



POWERING UP! *with Anne Doyle*

POWERING UP! How America's Women Achievers Become Leaders

BOOK SUMMARY

POWERING UP! is an insightful and practical field guide that teaches, inspires and challenges three distinct generations of aspiring, professional women to make the leap to leadership.

Never before in the history of the world has there been such a critical mass of educated, professionally accomplished and financially independent women in the workforce. Yet nearly all the classic leadership books have been written by men, based on men's experience. Very few draw upon the several decades of experience from women who are developing new leadership styles that tap the innate strengths of the female gender.

"The next frontier for women is leadership," says author Anne Doyle, who makes the case that the U.S. is now a nation of women *Achievers* – but Leadership *Under-Achievers*. **POWERING UP!** is graduate work for women who have mastered the fundamentals of professional success and believe they are leadership material. Doyle draws upon her own four decades of experience in some of the toughest leadership laboratories for women – sports broadcasting, the auto industry, political office and single parenting. But she also did extensive research and interviews with women leaders from a broad spectrum of generations, professions and cultural backgrounds.

So Many Achievers, Where Are the Leaders? **POWERING UP!** identifies and introduces readers to three very different cohort groups of accomplished women: the *Pioneering Interlopers* (mid-50s and older), the *Influential Insiders* (mid-30's to early 50s) and the *I'll-Do-It-My-Way Innovators* (early 30s to college-age). Through chapters as intriguing as "Why Girls Don't Rule," "Size Matters" and "What Do Men Have to Do With It," the author pokes holes in the widely-held perception that women are already leading, lays out the multiple ways women are holding themselves and other women back, and explains why men are essential for closing the gender leadership gap.

Seven Leadership Practices: The second half of the book devotes a chapter to each of the Seven Practices that women Achievers must master next:

- Discover Your Purpose
- Raise Your Voice
- Break the Rules
- Claim Power
- Drink at Dangerous Waters
- Get Back in the Saddle
- Womaninity

Women are on a steep learning curve when it comes to leadership. But they're learning fast. **POWERING UP!** is a powerful tool for flattening the learning curve. It's also "...a must-read for every man who is married to, works with or works for high-achieving women," says Jim O'Connor, former Ford Motor Company Group Vice President of Marketing and Sales.

As a cultural tribe, women have the ability to collectively rise or continue treading the same professional waters. **Powering Up!** inspires women to think bigger than their individual ambitions and recognize how interdependent they are. Through powerful language, memorable stories and remarkable new role models, this is a book whose time has come.