



Leading Ladies

For Immediate Release...

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Are you tired of being told to stop acting like a woman?

Women in the workplace whether young or old, new or tenured, at the top or somewhere in the middle are striving for new information on how to move up the corporate ladder. They need women who are mentors; women with success under their belts; women who have concrete experience to share. *Leading Ladies* is that kind of survival guide for women at any level of management.

Author Linda Spalla has crafted her very personal story in a compelling, quick read for busy women who have little time to carve out their leadership styles. Women promoted to management or leadership positions stumble and fumble into an awkward style based on what they observe (traditional roles), what they absorb (it must be right if it's working for the guys) or what is politically correct (I've just gotten this position and I don't want to screw up). Spalla says women should instead sort through the daily array of what they are feeling and experiencing to arrive at a more natural "way to be," using femininity as an asset to developing compelling leadership skills.

Through the book, Linda shares the particulars of her journey from young divorced mother grabbing an available secretarial job to top management. The power of her appeal is that she is "anywoman." She's not Oprah or Jackie or Barbara Walters; she is the neighbor next door or the principal at school or the president of the bank. Linda started at the bottom as a secretary for a television station and worked her way slowly and steadily to CEO over a twenty-five year period. The touching personal anecdotes, the pathos of her life, the shining enthusiasm of her spirit jump off the pages as the reader feels and sees herself walking down the very same paths, facing the same struggles, laughing and crying together.

There are no wasted words or pedantic theories in *Leading Ladies*. The meat of the message is quick and forceful, freeing and exciting. Women who have read the book say it's a relief to finally discover a definition to the style they have felt comfortable with but have been afraid to pursue.

Leading Ladies is available in paperback only for \$15.95 at local bookstores or by purchase on the web at www.lindaspalla.com.