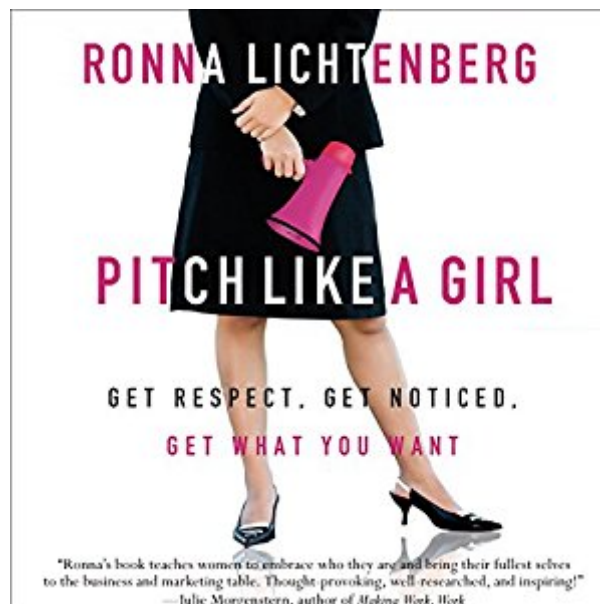




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# Pitch Like A Girl: How A Woman Can Be Herself And Still Succeed



## Synopsis

Shelves full of business books have told women that the only way to win at work is to be like a guy. The truth is that science shows that the brains of men and women work differently. Here are proven techniques to maximize the intrinsic and instinctive strengths of women for the workplace. Despite steady advancement, part of the reason for women's continuing struggle for success is a very personal challenge: They feel uncomfortable doing anything that feels like self-promotion. That's why Ronna Lichtenberg, corporate veteran turned highly sought-after management consultant, built a program for women that works with their unique advantages. Starting with recent developments in brain sex research and moving through social stereotypes, Lichtenberg takes a fresh look at how women relate to work and shows them how to use their gifts to get what they want. The book includes easy-to-use tools, tips on managing communication styles, and exercises that have been honed in Lichtenberg's many workshops. Whether giving women pragmatic advice on what to do about that infuriating boss, how to know how much money they should be making (and how to get it), or how to follow up without feeling like a beggar or a stalker, Lichtenberg is real, and really funny at the same time. Her advice ushers in a new world of possibilities for women who are ready for a success that feels right.

## Book Information

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## Customer Reviews

This book is a must read for women in business. It's also a good book for anyone in sales. I like that it is not about being a victim, but rather about recognizing things that will help you improve how you are perceived. Let's face it, perception is reality. I have watched my male colleagues get praised

for doing things that I consider showing off. That fact is that you can't just work hard and wait to be recognized. You have to let me know how good you are.

The illusion that women in business should be like men has been deepening so gradually, for so long, it's been hard to see it happening. But it has. Thankfully, this book uses science, strategy, and common sense to dissolve one myth after another. It's fun to read, too, because it's written in a witty and personal way, as if your smartest and best friend were letting you in on her time-tested secrets. This is my favorite kind of HowTo book, the kind that also pays attention to WhyTo. Best of all is the relief of being reassured that the way you are is the best way to be, so long as you become fluent in the nuances.

The book arrived early. I heard the review on NPR radio and enjoyed the reading this informative book. I have also been a "prime" member for several years and really think the service is worthwhile.

A must read for any woman in business for herself - this book will help you get to the next level!

Great eye opener for business women and men alike!! Really makes you look at how you do things.

As a 28-year-old woman who's been stuck with the same below-entry-level salary for the past three years, I decided it was about time I worked on learning how to push for more--from my employer and from myself. After reading Babcock and Laschever's *Women Don't Ask*, I found this book in my used bookstore. It makes a fantastic companion to *Women Don't Ask*--where *Women Don't Ask* looks at the whys and wherefores behind women's lack of frequent, confident pitching for themselves, *Pitch Like a Girl* offers practical guidelines to crafting and making those confident, flexible pitches. They work well as a theory-and-practice pairing, and I would recommend them to people together. *Pitch Like a Girl* focuses largely on business pitches and business environments, but the strategies are general enough to apply in other situations that require negotiation, as well. Depending on where you stand in terms of nature-vs-nurture, you may have some issues with Lichtenberg's brief overview of brain sex differences. I often find brain sex discussions simplifying and dismissive ("you're programmed to care about people and to want to have babies, get over it"), but Lichtenberg looks at the issue with more finesse, pointing out that learning more about how research finds brain functions to differ according to sex doesn't mean accepting that women can do

some things and men can do others and there's no overlap. Instead, it means having a better understanding of how your own brain (and the brains of others) might process the world, which can lead to trying new strategies and adaptations that take into account brain "best practices." Her tone is a little can-do chummy, but still readable and not too cloying. You may feel left out of her narrative if you're a parent or having to struggle just to stay afloat, financially--she's a stepmother and writes in a Sex-and-the-City-watching upper-middle-class we're-all-girlfriends-here idiom, so I'm not certain how well she speaks to the extra difficulties of pitching in a time and resources pinch.

I found this book to be easy-to-read, informative, and interesting. The author tells you the what, the why, and the how of specific elements of "pitching" and she includes colorful examples to make her point. She clearly breaks down the process of "pitching" into key elements and describes how to maximize the effectiveness of each element while including the major concerns of the other party. (If anyone has seen the movie "Working Girl" with Melanie Griffith and Sigourney Weaver, you know how much work Melanie puts into her "pitch" and about the conflict between the "pink" woman, Melanie, and the "blue" woman, Sigourney. This book describes certain elements of that movie to a T!) The book hit the nail on the head when it said that as a woman you could jeopardize your chances of success if you are too feminine or too masculine. (This is not immediately obvious in most professions, and I have found that this is quite a fine line to walk in and out of the workplace.) Adjusting your style to suit the comfort level of your audience and being able to attend to the verbal and nonverbal behaviors of your audience are also discussed in this book. Anyone that has tried not to pitch like a girl, female or male, has learned that what may seem like a simple natural motion into a complicated series of motions of from a specific grip on the ball, flex the wrist, position the arm, rotating the shoulder, twisting at the waist, leaning back, and moving my weight to the front foot for the throw. What women might think is an innate ability to throw a baseball, or "pitch", is a very specific sequence of motions carefully learned over and made to look effortless through practice and refinement. Thank goodness that someone could break down the motions of promoting the best of my skills and qualities to another person, for explaining how we are "pitching" all the time in our lives and the importance being able to do it effectively, and for explaining how "blue" people, "pink" people, and people with "stripes" are different. This book helped me assess my audience more accurately, make adjustments to my "pitch" to increase my effectiveness, and decrease my level of stress while "pitching"!

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