

FORTUNE

Monday, October 28, 2002

By Justin Fox

BRAINSTORM 2002

Brain Scans: Why Women Should Rule the World **Boys' clubs: They suddenly have a whole lot to answer for.**

Kim Campbell, former Prime Minister of Canada, offered a solution to today's scandal-riddled world: women leaders. "The qualities that are defined as masculine are also the same qualities that are defined as the qualities of leadership. There is virtually no overlap between the qualities ascribed to femininity and those to leadership." Yet in several studies, Campbell said, "results show that when you have a critical mass of women in an organization, you have less corruption." Peru and Mexico have even implemented initiatives based on such thinking. And Campbell warned that "lest you think that all we aspire to for the world can be accomplished by male-dominated organizations, I have only to say to you: Enron, Taliban, Roman Catholic Church."

Reporter Associate: Julie Schlosser