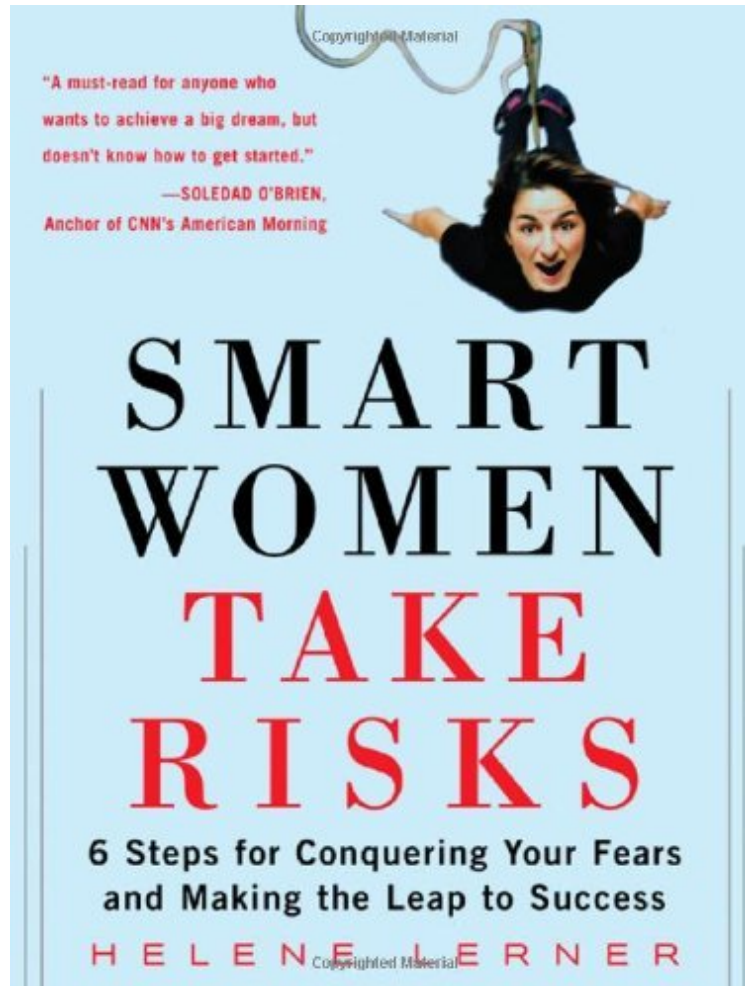


Smart Women Take Risks: Six Steps for Conquering Your Fears and Making the Leap to Success

Helene Lerner

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Helene Lerner : Smart Women Take Risks: Six Steps for Conquering Your Fears and Making the Leap to Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Smart Women Take Risks: Six Steps for Conquering Your Fears and Making the Leap to Success:

2 of 2 people found the following review helpful. Smart Women Take Risks By Kelly Lynn Boyer Ladies! If you are in search of a book that gives you hope, vision, and passion to fulfill your dreams... This book is it! It is inspirational and motivating. Lerner guides you through the steps to reaching your passionate goal. With insights from other successfully strong women, this book helps encourage all women to open their hearts, minds, and souls to making that ultimate sacrifice to risk it all for your dreams. 15 of 17 people found the following review helpful. Smart women (and men!) oughta read "Smart Women Take Risks"! By Loree Lough After reading Helene Lerner's inspirational book, I found the courage to risk making dream come true...and started the company I'd been talking about for years: "The

Leading Edge Writers' Studios" was an instant success, thanks in no small part to Helene's savvy, no-nonsense advice. A multi-published author myself, I know how much time and effort went into this thoroughly helpful 'learn by doing' tome. I recommend "Smart Women Take Risks" to students of my writing workshops...and anyone else (male or female!) who wants to turn wishes--personal or professional--into realities.

It's true, nice girls don't get the corner office--women who take risks do! Don't miss fantastic opportunities to get ahead because you are wary of taking calculated risks! As president of Creative Expansions, Inc., Helene Lerner coaches you on actualizing your potential. In *Smart Women Take Risks*, she empowers you toward success in a six-step program that includes methods to determine whether a risk is a "best bet" or a "no go," change your perceptions about risk taking, commit to goals, increase confidence, and much more. Key features Features tips from the author's networking community that encourage women to take smart risks in order to achieve success Helene Lerner speaks to private and corporate groups ranging from hundreds to thousands. Recent clients include State Farm, Kellogg's, Merrill Lynch, and Time Warner She is an Award-winning executive producer who has produced more than 20 programs for PBS focusing on business issues for women that have been shown on more than 100 different networks, The author's website, womenworking2000.com, receives more than 2 million hits a year and has more than 50 corporate members such as 3M, ATT, General Electric, and IBM

From Publishers Weekly CEO and television host Lerner's book aims to teach women they need to be bold, take risks and overcome insecurities to improve their careers. A combination self-help book and business manual, the book's six-step program includes choosing risks that make sense, recruiting mentors (and helpers) and bragging about the successes. Lerner writes in a simple style, but the content's not overly simplistic: she acknowledges that not every risk is a good idea, gives readers tools to discern worthwhile risks from bad ones, tells about how to handle having ideas shot down and provides tips on how to own up to mistakes. She also includes quizzes and exercises to help readers figure out priorities, personality types and the degree of "mind clutter." Scattered throughout the book are inspirational paragraphs about "first" women (first at MIT, first track and field gold medalist, first war correspondent). With section heads like "Whether You Have Achieved Your Goal Or Not - You Are A Winner!", the book can become too cheerleader-ish, but the mixture of personal stories and inspirational prose make this a fun and helpful guide to getting ahead. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Reading of women who have made it in business or chosen to carve out a different career route is always a revelation and a joy. Lerner, an author (*Stress Breakers*, 1985; *Embrace Change*, 1992), TV producer, and executive coach, sparkles when she presents the individual stories of successful women, from Jan Babiak of Ernst Young to Liz Claiborne of the eponymous clothing company, in their own words. What does not work as well is her six-step program of risk taking; it is occasionally forced, usually glib, and, quite frankly, filled with many tools and charts others have used before. Each of the six steps includes exercises to identify specific strengths and weaknesses; to differentiate between, say, "stuck" and "forward moving" mind talk; and to calculate comfort with different parameters of risk. However, it espouses common sense and the art of truly listening to one's mind and heart. That, coupled with the 19 stories, can alone serve as a good life and work catalyst. Barbara Jacobs Copyright copy; American Library Association. All rights reserved From the Back Cover Do risks scare you? Are You locked in a comfortable rut? Do you avoid change? You're not alone. Many women find it difficult to take the kind of risks that can be critical to moving ahead in their careers. But all that's about to change. In this breakthrough, no-nonsense guide, Helene Lerner shares her program for taking smart, calculated risks that will help you achieve your goals without fear, excuses or second-guessing. Her six action steps reveal how you can change your perception about risk-taking and make a confident leap to success by Committing to a goal Building a winning support team Determining if a risk is a Best Bet Claiming your victory "Smart Women Take Risks combines an inspirational step-by-step program with the remarkable success stories of women risk-takers so you can blaze your own trail. It's smart, timely and on target."-Linda Kaplan Thaler, CEO and Chief Creative Officer, The Kaplan Thaler Group "Helene Lerner knows a thing or two about risk, and a thing or two about women. That combination gives readers a book that is wise, savvy and eminently useful."-Sheila Wellington, Clinical Professor of Management Stern/NYU School of Business Inspirational as well as practical."--Carolyn Elman, CEO, The American Business Women's Association