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# Cowgirl Up!: A Woman's Guide To Navigating The Corporate Frontier



A Woman's Guide  
to Navigating the Corporate Frontier



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## Synopsis

\* Feeling isolated and bruised climbing the male-dominated career ladder?\* Second-guessing your ability to be authentic and yet successful?\* Wondering why others get sponsored for the bigger jobs?Corporate cowgirl and author Wendy Bohling shares her powerful story of being sexually harassed as a high-level employee in the corporate world, and how she learned to "cowgirl up" from rock bottom. Practical insights and memorable stories from interviews with some of the most authentic female business trailblazers, and gender intelligent male executives, coupled with Wendy's 30 years of corporate and startup experience cultivate an innovative and entertaining learning experience. Add to your success toolkit with game changing Cowgirl Up! strategies to:

- \* Build your unique brand
- \* Lead with integrity
- \* Unleash career success through versatility
- \* Create extraordinary gender-intelligent relationships

Corporate Cowgirl and author Wendy Bohling shares career advice in a creative and humorous manner. Empowered by her no-nonsense maverick voice, women will know they are not alone in their journeys to be bronco-busters in their professional and personal lives. 57% of mid career technology women are leaving corporate America. Women riding out the ups and downs of the typically male-centered corporate culture will learn the powerful secrets to success. Men will gain rare insight into what it's like to be the lone professional cowgirl among a corral of cowboys. Both will learn strategies for capturing the unique value each gender brings to the business world to become the gender intelligent leaders changing the face of business. Cowgirl Up! is not a "male bashing, women are treated unfairly book" but an easy to read, positive take on men and women working together to create an even better professional environment. Women are still facing inequities daily (from nasty cowboys and catty cowgirls). Cowgirl Up! shares positive advice, insights and personal stories arming readers with the skills to handle themselves and succeed. Cowgirl Up! is full of humor and actionable strategies for success in your career journey.

## Book Information

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## Customer Reviews

Terrific book! The author makes a convincing case for gender diversity in the workplace in a most entertaining way, sharing stories of her own experiences with wit and charm. For men, the book is an eye opening look into a world many of us didn't realize was still very much alive. I enjoyed the book and highly recommend it to men and women alike. I look forward to future offerings from this author.

Being a white male, I've attended countless corporate diversity/AA meetings. The point of almost every one of these meetings was to communicate to me that I had somehow caused all these problems personally. So as I read the start of the book - I found that it triggered a historical gut-level defensive reaction. As I continued to read the book, this reaction softened as I began to appreciate Ms Bohling's perspective. The book doesn't put all the blame on me (or men in general), but instead allows and even encourages me to be helpful - and gives me room and permission to be helpful - without having to apologize for all the things that others have done. It's a breath of fresh air in a subject so often prone to blaming and victimization.

I love this book! What a refreshing perspective on a corporate culture that many of us (women) have encountered throughout our careers. Wendy Bohling is humorous, practical and direct in this engaging book that guides women with powerful tools to navigate the workplace and their lives for years to come. Thanks Wendy!

Cowgirl up is an engaging read with a nice balance between stories and facts. Not only does it provide insights and benefits for achieving optimal results from workplace diversity and gender

intelligence, but the information and advice for dealing with unconscious bias and how the sexes process things differently is applicable to any male-female interactions. And while I was reading the book, I experienced exactly what Wendy was sharing. I expressed to my husband, my discordant emotions around a pending decision. As I learned a couple of days later, my comment triggered him to re-evaluate the situation within a different context. I sensed the connections and intuitively had reservations. He needed to digest and talk out the options in a facts-based way. Without being aware of it, we both respected each others process - and we instantly came to the same conclusion. The next day while I was reading *Cowgirl Up*, the book succinctly explained the reasons behind this interchange. A coincidence? I think not! Thank you Wendy for your wit and wisdom and advice! I am now more consciously aware of these difference and look forward to more deliberate and productive collaborations with my high-tech colleagues.

In *Cowgirl Up!* Ms. Bohling skillfully knits true stories and lessons learned into valuable take-aways - without the pretension and guilt trips found in other books about navigating the corporate "frontier." The book is quite entertaining and full of authentic straight talk, but always with a purpose. The "cow girl" references set a whimsical context for us to take on the challenges of improving our impact in organizations, while at the same time leaving political correctness behind and not wasting our energy over-analyzing everything. There are many succinct, but very useful recommendations, such as Ms. Bohling's take on "Speaking the language of the cowboys" "You can be right or you can be effective. It's not what you say. It's how you say it." I highly recommend this book for anyone who wants to improve organizational effectiveness through better team design. I also recommend it for anyone who wants to better understand and leverage their own unique personal brand.

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