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WOMEN MAKE THAT SABOTAGE THEIR
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NEW YORK TIMES,
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Unconscious Mistakes
Women Make That
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Lois P. Frankel, PhD

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Review

"Any woman intent on getting ahead in the corporate world should read this book. It's a fascinating crash course in image, influence, and communication, from an accomplished and insightful coach. Terrific stuff!" - Anne Fisher, senior writer, Fortune, and "Ask Annie" career columnist, CNNmoney.com

"Every page of this book is filled with something you or one of your friends do every day...A simple, quick guide to presenting ourselves as the strong and bold women we are." --Gail Evans, author of *She Wins, You Win and Play Like a Man, Win Like a Woman*

About the Author

Lois P. Frankel, Ph.D., is the President of Corporate Coaching International. She is a sought-after speaker. Her websites are www.drloisfrankel.com; www.gr8speakers.com; and www.corporatecoachingintl.com

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BEFORE YOU WERE TOLD TO "LEAN IN," DR. LOIS FRANKEL TOLD YOU HOW TO GET THAT CORNER OFFICE The New York Times bestseller, which for 10 years has been a must-have for women in business, is now completely revised and updated. In this new edition, internationally recognized executive coach Lois P. Frankel reveals a distinctive set of behaviors-over 130 in all-that women learn in girlhood that ultimately sabotage them as adults. She teaches you how to eliminate these unconscious mistakes that could be holding you back and offers invaluable coaching tips that can easily be incorporated into your social and business skills. The results for hundreds of thousands of women have been career opportunities they never thought possible-at every stage of their career, from entry-level to the corner office! Stop making "nice girl" errors that can become career pitfalls, such as:

- Mistake #13: Avoiding office politics. If you don't play the game, you can't possibly win.
- Mistake #21: Multi-tasking. Just because you can do something, doesn't mean you should do it.
- Mistake #54: Failure to negotiate. Don't equate negotiation with confrontation.
- Mistake #70: Inappropriate use of social media. Once it's out there, it's hard to put the toothpaste back in the tube.
- Mistake #82: Asking permission. Children, not adults, ask for approval. Be direct, be confident.

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Most helpful customer reviews

7 of 7 people found the following review helpful.

... is one of my bookshelf favorites that I have recommended to my female co-workers and high potential newcomers to ...

By SouthernDevil

This is one of my bookshelf favorites that I have recommended to my female co-workers and high potential newcomers to the corporate world since its first edition. Recently picked up the revised copy and it still does not disappoint.

Finding that balance between being a credible, trusted business partner and being called an "aggressive b-word" is a challenge, particularly for an alpha female. While I thought I knew a lot, I was often overusing the masculine energy I had thinking that was the way to the boardroom in a male-dominated environment. Incorporating some of the tips I learned in Dr. Frankel's book, I noticed a distinct change in how my male colleagues and superiors dealt with me, all for the better. The revised copy, built for today's workplace, has been my recent nightly reading to reassess where I am now in my career and how I may need to refine myself further as I move up the ladder.

31 of 34 people found the following review helpful.

This is one of the best business books I've ever read

By Angie Haney

This is one of the best business books I've ever read. It's difficult to navigate the business world as a female because if you come off too strong you're an unfeeling b-word, but if you're too soft then you're interpreted as being unintelligent and you're demoted to pastry pick-up. The author gives practical advice on how to dodge this catch-22 on a daily basis in the office while still being yourself. I also really liked her guidance on personal appearance, and desk/office appearance. I didn't think about it before I read this, but I really do judge people by the appearance of their desk or office area. It's an opportunity to advertise your personal brand for the better or worse. Most importantly, the title can appear callous to some people. I must say that after reading the book to not let the title avert you from reading it. The author promotes professionalism, hard work, ingenuity, but not at the expense of integrity. Her whole point is that you can be tactful and assertive.

6 of 7 people found the following review helpful.

Very good advice on most things

By YogaDream

I generally agreed with most of the recommendations. However some, like overlooking the office tendency to play fast and loose with expense reporting I couldn't, as a compliance officer, go along with. In my experience, changing or fudging seemingly innocuous company documents is the thin edge of the wedge and one should not be complicit in such actions, even at the risk of appearing "inflexible" as the author suggests. Also, some of her advice about manners and how you look, particularly with respect to hair, was appropriate mostly, if not exclusively, for Caucasian women. I would have liked to see more information or coaching tips for women of color, particularly African-American women, whose upbringing and life experience create different responses or interpersonal dynamics. In future updates of this book, I hope the author will team up with experts who specialize in coaching women of color to make the advice and coaching tips more useful to a broader range of women.

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