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Only time--and money--will tell.

## [Women Business Leaders](#)

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Jeff Wuorio's [4 Ways Businesswomen Can Combat Bias](#) discusses ways to fight detrimental views on female company representatives. Although it may be needed for a small company to fight these preconceptions through deception as Gini Dietrich of [Arment Dietrich](#) does, making a fictitious male entity the leader of a company that is headed by a woman simply reproduces discrimination against women in business interaction. Living in a time where widespread lack of progressive thinking makes [notions of a female US president](#) remarkable is unfortunate. Dietrich's actions support the status quo. If potential clients are sensitive to doing business with a female business leader, then the performance of the business leader should be used to steer the prospect away from their preconceptions and persuade prospects into becoming clients. Supporting and increasing the success of businesses that discriminate against female business leaders helps discrimination persist in business settings. Female business leaders should use the talented knowledge workers that they have accumulated to help, through their business's services, companies that are more interested in becoming more profitable and less fixated on extending sexual discrimination.