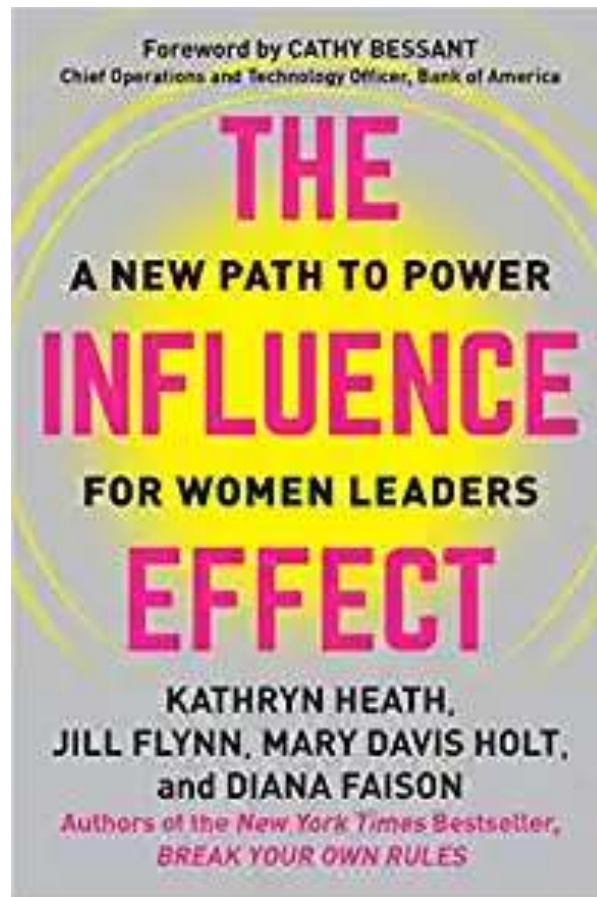


**Introducing a Book:**  
*The Influence Effect –*  
*- A New Path to Power For Women Leaders*  
**Authors: Kathryn Heath, Jill Flynn,**  
**Mary Davis Holt, and Diana Faison**  
**Kindle Edition**

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Courtesy: [https://www.amazon.com/Influence-Effect-Power-Women-Leaders-ebook/dp/B071G932VJ/ref=tmm\\_kin\\_swatch\\_0?encoding=UTF8&qid=1619493572&sr=8-1](https://www.amazon.com/Influence-Effect-Power-Women-Leaders-ebook/dp/B071G932VJ/ref=tmm_kin_swatch_0?encoding=UTF8&qid=1619493572&sr=8-1)

This book should be read not only by women but also by men. There are many common rules that will benefit all irrespective of their gender. The book is divided into three parts, preceded

by a powerful Introduction. Foreword for the book is written by Cathy Bessant, chief operations and technology officer at Bank of America. She finds that not many women are influencing business operations today. She offers extremely useful suggestions in the Foreword: Women “need to ensure that what we say gets heard.” She defines influence as “getting the right decision made even when people do not agree.” This Foreword is also a must-read section of this useful book.

The Introduction to the book has the title **The Politics Problem**. The authors declare: “we want to see women make up at least 30 percent of all top leadership positions ...” When this happens. “America’s corporations will be better led, and everyone will benefit.”

Throughout the book the authors offer examples that clearly exemplify what they state and what they want women to do to enable them to pursue a new path to power.

As stated earlier, the book *The Influence Effect: A New Path to Women Leaders* is divided into three parts:

Part One is given the title PREPARE to Influence. It has 3 chapters:

- Chapter 1      The Influence Effect
- Chapter 2      Think Bigger, Aim Higher
- Chapter 3      Construct Your Scaffolding

Chapter 1 begins with a powerful quote from Nancy Gibbs, former editor in chief of TIME magazine: “Power is a tool, influence is a skill; one is a fist and the other is a fingertip.” The authors come up with the finding that “what works for men at work won’t work for women”.

Part 2 is given the title PRACTICE. It offers BIG FIVE STRATEGIES. Together these strategies help women to acquire skills to strategies and use these strategies to maintain their leadership effectively and help the organization they lead to progress well and earn profit, etc. This part has five chapters.

- Chapter 4 The Power of the Informal
- Chapter 5 Relationship Maps
- Chapter 6 Scenario Thinking
- Chapter 7 Influence Loops
- Chapter 8 Momentum

This chapter presents how to effectively use the early successes to gain further influence.

Part 3 Influence in Action

- Chapter 9 Dance with Resistance
- Chapter 10 Meetings: A Case in Point

These chapters are followed by a powerful chapter or section of CONCLUSION: THE EFFECT OF INFLUENCE.

It is an extremely useful book for all to read who begin their career. It is also an extremely useful book for all to read when they face problems and issues at any stage of their career. We would highly recommend the book not only to women but also for men. Appendix A offers STRATEGIES FOR INFLUENCE. Appendix B offers METHODOLOGY. These appendices are better understood and effectively used when we read the entire book. The book offers many interesting and useful examples which clearly illustrate (both in pictures/maps and in words) the principles and practices under discussion.

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