

## Book Synopsis on

# “Play Like a Man Win Like a Woman” ‘What Men Know About Success that Women Need to Learn’

by Gail Evans

(Synopsis by Gary Tomlinson)  
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**Games** – if you don’t read the direction’s manual when you start a game, you won’t know how to proceed. You open the box, and in front of you are the board, markers and dice, you can improvise, but you may get it wrong. If you’re playing with others, you can always follow their lead. But while they’re focused on winning, you have to keep asking yourself if you’re getting it right.

Whether that game is croquet, Monopoly, field hockey, soccer or football, you have to understand the directions first. So why play the game of business any differently? Business is as much a game as any other board, individual or team sports game. Consider all the metaphors like teamwork, making the right moves, playing your cards close to your chest, picking the best players for your team, rolling the dice, making a preemptive bid, raising the ante, finding the right captain, getting the team into position, hitting a home run.

The bottom line: When it comes to business, most women are at a disadvantage. They’re forced to guess, to improvise, to bluff, which is not something they’re always good at. This is why so few women play the game well and even fewer find it fulfilling. As business culture developed men wrote the rules, women weren’t there to help. Although women have made great strides in the business environment, they’re still pretty scarce at the top. The reality in today’s business landscape is that a woman is most likely to occupy a position of power if she started or inherited her own business.

Women don’t approach business the same way that men do. Business for men is a game and there are rules to winning. Gail Evans in her book, *Play Like a Man Win Like a Woman – What Men Know About Success that Woman Need to Learn*, reveals the secrets to the playbook of success that have helped hundreds of thousands of women around the world move up the corporate ladder. In her book, Evans clues women in to the behaviors they may be exhibiting that stop their forward movement. She provides pointers to help create a personal direction manual for success. With these tools from Evans, you can make the right decisions at work to provide you with a potential advantage over men. Among the rules you’ll learn are:

- How to keep score at work
- When to take a risk
- How to deal with the imposter syndrome
- Ten vocabulary words that mean different things to men and women.

- Why men can be ugly, and you can't
- When to quit your job

In her book, Evans sets out to level the playing field by first, providing instructions on how men play and then, by teaching women to play smarter and win on their own terms. Throughout her book, Evans presents common business scenarios. She then shows the typical male and female responses to them, analyzes the problem with the woman's reaction and offers great advice on what to do differently. Sharing, with humor and candor, Evans gives readers practical tools for making the right decisions at work.

Evans is not saying that every woman has to play exactly by men's rules – not at all. Women bring many inherent traits to the workplace that can provide them with a potential advantage over men, such as a woman's ability to form relationships, and her intuition. But she does feel that women need to know the basic rules so that they can understand the full consequences of their every action and how it makes an impact on their career.

Business is a game and Gail Evans wants to let you in on the secrets she's learned through her years in the corporate world. There is a set of unwritten rules in business and, while you may not choose to follow all of them, if you don't know what they are, you might as well be playing the game with both hands tied behind your back.

Enjoy this month's selection, *Play Like a Man Win Like a Woman* and share it with others in your life because as Alvin Toffler says; *"The illiterate of the 21<sup>st</sup> Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn."*