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The first edition of the MAP Report (What Makes A Picture) tracks the consumer desire for anchorage in an unstable world, for a sense of self that gives us control in an age of information overload, for a sense of One Life.

The MAP Report has been created by the Getty Images Creative Research Matrix, a global team of image analysts based in offices from Los Angeles, to London, Beijing and beyond. The One Life report is based on the analysis of image searches by 1.4 million

customers on the Getty Images website, the gathering and study of over 2,000 advertising tearsheets from around the world, and a survey of 500 advertising, design and marketing professionals.

The following extracts looks at One Life drivers around how women are radically transforming ideas of what it means to be professional, ideas of 'leadership' and corporate life in general.

## One Life: Workplace

To paraphrase the political catchphrase of the '90s, those looking to lock on to the One Life trend need to know one thing – "It's Women, stupid!"

Women are the big drivers and will shift the imagery space beyond anything seen before. In a previous section we mentioned that our tear sheet analysis revealed that 36% of all advertising tear sheets pictured individual women, compared to only 5% picturing individual men.

### All-consuming women

The imbalance is explained by the fact that advertisers are aware that women buy for themselves, their partners and their children too, whereas men buy only for themselves. Women are beginning to revolutionize the image space in advertising and one area this is being played out is in business imagery. There has been a huge upsurge in requests for business imagery with women looking assured, successful and confident in themselves.

### End of business drag

The big shift in the workplace (as with marketing products in general) is the emergence of a model of leadership based around female values. From the mid-1980s, women were visualized as men, a kind of business 'drag', in the full corporate armour of power suits and mobile phones. The trend suggests the visual language of business will become less macho, less Wall Street.

### Task-driven thinking

This shift is also a response to the task-driven thinking behind such technologies as PowerPoint. Decision-making has been fractured by innovations which originally evolved to give clarity. Bullet-point presentations, to-do lists and time-management skills have created mental space, but fragmented our sense of the bigger picture.

### Holistic work

Women's values, which are more holistic, more in tune with the vision of One Life, are shifting the culture of work and the visual language representing this. It's due to the fact that more and more women are coming back to work after maternity leave and through more flexible working hours.

### Leaders serve

Partly driven by HR departments, traditional female values head the list of desirable leadership qualities.

A recent issue of Newsweek magazine was dedicated to the story of "How Women Lead" and featured the buzzwords 'communication', 'compassion', 'nurture', 'understand' and even 'serve'.



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## One Life: Public & Private Self

In the workplace, the '90s buzzword of 'compartmentalization' is being replaced by One Life, removing the emotional disengagement of the public and private self. In the *Newsweek* piece, female leaders have a heightened level of self-awareness and understand how it relates to business. Oprah Winfrey says, "How do I align the energy of my soul with my personality and use my personality to serve my soul? My answer always comes back to self." This is also the philosophy of Jerry Maguire. You won't find Winfrey's idiom in management textbooks, but the point is that she sees self-awareness as a practical tool. She doesn't compartmentalize her public and private self.

### One mind

Career expert Dr. Barbara Moses recently wrote on *The Wall Street Journal's* executive career Web site, "If women executives have a universal issue, it's the desire to express their authentic self at work. They dislike repressing the side of them that cares about relationships and others' feelings. They don't want to leave their personalities at the corporate door or pretend to be someone else."

### Collective intelligence

Office politics are changing. Women are leading the way for men to be more nurturing and caring rather than goal and task oriented. Businesses have realized that the best way to retain staff and to connect with customers is with a more feminine approach.

Speaking in *Utne* magazine, a title specializing in collating information from alternative media sources, social entrepreneur Nina Simons says feminine leadership, at its best, involves heightened recognition of the value of people's relationships and contributions. "It assigns a high priority to relationships, learning, beauty, flexibility, celebration, collective intelligence, vulnerability, transparency, intuition and humility."

### Business conviction

With businessmen, the imagery emerging is around certainty and conviction, playing into the theme of individual heroism. Imagery around businesswomen will display women who are more relaxed and easygoing and exude personal pride.

### Feminized business

This transformation in the visual language of the office is remarkable. Back in the late '90s the popular selling images showed people in sleeping bags under their desks, on the floor. It was a lifestyle documented at the time by *Wired* magazine journalist Po Bronson in his book, *The Nudist on the Late Shift*.

In 2006 and 2007, the nearest you get to nudity in the office is the popular shots of people in leotards doing yoga, getting massages, doing exercise. As we renegotiate the work-life balance, the visual language of business will become feminized.



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