



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

The corporate model for leadership continues to be the warrior hero: the lone star who rides in and saves the day. Women hear lots of pep talk about teamwork but are rarely recognized or rewarded for putting together resources and people. That's led many women to become disillusioned. As a result, more women are leaving corporate life to create better ways to work and live.

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NOTE: We're going on holiday break.

Be back in 2015!

"I got my start by giving myself a start."

[- Madam C. J. Walker](#)

Believing that most lingerie is overly sexualized and overly priced, [Catalina Giraldo](#) launched [NAJA](#) in 2013: "We did away with fake wind blowing into models' hair and created a brand that could connect with smart, courageous, and sexy women." Trained as a lawyer and a serial entrepreneur, Giraldo sees NAJA as "luxury lingerie at fair prices," or, the Victoria's Secret alternative in a \$14 billion industry. NAJA also hires and trains [single mothers](#).



Formerly a NASA engineering contractor and Fortune 500 exec, [Shawn McDonald](#) founded [Feedback Golf](#) in 2012 because she couldn't find a mobile app that would improve her swing. Using video analysis and instruction, Feedback Golf is a voice-controlled, handsfree smartphone app that works as a swing training aid to help golfers elevate their game.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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