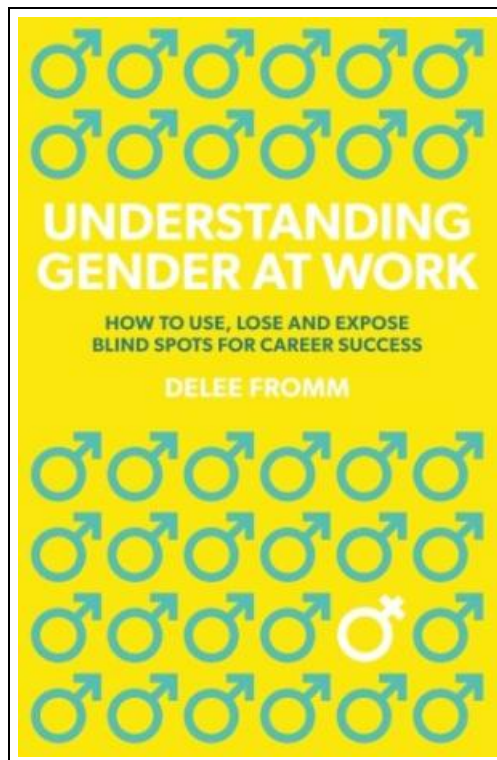


Understanding Gender at Work: How to Use, Lose and Expose Blind Spots for Career Success (Paperback)



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UNDERSTANDING GENDER AT WORK: HOW TO USE, LOSE AND EXPOSE BLIND SPOTS FOR CAREER SUCCESS (PAPERBACK)



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Delee Fromm, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This is a new type of career playbook for women of every age, stage and career level. It offers a wide range of career strategies and detailed skill development techniques based on gender blind spots that often get in the way of women s advancement and success at work. Understanding the invisible dynamics of gender blind spots offers women a significant career advantage. It allows women to take control and chart their careers. Using neuroscience, the creation of gender blind spots in childhood is explored and their blind use in adulthood explained. The career strategies offered cover the gamut from: using masculine rules of success; unmasking and reducing gender bias; tapping into feminine strengths for best work practices; using creative solutions to pivot, and disrupting old gender stereotypes to create new rules. Six different gender blind spots are identified and described including common biases, self-limiting mindsets, gender habits, misreading feminine habits, gendered expectations and stereotype threat. To accelerate the development of key career skills, such as negotiation, communication, self-promotion and leadership, practical techniques for using and losing gender blind spots are highlighted. Based on the author s experience as a lawyer, psychologist and career consultant, and illustrated by stories and insights from her clients, this book is for women who want to elevate their careers and achieve greater success. It is also an essential guide for men and women who champion and mentor women in the workplace.

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