Successful female leaders empower women's behavior in leadership tasks

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HIGHLIGHTS

► We examined the effect of successful role models on behavior in a leadership task.
► Exposures to female role models empowered women's behavior and self-evaluations.
► Exposure to female role models eliminated the gender performance gap.
► Role models did not affect men's leadership behavior.

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Fig. 2. The effects of role model priming on empowered behavior (speaking time) for male and female participants. Error bars represent one standard error.