

Breaking Through “BITCH”

How Women Can Shatter Stereotypes and Lead Fearlessly

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When a man strongly asserts his point of view and autonomy, he is hailed as a strong, competent leader. When a woman exhibits the same executive qualities, she is labeled a brusque, overbearing bitch. This is not really news anymore, is it? Yet these unfair perceptions are a key reason why only five percent of Fortune 500 Company CEOs are women.

How can women leaders break through that brick wall of “bitch”? How can they manage gender expectations and still successfully climb the corporate ladder?

Breaking Through “BITCH” takes an authoritative, sometimes controversial approach, using stories from executives at the highest corporate levels to show how women can hone their innate skills, rise to the top, and be effective, outstanding leaders. It addresses head-on why women *cannot* and *should not* “act like men” and provides the Women’s Leadership Blueprint™ to show just how and why.

The Women’s Leadership Blueprint™ is comprised of nine unique behaviors that top women leaders have in common and the applicability for developing them – in both women and men -- to lead companies in the new and emerging business environment. It identifies the unique challenges of developing women leaders and offers strategies for how to overcome them.

Breaking Through “BITCH” brings outstanding research together with absolute practicality, making the knowledge accessible to a broad audience. The positive focus and humor permeate its pages, making it a constructive and entertaining read. Author Carol Vallone Mitchell truly brings heart to this book, giving the reader the experience that she is inviting you in for a visit and talking with you personally. In it she:

- Reveals why stereotypically feminine characteristics, such as nurturing, empathy, and inclusiveness are the keys to power, not signs or weakness.
- Shows how these characteristics can be equally effective for men in our fast-changing world.
- Visualizes better organizational cultures where confidence is not arrogance, a drive for achievement is not destructive, political savvy is not cutthroat, and emotional intelligence is the norm rather than the exception.

By using personal experience and stories from executives, **Breaking Through “BITCH”** empowers women to be their best selves, overcome stereotypes, and lead.

