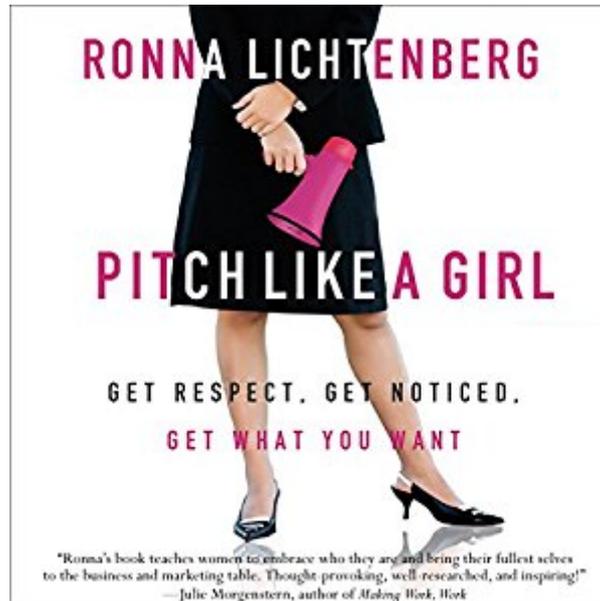


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# Pitch Like A Girl: How A Woman Can Be Herself And Still Succeed



## Synopsis

Pitch Like a Girl by Ronna Lichtenberg offers proven techniques to maximize a woman's instinctive strengths and effectiveness in the workplace. Despite steady advancement, part of the reason women still struggle to succeed in business is the discomfort they feel doing anything that feels like self-promotion. That's why Ronna Lichtenberg, corporate veteran turned highly sought-after management consultant, developed a program for women that works with their unique advantages.

--This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

I found this book to be easy-to-read, informative, and interesting. The author tells you the what, the why, and the how of specific elements of "pitching" and she includes colorful examples to make her point. She clearly breaks down the process of "pitching" into key elements and describes how to maximize the effectiveness of each element while including the major concerns of the other party. (If anyone has seen the movie "Working Girl" with Melanie Griffith and Sigourney Weaver, you know how much work Melanie puts into her "pitch" and about the conflict between the "pink" woman, Melanie, and the "blue" woman, Sigourney. This book describes certain elements of that movie to a T!) The book hit the nail on the head when it said that as a woman you could jeopardize your chances of success if you are too feminine or too masculine. (This is not immediately obvious in most professions, and I have found that this is quite a fine line to walk in and out of the workplace.) Adjusting your style to suit the comfort level of your audience and being able to attend to the verbal and nonverbal behaviors of your audience are also discussed in this book. Anyone that has tried not

to pitch like a girl, female or male, has learned that what may seem like a simple natural motion into a complicated series of motions of from a specific grip on the ball, flex the wrist, position the arm, rotating the shoulder, twisting at the waist, leaning back, and moving my weight to the front foot for the throw. What women might think is an innate ability to throw a baseball, or "pitch", is a very specific sequence of motions carefully learned over and made to look effortless through practice and refinement.

Pitch Like A Girl is a book for both genders. Although this book is addressed to women, if you are a man, you'll find most of it applies to you, too. Because, as Lichtenberg amply illustrates, there may be fixed tendencies arising from "hard-wiring" in the different male and female brains and hormonal systems, but tendencies are subject to manipulation by socialization, by learning and by choice. So, we all end up with both blue (traditionally male) and pink (traditionally female) characteristics. Ronna Lichtenberg provides her readers with three exceptional tools to improve communication and transactions across the styles that divide us: 1) She simplifies relevant scientific literature on the roles played by physical, psychological and sociological gender differences and makes it easy to understand and interesting to read. 2) She provides handy set of color-coded categories for how those differences work. That set is very useful for accurately interpreting other people's words, behaviors, expectations and intentions. 3) She gives exact, specific instructions on how to use your new understanding to get ahead in business -- and get what you want elsewhere. In Pitch Like A Girl, you will learn to how to recognize and value both blue and pink characteristics (and your own particular blend) and use your tendencies for your highest benefit. You'll appreciate that the so-called "gender gap" in communicating is really a "pink" and "blue" gap that occurs within genders as well. So you'll be better able to talk to, negotiate with and make presentations to anyone by identifying his or her overall tendencies.

Pitch Like a Girl is a book that at first glance gives the impression of simply being a primer for females in the modern workplace. As a male reader, my initial reaction was there wouldn't be much in it for me. I was wrong! The author has done an excellent job of revealing the clear and significant differences between men and woman in the workplace. Modern culture perpetuates a silly myth that men and woman are equal in every way... they just have a few parts different in anatomical design. The plain truth as Ronnie Lichtenberg explains is that we are "wired differently". This does not make one sex better or superior than another. We are unique by design and react differently in various situations. Men and woman also approach problems and challenges from different perspectives.

This is as it should be, and trying to be something you are not, or conforming to others' expectations only leads to frustration. Pitch Like a Girl is a refreshing book because the author believes women in the workplace don't have to change who and what they really are to succeed. She believes the real secret to success is to tap "more fully and consciously into the woman you already are". Litchenberg proposes that the key to fulfillment is to bring more of yourself to work, and to receive more back from it. To promote this she encourages the reader to discover their own "pitch". The "pitch" may be different for each individual, but as a powerful tool it will help you to exercise your natural skills of persuasion to influence others toward your point of view. This is accomplished by developing the skill set most women have acquired by nurturing and building personal relationships. I enjoyed reading Pitch Like a Girl and it reminded me of the many barriers that still exist in the workplace for women.

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