

Choose to Lead/Chima & Hunter
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A Book Proposal for

Choose to Lead:

Advice, Tools, and Strategies for Women from Women

By
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Executive Summary

Title: Choose to Lead: Advice, Tools, and Strategies for Women from Women

Authors: Deborah Chambers Chima and Narmen Fennoy Hunter

ISBN: 978-0977-4411-4972

Self-published, all rights available

168 pages

6 x 9

Many women fall into leadership roles by chance rather than choosing to lead. Choosing to Lead is a conscious act. Falling into leadership is not. Choosing to Lead and moving strategically in that goal direction, along with the appropriate advice and tools, can catapult an individual to their next level of performance.

Research shows that men work more effectively in hierarchical organizations whereas women are more effective in flatter organizations. In today's economy of downsizing and flatter organizations, and with more than 50% of the workforce being female, the demand for effective women leaders is greater than ever.

Organizations that want to lead in their field, realize the importance of the female market and its direct or indirect impact on their business. It follows that these organizations would make it a priority to develop the female talent within their organization. Women who want to lead should seize this opportunity for mentoring and development.

Choose to Lead provides actions, tools, and strategies for reaching leadership goals in a manner that is compelling to women since it is written by women.

The book has twelve scenarios that provide the reader an opportunity to practice. There are two scenarios under leadership and two under each of the five critical competency areas that we have identified:

- 1) communication,
- 2) team building,
- 3) change leadership,
- 4) leveraging diversity, and
- 5) people development.

The book meets the needs of women who: are straddling the fence about their next career move, indecisive about what to do to reach their career goals, need to make a move to step into the leadership game or get out of the way of others, have previously demonstrated leadership and are seeking additional strategies to implement. In our conversations with several women in leadership positions, we learned that some of them simply fell into their positions. They had not set a course for leadership, and had not prepared themselves early on. Consequently, it may have taken them longer to get to the positions they now hold. Women need to have an awareness of and an interest in leading so that when they see an opportunity, they grab it. The book helps women understand the potential of this opportunity.

Marketing

Audience

Our primary audience is women professionals who work in the fields of coaching, leadership, gender studies, training and development, human resources, and strategic development and succession planning. It is also Business and social work schools with women and gender studies programs as well as paraprofessionals in human resources, training development, health and medical field and social services. We think a strong buying source will be national, regional, state and local women's organizations

A secondary audience will be male professionals who want to support the leadership development of women.

Author Platform

The authors have been the subject of frequent interviews on women and leadership roles in newspapers and magazine articles. As part of their consulting practices, they also conduct frequent workshops, seminars, and classes that have been a major source for book sales.

The authors are familiar with and have access to:

- Book stores carrying our book provide a new dimension for readers interested in women and their role as leaders.
- Specialty Stores that focus on topics of interest to women
- Most women's professional associations seek to develop the leadership skills of their members.
- Civic/community organizations are continuously looking for ways to develop the leadership skills of their members and to enhance the leadership skills of their leaders. Corporate organizations provide leadership training as a part of the ongoing development of their employees.
- Catalogues present a wide selection of books on different topical areas about women.
- Professional publications provide a strong market for women who are interested in learning more about the development of their leadership skills.
- Newsletters provide a venue for information on leadership skill development

Competitive Titles

A review of current literature in the field of leadership development for women indicates that there is a dearth of information. Much of the literature that we did find addressed leadership development of women in one or two walks of life such as academia and/or government. *Choose to Lead* is much more comprehensive, addressing leadership development of women in seven arenas: education, entrepreneurship, government/political, community, business/corporate, religion, and philanthropy. We have contributions from 27 women who are successful leaders in their own right. Some of the women have achieved national recognition status.

1. Be Your Own Mentor: Strategies from Top Women on the Secrets of Success

Author: Sheila Wellington, Catalyst

Publisher: Random House

Publication Date: 2001

ISBN: 037-550-060X

320 pages

Hard cover, \$25.95

Be Your Own Mentor identifies style, visibility, networking and mentoring as keys to success with networking as the kingpin. It primarily targets women in the corporate environment. *Choose to Lead* identifies 5 competencies that are critical to effective leadership: 1) communication, 2) team building, 3) change leadership, 4) leveraging diversity, and 5) people development. We also address networking and mentoring as important. *Choose to Lead* stands out as a premier "how to do it" book that serves a broad based audience.

2. Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success

Authors: Deborah M. Kolb, Judith Williams and Carol Frohlinger

Publisher Date: Jossey-Bass

Publication Date: 2004

ISBN: 078-797-2142

304 Pages

Hard cover, \$27.95

Her Place at the Table focuses on five key challenges that are faced by women at the top. The book is primarily targeted for the business/corporate environment and hence a smaller audience. *Choose to Lead* addresses a much broader audience in 7 venues: community, business/corporate, entrepreneurial, education, religion, philanthropy, and government/political. It focuses on skill development. It speaks to women who are at the early stage of leadership development as well as to those at the top.

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3. The Difference "Difference" Makes: Women and Leadership

Author: Deborah L. Rhode
Publisher: Stanford University Press
Publication Date: 2003
ISBN: 080-474-6354
232 pages
Soft cover, \$17.95

The Difference "Difference" Makes: Women and Leadership presents some of the obstacles that women continue to face in the workplace. Both men and women leaders have contributed essays that offer solutions. The book does not offer information on the development of women in any critical competency areas. Choose to Lead focuses on developing the 5 essential competencies for effective leaderships and presents step by step methodology for developing these competencies. It also has success advice, tools, and strategies from 27 women who are very successful leaders.

4. Why the Best Man for the Job Is a Woman: Unique Female Qualities of Leadership

Author: Esther Wachs
Publisher: Collins
Publication Date: 2001
ISBN: 006-661-9890
288 Pages
Soft cover, \$14.00

This book only offers insight from women in business and our book encompasses numerous fields such as community and academic/education leadership. We offer personal lessons learned from the authors and this book does not.

About the Authors

Narmen Fennoy Hunter

Narmen Fennoy Hunter is president and CEO of FENNOY Consulting Group, Inc. (www.FennoyCG.com). The firm specializes in leadership development of individuals and organizations, and organizational diversity excellence. She is a consultant, coach, trainer and professional speaker, and her career has included experience working in community organizations, corporate organizations and educational institutions.

Ms. Hunter spent 27 years in the human resources field prior to starting FENNOY Consulting Group, Inc. The last 18 were with a fortune 100 company where she held various management and senior director positions in both operations and human resources respectively.

FENNOY Consulting Group, Inc. has a broad base of clients in these arenas: corporate, business, government and education. She also has individual clients where she serves an executive coach. Working closely with each client and client organization, she develops customized solutions to significantly impact individual and organizational results.

Ms. Hunter, collaborating with a business associate, sponsors and facilitates three quarterly workshops: *Take Control of Your Life and Your Time*, *The Art of Networking*, and *Successfully Start Your Own Business*. Recently she was featured in a local print publication talking about the workshops. She has also been a guest on the Chicago radio talk show *True to Yourself*.

Ms. Hunter is a **franchisee of Leadership Management, Inc., the world's largest and most experienced producer of leadership and management development programs.**

She has volunteered with Link Unlimited, a local community organization, served as a member of the Ronald House fundraising committee, and is an active member of the Media Ministry of her church.

She holds professional memberships in Society for Human Resource Management (SHRM), American Society for Training and Development (ASTD), International Federation of Coaches (IFC), and National Association of Female Executives (NAFE). She is a member of the Oak Brook Area Association of Commerce and Industry (OBAACI) and co-chairs OBAACI's Businesswomen's Network.

Ms. Hunter earned a B.A. degree in Psychology from Millikin University and a M.A. degree in Urban Affairs from Washington University in St. Louis. She did post-graduate work in labor and industrial relations at the University of Illinois--UIUC Labor & Industrial Relations Institute and received a Certificate in Equal Employment Opportunity studies from Cornell University.

Deborah Chambers Chima

Deborah Chambers Chima is the President and CEO of Chambers Consulting Group, Ltd., (www.ChambersConsult.com) a company that specializes in assisting organizations with creating an environment where collaboration is the catalyst for achieving business results. Her expertise is in leadership development, team building, and customer service. She is a consultant, professional speaker, and executive coach.

Before establishing her firm, Ms. Chima spent 24 years in the retail industry with the last **21 years at McDonald's Corporation**. Her solid base of experience and unique set of skills gained while serving in a myriad of corporate management roles are demonstrated in her award winning track record of achieving results. Some of her specific leadership positions held at McDonalds were:

- Regional Training Manager* - she was responsible for coordinating and delivering the professional development curriculum for 700 restaurant managers and their staff, franchisee development, and the development of the corporate staff.
- International Field Service Manager*- she was accountable for the sales, people development, operations standard adherence, and profitability of the restaurants of sixteen diverse Franchisee Caribbean countries.
- Operations Manager*- she was accountable for thirty two corporate restaurants which were underperforming in all measures and accomplished turn around results that exceeded the market averages.

Ms. Chima received recognition in 2003 from Manchester Who's Who Among Executives and Professional Women for her achievements. The client list for Chambers Consulting Group includes: Hallmark, Shell Oil, Pro Line International, Springfield Urban League, Anixter, and various individual executive coaching clients at organizations such as Alltel, Navistar International, and Johnson & Johnson.

Deborah holds professional memberships in the American Society of Training & Development (ASTD), National Speakers Association (NSA), International Coach Federation (ICF), and the National Association of Women Business Owners (NAWBO). She serves on the Board of Directors for the Women's Forum of the Naperville Chamber of Commerce as well as the National Association of Women Business Owners (NAWBO-Chicago Chapter).

An authorized distributor of Inscape Publishing's DiSC® assessments, she is passionate about helping people ignite the path that will achieve their personal and professional goals. Deborah also volunteers with the Warrenville Illinois Youth Center for incarcerated girls.

Ms. Chima earned a Bachelor of Science degree in Business Administration from the University of Illinois in Champaign, Urbana.

About the Book

Choose to Lead identifies five competencies that are necessary for effective leadership: communication, team building, change leadership, leveraging diversity, and people development. All are presented and explained with practical and easy steps for developing these competencies and leadership capability.

Step-by-step, the authors describe proven techniques for learning and mastering the five essential competencies required for effective leadership, as well as the importance of self-confidence in being an effective leader - how to get it and keep it.

Throughout the book, the authors help the reader become comfortable understanding that leading is important both to the individual and to those they serve. Another important point made throughout the book is that networking is a key tool for women in business. Networking, done the most effective way, grows relationships, is two way, and serves in many situations and over many years. *Choose to Lead* identifies some of the obstacles to leading and how to prevent and remove the obstacles. Women will know how the importance of a mentor and how to select one. They will learn skills for dealing with that age-old problem of being heard while in a meeting with a group of males.

The features that make this book unique are:

- 1) the authors personal leadership lessons learned;
- 2) contributions from women who successfully demonstrate leadership in seven walks of life—community, corporate, government/political, entrepreneurship, education, philanthropy, and religion;
- 3) advice, tools, and strategies from these women leaders in six areas: communication, team building, change leadership, leveraging diversity, people development, and leadership;
- 4) contributions from a racially diverse group of successful female leaders; 5) reader interactive exercises; and
- 6) real world scenarios.

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Lessons Learned – Narmen Hunter

Lessons Learned – Deborah Chima

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Praise for the Book

"I believe the choice to lead happens early in life. You choose an area to excel in and you make a conscious choice to be a leader in that area by taking action. Women are capable leaders and this book enhances their development by providing proven tips on how to demonstrate leadership."

*Anne Arvia, CEO
Shore Bank*

"Three cheers for Women Who Choose to Lead! Narmen Hunter and Deborah Chima have captured the essence of female leadership and what it means to be an effective leader. Yet, it is more than a theoretical treatise: they identified the competencies and actionable steps to be effective in a leadership role. This is an insightful and pragmatic book for women who make the conscious choice to "dance on the glass ceiling."

*Sylva K. Leduc, Med, MPEC
Co-Author, "Women's Work: Choice, Chance or Socialization"
Cofounder, The Leadership Center*

"Narmen and Deborah provide an excellent step by step process on how to merge your given capabilities with your choice to demonstrate leadership."

*Jan Fields
President
McDonald's Corporation*