

## Case Study 5

Electronics Engineer: [less aggressive](#)

A young and talented electronics engineer was known as something of a firebrand. Her black-and-white attitude to technical and leadership decisions made her aggravating to some and intimidating to many.

She needed to find a way of showing people that her strong opinions and determination to see her ideas through were borne of deep caring for her people and for the company's future – a caring that she had felt it necessary to conceal in the male-dominated environment in which she worked.