

Men and women take different risks: study

August 30, 2011

Calgary Herald:

A growing number of studies suggest that having women in a company's boardroom and executive suites fundamentally changes a corporation's decision-making process – and can improve the balance sheet too.

While this is usually attributed to the fact that women take fewer risks than men, a study published this month suggests the stereotype of women as cautious riskavoiders misses the mark.

Bernd Figner, a scientist at the Center for Decision Sciences at Columbia Business School, who studies when and how people take risks, suggests women are every bit as likely to step outside their security zones as men – the two sexes just do so in different ways.

Read the whole story: [Calgary Herald](#)