

BOOK: Hardball for Women, 3rd edition

Pat Heim, Tammy Hughes & Susan Golant 2015

<http://heimgroup.com> (be sure to take the free gender quiz)

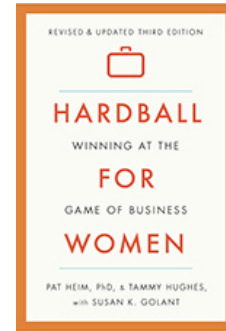
In the business world, the number of women at or near the top has improved only marginally over the last 20 years. In this book, Heim and Hughes address Sandberg's theories of leaning in and explain what that looks like for women in the corporate world. Understanding the different cultures that men and women come from is the first step. Leaning in with an awareness of the differences, a strategy for effectiveness, and tools to lead appropriately is paramount.

"Business women need to know not just what to do, but how to do it", says Heim. "Hardball for Women assures women that leaning in gets results, rather than just putting them off balance and tripping up."

Hardball for Women, teaches women how to use the unwritten rules of business culture to get the big promotion, corner office, and the hefty expense account. By

exploring the socialization process from the ground up, the authors use personal anecdotes and the results of painstaking research to demonstrate how specific behavior patterns are interpreted in business settings to evaluate whether someone is strong or weak, clear or vague, ambitious or passive, and ultimately, promotable or not.

Illustrating precise techniques with real business situations, Hardball for Women shows women how to read and use nonverbal cues, how to be assertive without being obnoxious, how to use banter in networking, how to use smart self-promotion in speech and dress, how to take criticism objectively, how to make alliances, how not to take conflict personally, and more.



Hardball for Women : 10 Tips

1. Men prefer a leader who has power. Display yours.
2. The meeting doesn't happen in the meeting. Get your ducks in a row before the meeting.
3. When interrupted...just keep talking. Don't make eye contact with the interrupter. Don't raise or lower your voice.
4. If you don't know the answer, give it your best shot. Make it up.
5. Swing your voice down---not up---at the end of a statement.
6. Maneuver your way out of looking up. Either invite your colleague to pull up a chair, or subtly stand up.
7. Take criticism for what it's worth and move on. Don't demand perfection of yourself.
8. The words *I'm sorry* should be reserved only for situations where you did something wrong. Remove the phrase everywhere else.
9. Choose a good boss over a good job.
10. When another woman wins accolades, be sure to support her.