



**Entrepreneur & Host
Joanna L. Krotz**

**You're invited on Thurs., July 10,
@ 12 - 1 pm EDT on
Talking Alternative Broadcasting**

TechSpeak

**How to make sure your hired
IT wizards build the site,
software and apps you want**

LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON iTUNES

Technology may now dominate every facet of business, but most women-led enterprises aren't founded on tech products. Typically, women still don't code. That lack of high-level tech knowledge often puts women entrepreneurs at the mercy of hired developers.

**So how do you know what the tech gurus are really doing?
How do you define the deliverables you expect?
How do you monitor and keep IT pros on track?**

To provide answers, workshop leader and technology expert Nelly Yusupova developed [TechSpeak](#), a smart bootcamp that teaches non-tech entrepreneurs how to communicate with tech teams.

Nelly offers clear, practical ways to effectively oversee and engage a development team, including cautionary red flags to notice and how to catch mistakes early enough to minimize damage.

Key to TechSpeak lessons for moving your business forward, says Nelly, is overcoming the fears of failing. "Failure is the biggest opportunity to learn," she says.

Next show:

[TechSpeak](#)

July 10, 12 - 1 pm, EDT

Join us and learn to talk tech with the best of them, with guest:



Nelly Yusupova is CTO of [Webgrrls International](#), chapter leader of NYCWebgrrls, [@NYCWebgrrls](#), and founder of [Digital Woman](#). Named to Fast Company's "League of Extraordinary Women," and the Wall Street Journal's "Women on the IT Fast Track," Nelly also is a Web technology consultant, national speaker and creator of [TechSpeak for Entrepreneurs](#) and [Build Your Social Media Footprint](#) bootcamps.

BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

Tune in to **THE WOMAN'S PLAYBOOK** on [Talking Alternative Broadcasting](#) every Thursday @ 12 - 1 pm Eastern, to hear entrepreneur and author Joanna L. Krotz and nationwide guests offer practical advice and real-life strategies that help women succeed in today's markets.

Or download the show [podcasts](#), anytime.



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