



4 out of 5 Suns



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Girls Guide to Being Bossy

The Eighth in the Second series of: ***An Executive Summary for Busy Managers.***

Women bosses... they have the potential of being amazing or amazingly bad and nothing in between. That may sound sexist, but hold your horses, I just got finished reading a book with a pink cover. Keep reading and I guarantee you that we will get to the bottom of this.

The price of gas is obnoxious. The only thing more revolting is the profits being publicized by the oil companies. Sure, I can bandwagon with the best of them; but let's take a moment to do a little math. The average cup of Starbucks sweet nectar is about 12 ounces and costs roughly \$2.00 depending on how you prefer its' preparation. There are 128 ounces in a gallon, so that is roughly ten cups of joe. Hmm... \$20.00 per gallon... I wonder how much Howard Schultz is investing in a caffeine powered car? Eat your heart out Al Gore! ☺

Women bosses, women employees, why does this sexual designation matter? Well according to the authors of the subject of this months' review, it matters a lot. Especially if you are a high potential female (or if you manage one) trying to succeed in what still appears to be a male dominated world...

Caitlin Friedman and Kimberly Yorio have authored a book titled The Girls Guide to Being a Boss Without Being a Bitch. I know what you are thinking. There is no way that a book like this could possibly cross enough boundaries to be of benefit to an individual in a senior leadership position. Well, I am living proof to tell you that you have made an incorrect assumption.

We have all heard the cliché of how a woman felt like she had to act like a man to succeed in Corporate America. This may have meant screaming, the use of colorful vocabulary, or simply the stoic and cold attitude of a person that will never acknowledge that you did a good job. Sure, we see women do this and it stands out. However, when men do it, they do it because of the exact same insecurities that are felt by the fairer sex. Just because it is more socially acceptable for a male to use expletive's certainly does not mean that he isn't as insecure in his position of power as a female who also must rant and rave.

The biggest downside of this book is the fact that it has a Pepto Pink cover. This alone will keep 99.9% of the men that could benefit tremendously from reading this book. As a matter of fact, this is an excellent book for anyone, boy or girl, that has graduated into a leadership position.

Good Witch or Big Bitch? This is how the authors characterize each of the anecdotes that they document throughout the text. After reading each of these true stories, I can say that I have seen both male and female leaders make the exact same mistakes. ***There are no sexual boundaries for making idiot decisions while trying to compensate for a lack of self-esteem.*** Maslow did not put a sexual designation on his Hierarchy of Personal Needs. We all need to feel like we are in control of a situation, especially when we have our families and other people counting on us so they can pay their rent, put food on the table and keep the air conditioning running.

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The perfect example occurs right away in the second chapter. The authors pose the question, "What are the three most important traits (skills) women should learn to be great leaders?" The answer is, "Integrity, decisiveness, and courage-courage to take risks, to make a change and even to fail." Hmm... whether you wear skirts or slacks, I think that is pretty decent advice.

The authors spend a lot of time talking about how important it is to not get caught up in the perception of power and most importantly not to abuse the newfound power that a new supervisor, manager, or VP will be able to wield. The fact of the matter is whether you are a man or woman; you are only as successful as the team that you lead will allow you to be. If you swing an iron fist you are going to crush the creativity that would have allowed your group to develop profit enhancing processes. If you are empathetic, capable and caring you will nurture the seeds of good ideas into mighty Redwoods that will yield positive returns long after you have been promoted into a larger position of authority.

This book is written by a pair of publicists. Perhaps they knew the value of putting a pink cover on their text. Maybe the exclusivity of being a "girls only" book will allow them to sell more books. I am not sure of that, but one thing I am sure of is that the advice given in this book is excellent and time honored. A lot of what is written comes from some of the more classic studies in management style. However, no one has ever before targeted a focused audience like this. Maybe they will

come out with a Gen X version next with a big Pepsi can on the cover???

I have to warn all the guys out there who might follow my advice and read this book... there are a few pages where they talk about appropriate make-up and clothing and such. I am certainly not trying to discriminate here, but most of the gentlemen might want to just skip over these sections and get to the juicy management advice.

Summed up...

1. *There is no excuse for being a bitch and it will only hold you down on your climb up the corporate ladder. This applies to boys and girls equally!*
2. *Empathy, it's not just for Grandma's anymore.*

Just my opinion and we all know what "they" say about opinions...



the girl's guide
to being a boss

(without being a bitch)

VALUABLE LESSONS, SMART SUGGESTIONS,
AND TRUE STORIES FOR SUCCEEDING
AS THE CHICK-IN-CHARGE

Thanks
JB

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