



# How Remarkable Women Lead: The Breakthrough Model for Work and Life

By Joanna Barsh, Susie Cranston, Geoffrey Lewis

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## How Remarkable Women Lead: The Breakthrough Model for Work and Life

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The Remarkable discoveries about what drives and sustains successful women leaders.

Based on five years of proprietary research, *How Remarkable Women Lead* speaks to you as no other book has, with its hopeful outlook and unique ideas about success. It's the new "right stuff" of leadership, raising provocative issues such as whether feminine leadership traits (for women and men) are better suited for our fast-changing, hyper-competitive, and increasingly complex world.

The authors, McKinsey & Company consultants Joanna Barsh and Susie Cranston, establish the links between joy, happiness, and distinctive performance with the groundbreaking model of Centered Leadership.

The book's personal stories and related insights show you the magic that happens when you put the five elements of Centered Leadership—meaning, framing, connecting, engaging, and energizing—to work. They include:

- How Alondra de la Parra built on her strengths and passions to infuse her life with meaning and make her way in the male-dominated world of orchestra conducting
- How Andrea Jung, the CEO of Avon, avoided a downward spiral when the company turned down by "firing herself" on Friday and re-emerging on Monday as the "new" turnaround CEO
- How Ruth Porat's sponsors at Morgan Stanley not only helped her grow but were also her ballast for coping with difficult personal and professional times
- How Eileen Naughton recovered after losing her dream job, landing on her feet at Google and open to a new leadership opportunity
- How Julie Coates of Woolworth's Australia makes energy key to her professional success, with reserves for her "second shift" as wife and mother

*How Remarkable Women Lead* is both profoundly moving and actionable. Woman or man, you'll find yourself in its pages and emerge with a practical plan for breaking through at both work and in life.

*From the Hardcover edition.*

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### Editorial Review

#### Review

*"How Remarkable Women Lead* offers some interesting ideas, such as learning to frame events in a positive light and to adapt to setbacks with optimism rather than self-doubt and pessimism. But some of the book's interviews with top executives—like Avon's Andrea Jung, Xerox's Anne Mulcahy and former Qantas chairman Margaret Jackson—are long on platitudes and short on the details of how these business leaders handled various challenges."—*The Wall Street Journal*

"We are always looking for new perspectives on growing great women leaders. *How Remarkable Women Lead* is a great read, with real insights and actionable ideas! The inspiring stories give an intimate look at how remarkable women really get things done, providing a development model valuable to both women and men. This refreshing and action-oriented book stands out!"

—Susan P. Peters, vice president, executive development and chief learning officer, General Electric

"What makes this book singular and valuable is its wide-lens focus on the personal qualities that lead to exemplary leadership. Don't be taken in by the title: men have as much to learn from this book as women."

—Warren Bennis, distinguished professor of Business Administration and university professor, University of Southern California, and author of *On Becoming a Leader*

"Here are the stories of amazing women leaders in the context of an imaginative and pragmatic framework that rests on a rich fact base. It puts to rest stereotypes we have about who leaders are and how to lead. The seeds for our future are in here. The new CEO is a woman or a man who is not afraid to drop the John Wayne costume."

—Gary Hamel, author of *The Future of Management* and *Leading the Revolution*

*"How Remarkable Women Lead* is a book that will truly resonate with all women. It is personal, powerful, and revealing and thereby true to how we women live and lead. The storytelling makes this unlike any business book I know; these are people who have faced every challenge imaginable and still made their mark. So truthful, so revealing, it's a book at once inspirational and practical—a unique duality."

—Elizabeth Smith, president, Avon Products, Inc.

"Over the years, I have worked with many remarkable women leaders. I know from personal experience that the talent is there, waiting to be tapped and developed. Investing in women leaders is not only the right thing to do, it makes clear business sense. Developing top talent for high performance is both an art and a science. Joanna Barsh and Susie Cranston provide the vision and the practical ideas to make this competitive opportunity a reality."

—Terry Lundgren, chairman, president, and CEO, Macy's, Inc.

"Today's business environment demands fresh ideas—and this book delivers them. It is a great reading experience, with inspiration on every page. *How Remarkable Women Lead* has lessons for both men and women and tells them through powerful intimate stories. Is it possible to fall in love with a business book about leadership? Yes!"

—Gerald Storch, chairman and CEO, Toys "R" Us, Inc.

*From the Hardcover edition.*

#### About the Author

JOANNA BARSH joined McKinsey & Company in 1981 and is a senior partner. Along with her consulting work, she leads the McKinsey Centered Leadership Project, whose goal is to help develop women leaders. Joanna is a New York City Commissioner of Women's Issues and received the Girl Scouts Council Woman of Distinction Award and the National Council of Research on Women Award. Joanna is also a trustee of Sesame Workshop. She was a Baker Scholar at Harvard Business School.

SUSIE CRANSTON is an organization consultant at McKinsey & Company's San Francisco office. As part of the McKinsey Centered Leadership Project, Susie led a team that completed the research for the Centered Leadership model. She received a B.A. and an M.B.A. from Stanford University.

*From the Hardcover edition.*

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##### **Herbert Haubrich:**

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park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Might be reading a book could be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to attempt look for book, may be the publication untitled How Remarkable Women Lead: The Breakthrough Model for Work and Life can be excellent book to read. May be it is usually best activity to you.

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