

### **KASIA STELMACH**

*Part 1 - Chapter 1: The Confidence Gap*

As women, we are in the midst of a crisis —a vast confidence gap that separates the sexes. Compared to men, psychologists show we don't consider ourselves as ready for promotions or to start our own businesses, additionally we have a tendency to predict the worst performance for ourselves and internalise negative experiences. On top of that we generally underestimate our own abilities. So why the lack of confidence? Even in women who are so deserving, successful, and able as Sheryl Sandberg, Kate Winslet, and Dr. Margaret Chan? Unfortunately, it's a little thing called biology along with prior expectations, suggestions, or preconceptions. But one thing is for certain, as Cameron Anderson, a psychologist who works in the business school at the University of California at Berkeley says:

"Confidence matters just as much as competence."

### **EILEEN STAPLETON**

*Part 2 - Chapter 5: The Mumpreneur Phenomenon*

...But its often asked, "How does a mother raise Kids and run a business or have a career?" Once again, it is unique to each individual and finding what works for her, through trial and error, releasing any high expectations they might put on themselves, being flexible and open to changing direction if need be and being able to work in pockets of time and with lots of help. As a mum of three kids and business owner I have a system that works for me, but it is never set in stone, and I've never found the "perfect balance," but I accept that and can get on with running my business and raising my family.

Emma Isaacs, founder of Business Chicks, who is a mum of four, says she has no work/life balance in her life and that mums need to stop trying to find that perfect balance, it will never be perfect; something always has to give and for her it's the less important things, like making sure beds are made and kids' lunch boxes are cleaned out every afternoon.

### **JESSICA KIELY**

*Part 3 - Chapter 8: Mental Mastery Your Secret Weapon*

"Whether you believe you can do a thing or not, you are right." —Henry Ford

When you embark on the tremendous and heroic task of realizing your dreams by starting up a business, your own thoughts can be your number one ally or fiercest competitor.

Every single successful businessperson will tell you that mastering their mental world is key to their success. This power of mental mastery has revealed itself to me over and over during the last few years, and harnessing it has helped me to overcome challenging times.

At the end of 2013, I found myself in the depths of what I call mental madness. A space where the spiral of negativity in my internal world was relentless. Where crippling self-doubt, blame, shame, anger and deep, deep fear played out every day. There was no mental peace...