# Mazonai Outraged by Article Questioning Female Leadership

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Managing director Ausra Mazonaite of Mazonai is outraged by the recent article ‘Why You Don’t Want Women Leaders’. Mazonai promotes the benefits of female leadership and disputes the claims that women are not natural leaders.

In a recent article by Victoria Pynchon for LinkedIn, the author claims that there is nothing that makes women better leaders than their male counterparts. The article was a response to a piece written for FastCompany.com that suggested female leaders are more collaborative and creative, often adapting their approaches to ensure their business have access to the limited resources on offer. In her response Pynchon claims there is good reason as to why male leaders significantly outnumber women, and goes on to suggest three key factors that are preventing more women from taking leadership roles. Event marketing firm Mazonai are outraged by the authors' claims. As a firm run by a strong female leader, Mazonai are advocates for promoting the positives of female leadership and are eager to fight back against the authors' claims.

The article states that one of the main reasons businesses don’t want female leaders, is due to the changes they would have to make to accommodate a female leader. A business revolves around an individual and unique culture, often created ‘by men, for men’. The author believes that introducing a female leader to this carefully defined dynamic has the potential to disrupt a business, claiming that the innovations and ideas of a female leader could harm the company’s culture and isolate male leaders.

The article also suggests that women will always favour other women. In a male dominated world the author believes that women at the top will actively promote and praise because of gender rather than talent. Mazonai believe that talent should be rewarded and have helped many young men and women achieve their business aspirations through their leadership development program. The firm believe that the idea of women only looking out for other women in business is unacceptable, and believe that women make great leaders due to their inclusive approach and the empathy and support they provide their workforce.

Although the author later claimed that the article has a satirical edge, Mazonai believe that the article is still highly damaging to female business leaders. The firm believe the sentiments of the article encourage negativity around ambitious business women and have the potential to put many women off their business aspirations through fear of facing criticism from co-workers.

Mazonai is a sales and marketing firm run by successful female entrepreneur Ausra Mazonaite. Mazonaite has many years of experience in the sale and marketing industry and has used this experience to drive Mazonai towards success. The firm are leaders in the event marketing industry and strive for innovation in order to create and implement effective campaigns for a diverse range of clients. Ausra Mazonaite is a regular speaker at industry events and has recently been named as a keynote speaker at an upcoming regional conference in London. The event is expected to see 300 industry professionals attend. Mazonaite hopes that her work and upcoming talk will help inspire the next generation of female leaders and give them the confidence to discover their full potential.

Mazonai are an outsourced direct marketing firm who specialise in developing and implementing event marketing campaigns. Through face to face promotions and interactive presentations Mazonai help their clients to make lasting connections with their customers, which leads to a positive brand awareness and increased customer acquisition.

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