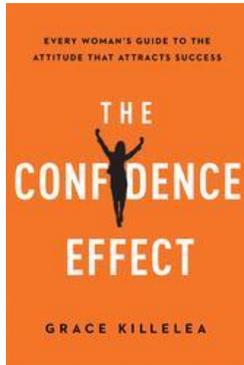

PM WORLD BOOK REVIEW



Book Title: ***The Confidence Effect: Every Woman's Guide to the Attitude That Attracts Success***

Author: **Grace Killelea**

Publisher: AMACOM American Management Association

List Price: \$23.00 Format: Hardcover, 224 pages

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Reviewer: **Baninder Malik** Review Date: March 2016

Introduction

The premise of the book is that even though women work much harder than men, it isn't the lack of knowledge or skills but the lack of general confidence and strong professional brand that is the main roadblock that holds us back from the opportunities that we so well deserve; opportunities, that we may not even know existed. Very often working hard and doing a good job is not enough. End of the day, its all about connecting with your inner self and taking ownership of the aspects of our personality that directly affect the direction we want to be in.

I believe that the book does a beautiful job of presenting an easy to implement yet effective toolkit for pursuing success; the one that combines competence with confidence.

Overview of Book's Structure

The center point of the book is the 4Rs of success that constitute competence-confidence toolkit. These 4Rs are Relationship, Reputation, Results and Resilience.

The book has a very consistent flow and is very well structured in four subsections devoted to each of the 4Rs. Each of these subsections are further composed of 4-5 smaller chapters that elaborate on these 4Rs using relatable examples, personal stories and words of wisdom from women in corporate America in a tone that sounds very personal.

The best part though is the simple and relatable language that puts across the message it intends to without intimidation. It does not demean men neither does it asks us to find blame in the cultural surroundings that we have little or no control over. Instead it challenges women to practice the simple alterations to our 'personal brand' to improve how we are 'perceived' by others at the workplace.

Highlights

As mentioned before, the key highlight of the book is the discussion around the 4Rs of success and how important each of these is in an individual's professional toolkit. The chapters devoted to each of these 4R's are full of nuggets of wisdom which essentially are common sense but put together in the right flow are inspiring at best.

Every topic discussed touches the grassroots and appreciates the differences women generally have compared to men in general. For example, We all have had some experience or the other with the issue of delegation & micro managing. I love how the author has relied on our general psychology to explain why most of us find it hard to delegate. It discusses our possible limitations and addresses the ways these can be turned around and used as strength.

Interestingly enough, there is a whole chapter on the way we dress up and emanate 'executive presence'. How we present ourselves does have a great impact on how we are perceived. Think about it!

Highlights: What I liked!

I really like how the author has used a very simple language which throughout my reading appeared to be talking to me. The book is full of personal examples from author and other successful women. I find each one of those examples totally relatable which confirm that I am not unique in feeling the way I feel.

The author noted some very interesting analogies which are likely to stick around in my head for a very long time. My favorite analogy is the one where she relates competence and confidence with the gym workout - Competence is like strengthening your Core while Confidence is the Cardio that is needed for conditioning & toning of your body. It totally makes sense!

I have marked several pages, underlined several sentences and even made notes and I am likely to refer to them time and again. I am certain I am also going to share these notes as pearls of wisdom with many others.

Who might benefit from the Book?

Although the title seems to say that it is targeted to the career women, I think, the concepts discussed are relevant to any professional. I believe any successful professional will credit this very toolkit of competence and confidence to be the reason of his/her success. According to me, the 4R's are gender neutral.

I recommend this book to anyone who is just starting out in their career, those in mid careers and feeling stuck, to those who took break and now want to get back and even to those who want just a little push to pursue their dreams of entrepreneurship. In short, just about everyone.

Conclusion

Although an avid reader but a reluctant reviewer myself, when I picked up this book fully aware that I am expected to write a review, I was little reluctant. I am not a “self-help” book person and usually find the genre uninteresting. I identify myself as a confident professional with an “idea” of where I want to head to in my career but I very often find myself ‘lost’. The only reason I picked up the book is because I felt the title and the cover seemed to calling me out loud.

I definitely visualize myself holding on to the book and referring back to it many times in the future. I strongly recommend this book to anyone who needs a little professional uplifting or feels that they need some answers on getting their career direction tilted upwards. I for sure am gearing up to use & advocate the very toolkit discussed in 200 odd pages of the book.

For more about this book, go to

<http://www.amacombooks.org/book.cfm?isbn=9780814436417>

Editor’s note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



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Although Baninder Malik started her career in Human Resources, her professional journey includes working in a whole gamut of roles within and outside of the Project Management arena. She is an optimistic person always looking for a learning opportunity and strongly believe that each of us have a story that can inspire others.

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