

ABSTRACT

Women continue to face challenges in accessing leadership positions due to gender stereotypes, discrimination, and underrepresentation at the managerial level. In fact, effective leadership is not determined by gender, but by the ability to manage teams and achieve organizational goals. This study aims to explore the effectiveness of female leadership and its impact on team performance, taking into account the gender composition within the workplace of Bank BRI Unit Kendal Pemuda. Using a qualitative approach with a phenomenological method, this research involved participants consisting of leaders and team members within the unit. Data were collected through in-depth interviews and analyzed thematically. The findings reveal that female leadership at Bank BRI Unit Kendal Pemuda is considered effective, characterized by strong decision-making, communication, motivation, and the creation of a healthy work environment. Furthermore, female leadership has contributed to improved team performance, particularly in collaboration, evaluation, and problem-solving. This study also highlights the presence of gender dynamics in team interactions, including stereotypes and challenges faced by female leaders. The research contributes to a deeper understanding of leadership effectiveness from a gender perspective and emphasizes the importance of fostering an equitable work environment.

Keywords: *Leadership Effectiveness, Team Performance, Female Leadership, Gender.*