

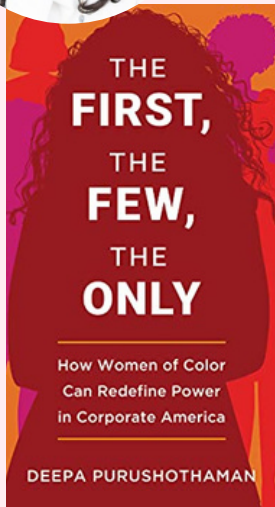
New Year, 5 of the Best New Books for Women in Business

Did you make a goal to read more this year?
Here's where you can start.



The First, the Few, the Only: How Women of Color Can Redefine Power in Corporate America

by Deepa Purushothaman



MARCH 2022

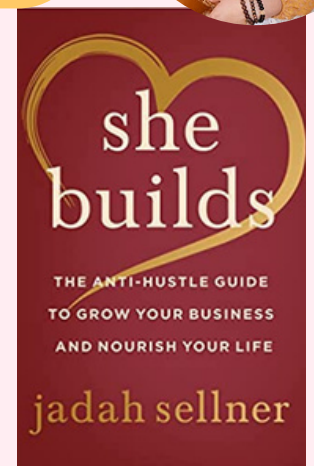
Meet Walter. Your work bestie, your confidant, your sponsor. One day you go to lunch, as you always do, this time to celebrate you making partner. But right when your champagne glasses are about to clink, he says the unthinkable. “You have nothing to worry about. I, on the other hand, as a white man, am going to have to work hard to earn what comes next. You’re going to skate ahead because you check so many boxes.” The sting of this true story is how Purushothaman begins her book, which is as much a step-by-step guide to surviving corporate America as a WOC as it is a revolutionary rethinking of corporate “culture.” Purushothaman, who has decades of experience being one of the “first, few and only” women of color at multiple global firms, challenges the “culture fit” idea with a deeply engaging, personal gusto. Purushothaman offers multiple road maps toward reclaiming power as a woman of color in corporate— my favorite being a list of ten delusions that corporate America wants WOC to believe, and how we can challenge them. The First, the Few, the Only is loaded with research and calls to action that will make you push for this to be the year of corporate America on YOUR terms. Run, don’t walk, to grab a copy and make this your first book of the year. It’s a must-read for all underrepresented corporate dwellers, and for anyone who wants to show up as an ally this year.

She Builds: The Anti-Hustle Guide to Grow Your Business and Nourish Your Life

by Jadah Sellner



We’ve seen the TV shows. The Roy family and their constituents only ever talking about work, doing work, and pushing themselves to extremes to get what they want. Late taxis home from the city, sleeping in the office, etcetera. This is hustle culture, a term that has overtaken gyms, alpha-male podcasts, and corporate America. Author Jadah Sellner has been there, and she’s absolutely sick of working for hustle culture when hustle culture doesn’t work for women. “The subliminal messaging of the patriarchy was telling me: You’re not smart enough, fast enough, doing enough,” she writes in a chapter titled “The Hustle is a Lie.” Throughout this book, Sellner offers a practical framework that women can use to create businesses that prioritize their well-being, all under the essential principles of L.O.V.E: Lead, Optimize, Visualize, and Expand. If you left 2022 feeling used up and burned out in your career, then this book is going to be your saving grace in 2023. For entrepreneurs, side hustlers, and corporate women, She Builds is an interactive, actionable resource for building success in all areas of your life.



NOVEMBER 2022



When Women Lead

What They Achieve

Why They Succeed

How We Can Learn from Them

Julia Boorstin

OCTOBER 2022

When Women Lead: What They Achieve, Why They Succeed, and How We Can Learn from Them

by Julia Boorstin

Julia Boorstin had a realization during her initial tenure at Fortune magazine in the early 2000s. At first, she walked through the offices and saw a 50/50 split: men, and women. But as she continued toward the offices of editors, senior editors, and executives, the ratio thinned out to be...almost entirely men. In the beginning chapters of *When Women Lead*, Boorstin lays out a compelling foundation of demonstrating how subtle bias and inequity can really be. But as she continued through her career, she saw how many of these inequities were amplified as one rises through the ranks, creating a huge invisible barrier in front of women who want to lead. *When Women Lead* is an additive resource— it helps to point out bias, while describing exactly what women already possess that makes them excellent leaders, and how they can do it, step-by-step. Mixed in with the author's personal stories are graphs, research, and over 60 accounts of women CEOs and leaders from Boorstin's collected interviews. The book is laid out into three straightforward sections: how women build strong companies, how women solve complex problems, and what patterns women leaders create to break free from male-dominated systems. By the end of this book, you will be inspired, surprised, and unabashedly ready to take on your goals. This is a necessary book for women of all ages who want to cultivate leadership skills in a world that resists women in leadership.

Happier Hour: How to Beat Distraction, Expand Your Time, and Focus on What Matters Most

by Cassie Holmes

Cassie Holmes is a social psychologist who loves data. She is also a mother of a toddler, a wife, an employee. As a parent and workaholic, she found herself burnt out to the point of exhaustion. So, she conducted what she calls "me-search"— finding data that can inform some solutions to her problem. The data was clear. Cassie Holmes was time poor, a term that describes that phenomenon when you have too little time to do what you want, and need, to do. "Half of Americans say they almost never feel they have enough time, and two-thirds say they always or sometimes feel rushed," writes Holmes. *Happier Hour* is a book that not only offers readers exercises and strategies for research-based time management, but also a reconstructed view of time itself. Holmes is a generous guide. Rather than saying "make Tuesday date night," she offers an entire chapter on how to stay in the present moment to make the most of things that you love to do. Holmes offers lessons on handling distractions with grace and viewing your schedule as a colorful mosaic rather than another Excel sheet to tinker with. I would recommend this book for working parents, or people who have recently had a career change or other major schedule shift. While many struggle with burnout, women are especially affected— which is why resources like Holmes' book are so necessary. Holmes asks us to make this the year where we decide that we are worthy of happiness and balance. And I can't think of a better time to start.



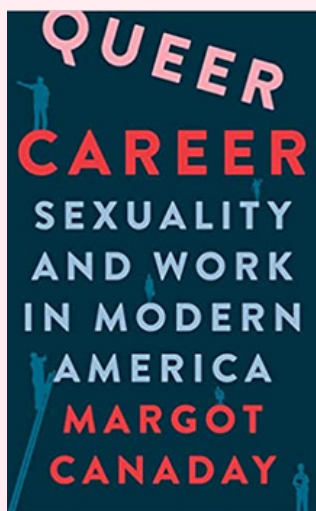
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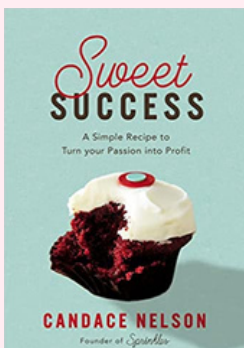
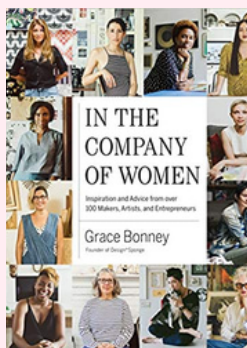
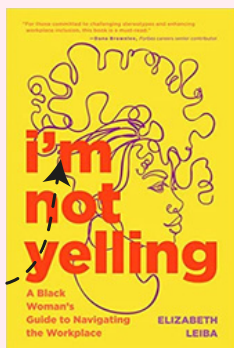
Queer Career: Sexuality and Work in Modern America by Margot Canaday



OUT JAN. 31!

Gay history is often overlooked in general. Periods of time that we think about as “golden ages” often were not so golden for the LGBTQ+ community, notably for those who are marginalized at multiple intersections. Canaday expresses that there are many holes in research and history regarding “gay labor” and employment, for example, Eisenhower’s attempts to purge LGBTQ+ employees from the federal government in the 50s due to his ideas about queer employees being “perverse” (36). Queer employees for a very long time have been valued only for how much they could be discreet about their orientation and/or sexuality. They were often paid less and more readily disposed of in the already volatile labor market. While these things have been well-known in the LGBTQ+ community, they are often unknown to the broader public— which makes this book a necessary read for all employees and decision-makers. Canaday, in one of the final chapters of the book, brings up the “business case” for queer employees. With a more diverse workforce built on genuine DEI efforts, companies of today will better represent the diversity of the consumer base and their needs. For customer contact professionals, that filters into the choices we make in building and marketing better products and user experiences. Demographic needs and personas are reflective of centuries of history and socialization. For history buffs and biography enjoyers, this is definitely a book to watch in 2023. Margot Canaday offers an expansive and in-depth look at how the LGBTQ+ community has operated in the modern American workforce. And, through looking at the past, Canaday offers us an idea of the future— how we can use this knowledge to advocate for LGBTQ+ workers’ rights, and benefit from what queer employees bring to the table.

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