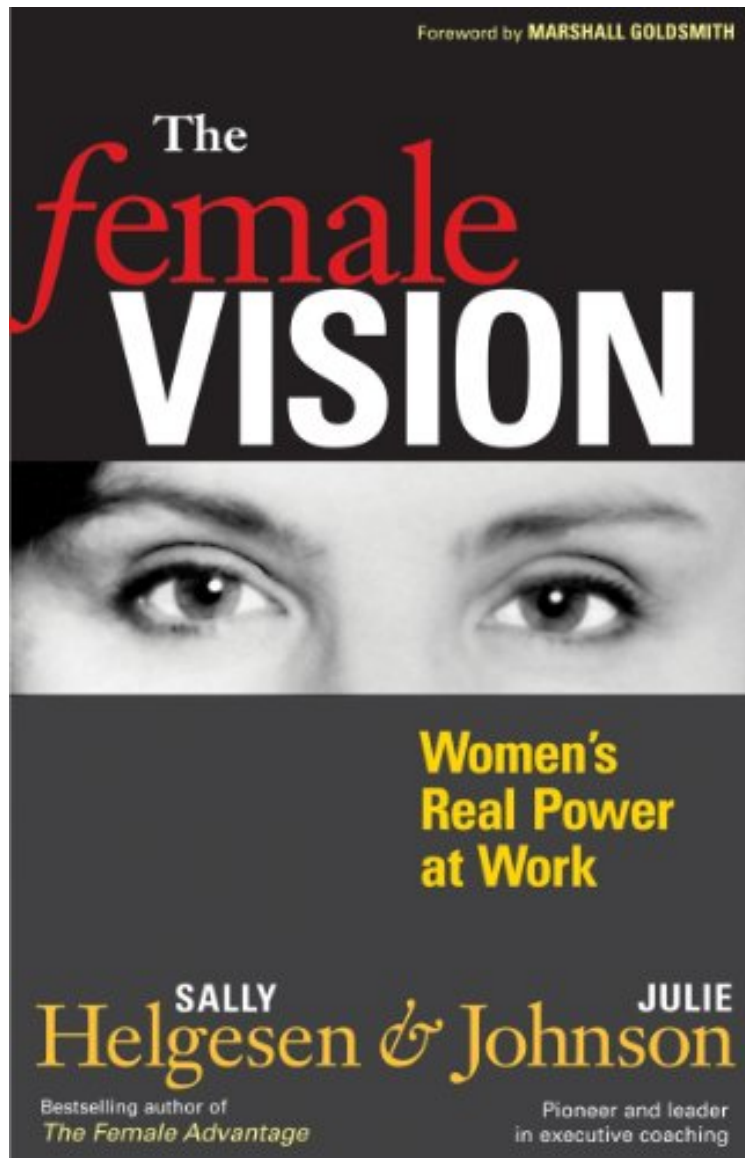


The Female Vision: Women's Real Power at Work

Sally Helgesen, Julie Johnson

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Sally Helgesen, Julie Johnson : The Female Vision: Women's Real Power at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Female Vision: Women's Real Power at Work:

Groundbreaking new insights from the author of The Female Advantage Redefines what women have to offer to the world Provides a fresh and actionable perspective for organizations seeking to leverage women's best talents

Women see the world through a distinctive lens. What they see is defined by what they notice, what they value and how they connect the dots. In this brilliant and strongly argued new book, Sally Helgesen and Julie Johnson demonstrate why the female vision constitutes women's most powerful asset in the workplace and show how women and organizations can use it to strong advantage. The authors describe the three elements of the female vision and explore the specific benefits that each provides. Women's capacity for broad-spectrum notice widens the scope of information available to organizations and provides vital clues about relationships, shifting markets and potential conflicts. Women's focus on the quality of day-to-day experience rather than abstract measures of achievement provides a way to restore balance to a 24/7 workplace in which endemic stress has become routine. Women's penchant for viewing work in a larger social context offers a powerful means for moving beyond sterile game metaphors to engage motivation at a profound and authentic level. The extraordinary power of the female vision has been overlooked because it is countercultural in most organizations and because its benefits have been difficult to measure. But as Helgesen and Johnson make clear, the advent of a team-based, service-oriented interconnected global business environment that seeks customized markets and must stir the passions of highly diverse employees requires precisely the skills that the female vision encompasses. The potential pay off to organizations in terms of creativity, strategic insight and the ability to engage and inspire diverse talents is undeniable. Drawing on multiple veins of research, including their own Satisfaction Profile survey, the authors offer a totally fresh and even startling perspective on the true value that women bring to work. The Female Vision lays out exactly what companies must do to engage, energize and support talented women, and shows women how to nurture and sustain this power.