



# **Authentic You: Women Win@Work Lead and succeed as the best you**

*Ishreen Bradley*

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“An essential resource for female leaders to reach their full potential.” Cosette Reczek, Group Head of Organisation Design, HSBC Authentic You gives you the tools to unleash your latent potential at work and achieve what you know you are capable whilst staying true to who you are. Based on the experience of over 1000 women, it contains detailed examples from real women just like you. It illustrates how to be successful by letting your authentic self shine through. Go beyond ‘Lean In’ to ‘Lean Back with Confidence’ - acknowledge your value and be at home with who you are. Authentic You takes you from being ‘at effect’ to being ‘at cause.’ Use Authentic You techniques to address the age old ‘alpha female’ versus ‘fluffy woman’ conundrum head on and find your natural balance at work. Apply Authentic You strategies to unfurl who you are at your very core and communicate your unique contribution in a way that is heard and valued. Why stop at doing a great job when you can use Authentic You to show your best work and be rewarded and recognised for your full worth? “Inspirational, enlightening, insightful and practical! If hard work and waiting to be recognised don’t always seem to get you where you want to be then Ishreen’s book is a must-read. Practical guidance on how to best progress whilst also allowing you to be Authentic.” Helen Lamb, Executive Director - Managed Infrastructure Services, Fujitsu “It’s the best gift any career minded woman could give to herself...and her best friends.” Marie Melnyk, Former MD, W M Morrison Supermarkets plc “Based on research and experience, this book moves from summarising the problems and challenges faced by women AT WORK to offering a flexible framework to create solutions and progress - for women to lead and succeed as the best they can be. An essential resource for female leaders to reach their full potential.” Cosette Reczek, Group Head of Organisation Design at HSBC

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