



Cowgirl Up!: A Woman's Guide to Navigating the Corporate Frontier

Wendy Hall Bohling

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• 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.

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