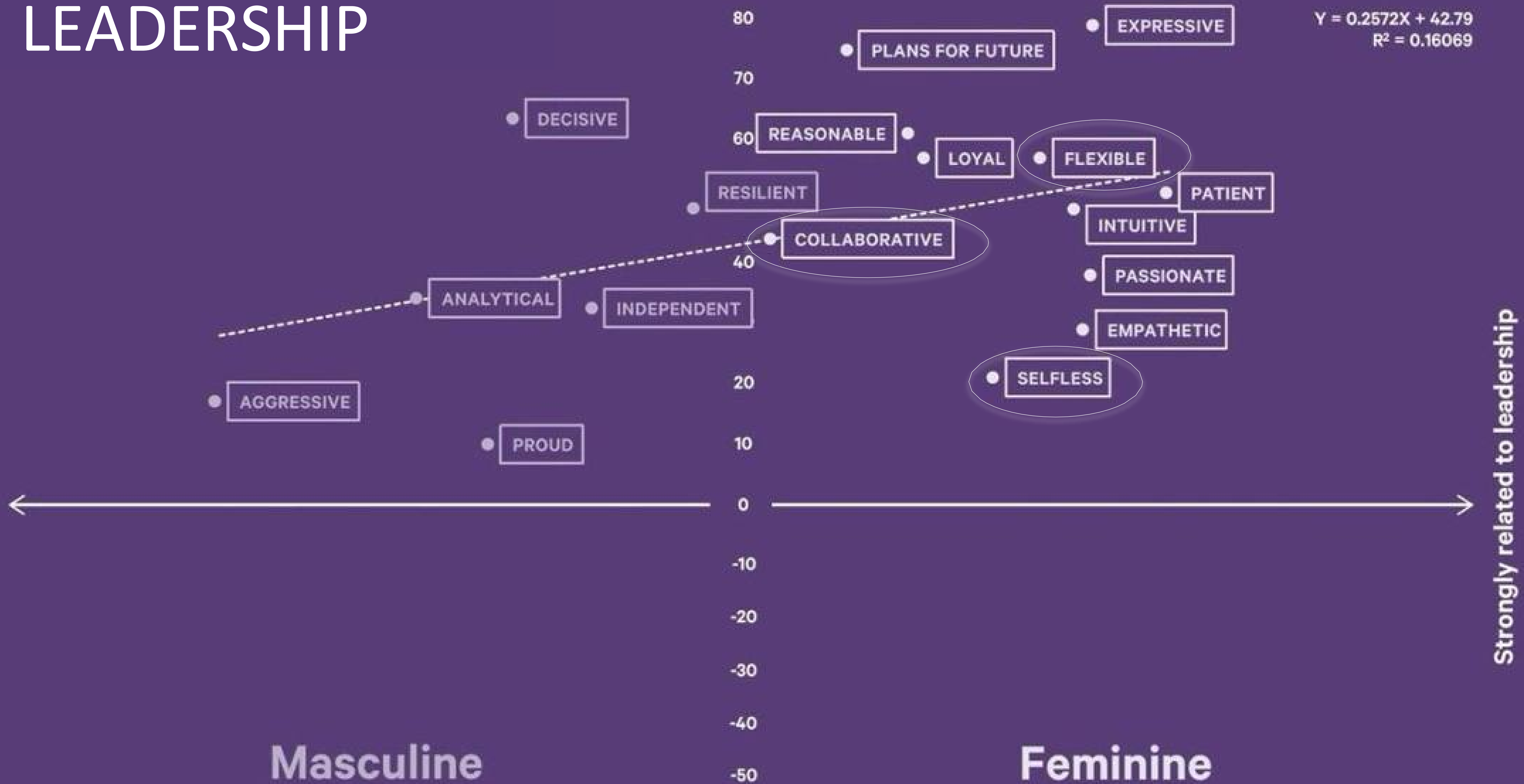
## FEMININE

ORIGINAL	DOWN TO EARTH	SOCIAL	LOVING
FREE SPIRITED	PLANS FOR THE FUTURE	ENCOURAGING	CARING
CHARMING	UPPER CLASS	SINCERE	SENSUOUS
TRUSTWORTHY	OPEN TO NEW IDEAS	EMPATHETIC	AFFECTIONATE
ARTICULATE	UNIQUE	PASSIONATE	VULNERABLE
RELIABLE	GENEROUS	EXPRESSIVE	GENTLE
DEDICATED	TEAM PLAYER	GOOD AT MULTITASKING	SENSITIVE
DEPENDABLE	HONEST	UNDERSTANDING	STYLISH
REASONABLE	IMAGINATIVE	KIND	NURTURING
NIMBLE	HUMBLE	PATIENT	EMOTIONAL
ADAPTABLE	CURIOUS	SUPPORTIVE	GLAMOROUS
OBLIGING	LOYAL	POISED	
HEALTHY	CONSCIENTIOUS	GIVING	
POPULAR	COOPERATIVE	TRENDY	
PASSIVE	INVOLVED	GOOD LISTENER	
COMMITTED	FRIENDLY	FAMILY ORIENTED	



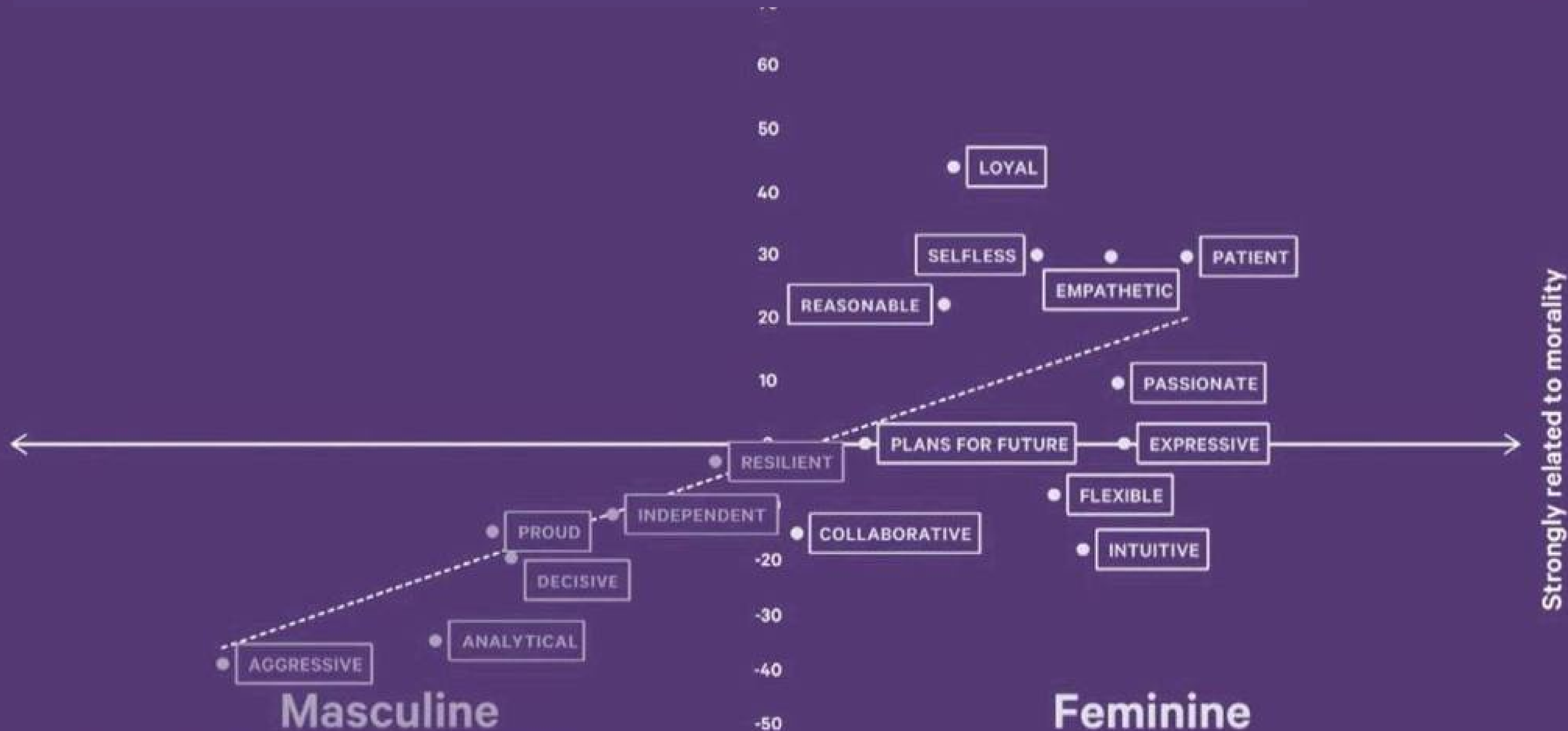
ANOTHER 32,000  
PEOPLE RATED THE  
SAME TRAITS ON  
LEADERSHIP, SUCCESS,  
MORALITY &  
HAPPINESS

# LEADERSHIP



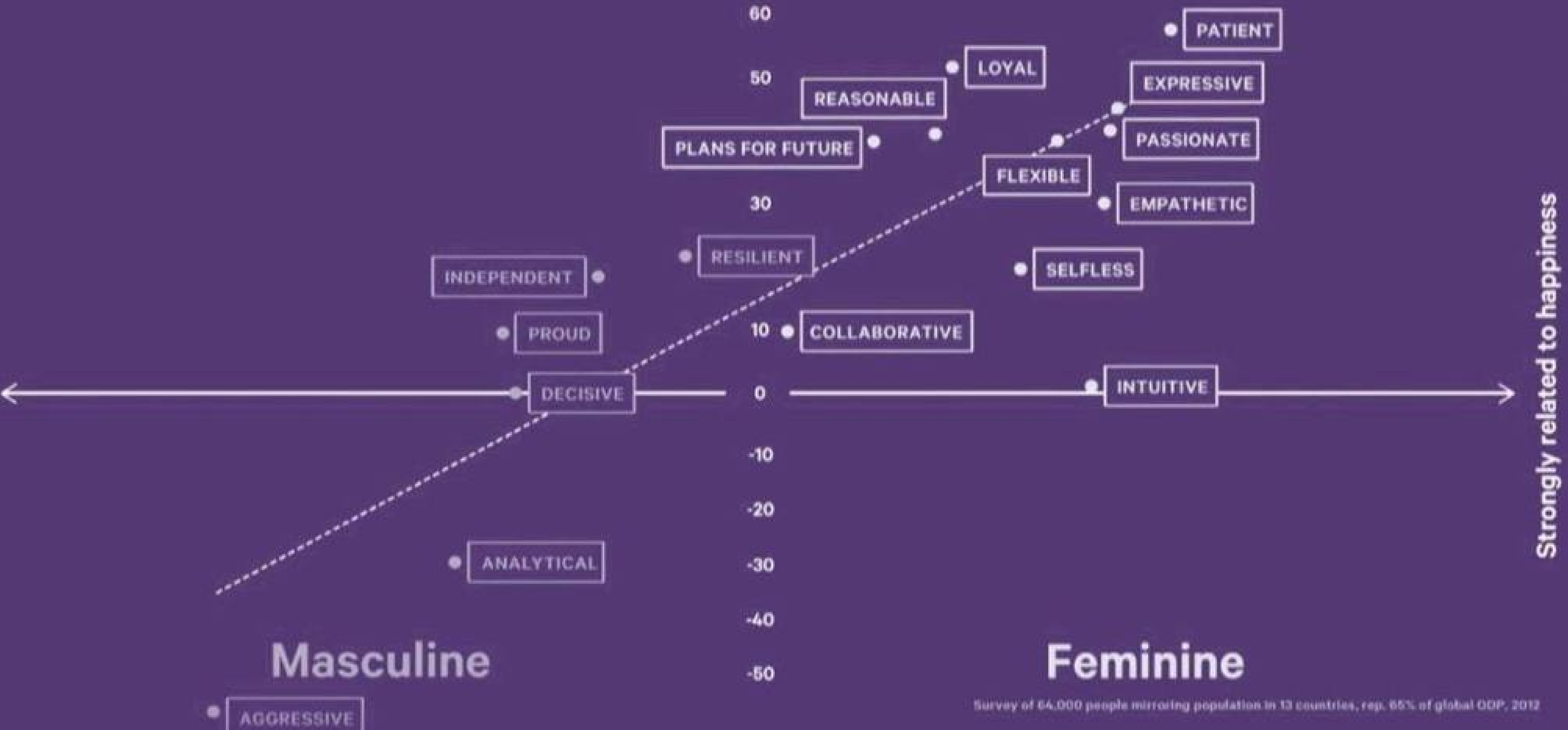
# MORALITY

$$Y = 0.5592X - 3.2673$$
$$R^2 = 0.51802$$

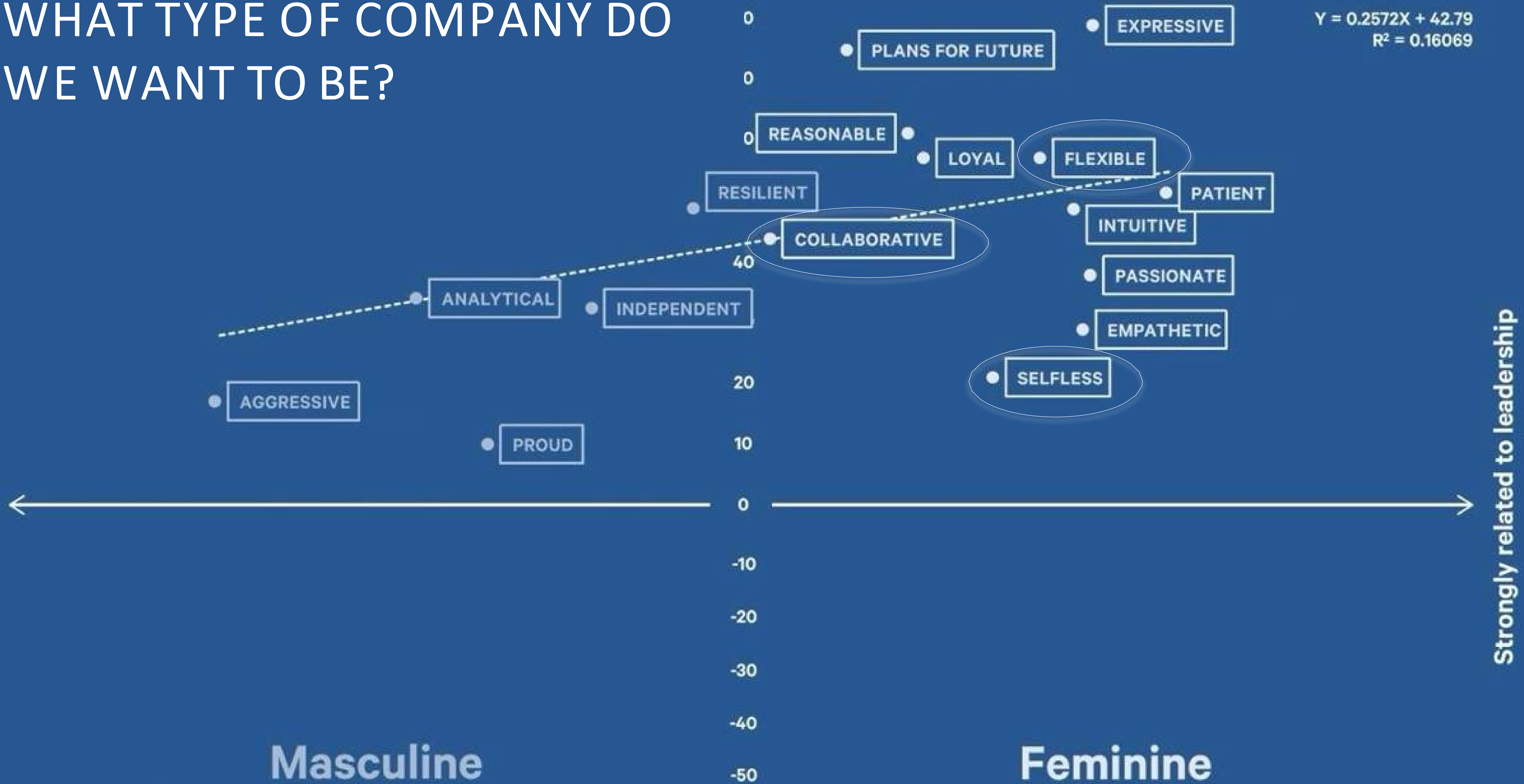


# HAPPINESS

$$Y = 0.8241X + 13.459$$
$$R^2 = 0.67594$$



# WHAT TYPE OF COMPANY DO WE WANT TO BE?



A SUCCESSFUL CAREER TODAY  
REQUIRES GREATER  
COLLABORATION AND SHARING  
CREDIT WITH OTHERS

**84% AGREE**

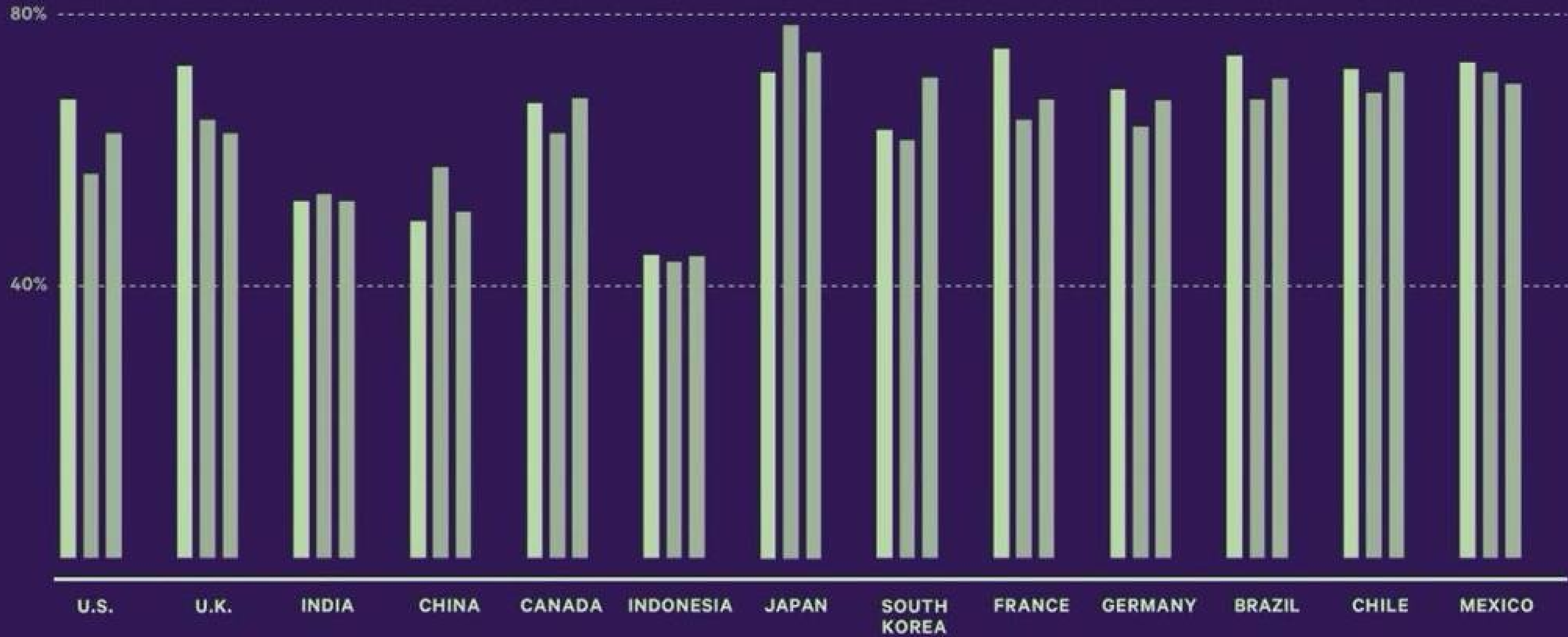
# THE WORLD WOULD BE A BETTER PLACE IF MEN THOUGHT MORE LIKE WOMEN

Global Average

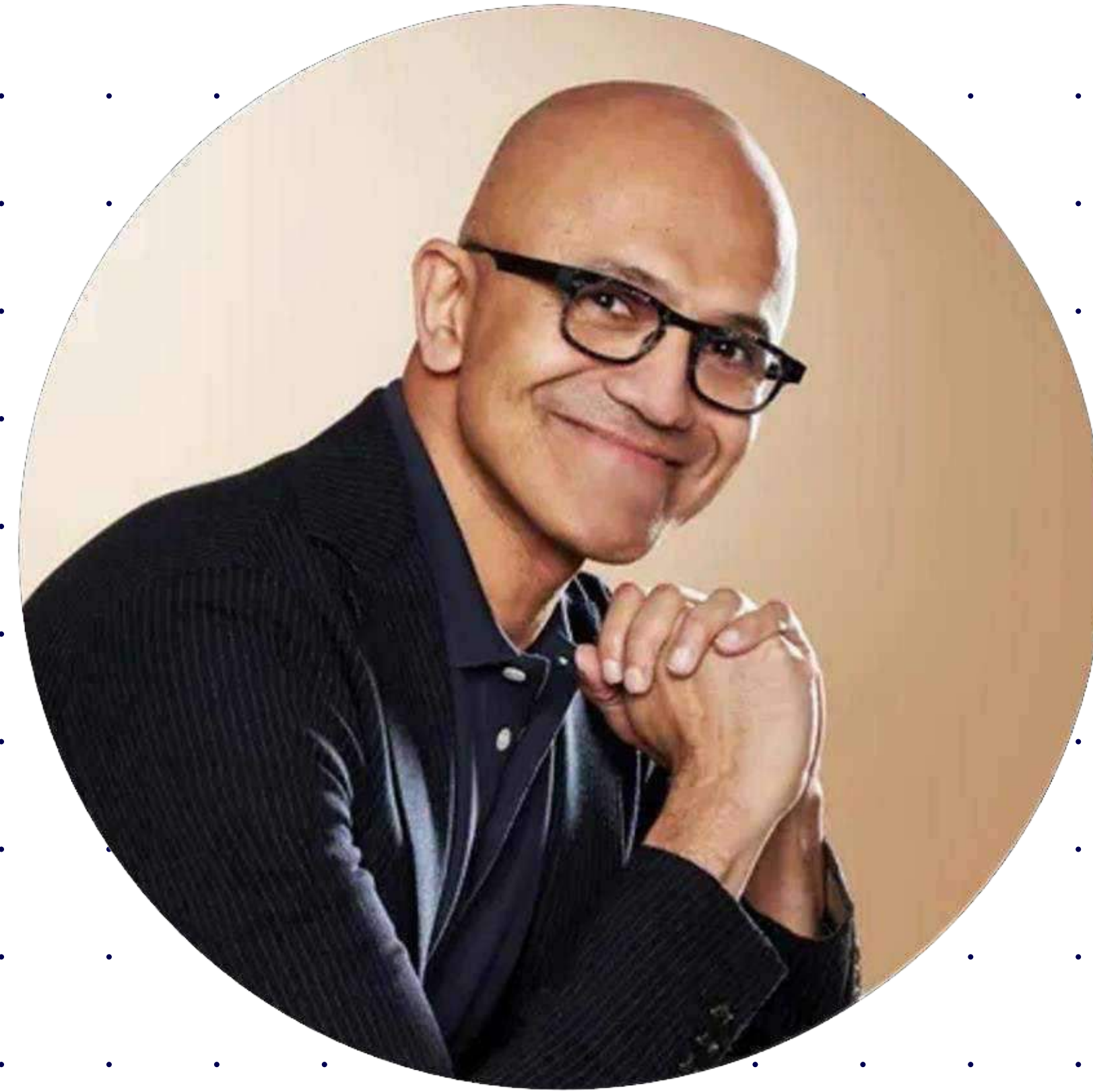
**66%**  
of adults agree

**63%**  
of men agree

**65%**  
of millennials agree



Survey of 64,000 people mirroring population in 13 countries, rep. 65% of global GDP, 2012



Empathetic, flexible, passionate, intuitive, loyal, plans for future?

*\*The Athena Doctrine, John Gerzema & Michael D'antonio*

# THANK YOU

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WPP TURKIYE COUNTRY MANAGER  
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