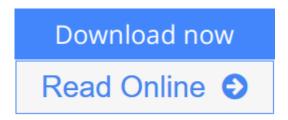# The Confidence Code: The Science and Art of Self-Assurance--What Women Should Know

By Katty Kay, Claire Shipman

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Following the success of Lean In and Why Women Should Rule the World, the authors of the bestselling Womenomics provide an informative and practical guide to understanding the importance of confidence--and learning how to achieve it--for women of all ages and at all stages of their career.Working women today are better educated and better qualified than ever before. Yet men still predominate in the corporate world. In The Confidence Code, Claire Shipman and Katty Kay argue that the key reason is confidence.Combining cutting-edge research in genetics, gender, behavior, and cognition with examples from their own lives and those of other successful women in politics, media, and business, Kay and Shipman go beyond admonishing women to "lean in." Instead, they offer the inspiration and practical advice women need to close the gap and achieve the careers they want and deserve.

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The Confidence Code: The Science and Art of Self-Assurance--What Women Should Know By Katty Kay, Claire Shipman Bibliography

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Editorial Review

Review
"*The Confidence Code* belongs in the bagof every woman in America. It combines groundbreaking scientific research and firsthand accounts from the world's most powerful woman." (Joanna Coles, Editor-in-Chief, *Cosmopolitan*)

"How do we make the most of our talents, skills, and interests? This book demonstrates that it's not enough to know what we're doing; our confidence is a key factor in our success. Fascinating reading for every woman who wants to take her life to the next level." (Gretchen Rubin, author of *The Happiness Project*)

"All too often, even the most successful women have indicated that their confidence is fleeting or domain-specific. The gifted authors who were behind *Womenomics* prove that can change. Discover how you can specifically develop that enduring sense of self-assurance in this remarkable book." (Marshall Goldsmith, author of the international bestseller *What Got You Here Won't Get You There*)

"Kay and Shipman shine a perceptive light on the crucial role that confidence plays in the ability of women to succeed. They offer women practical advice and the vision of a more hopeful future." (Sheryl Sandberg, COO of Facebook, and author of *Lean In*)

"Kay and Shipman provide a great blueprint for raising daughters….All of this research, as well as the authors' own recounting of experiences with doubt in their professional lives, effectively builds into a comprehensive set of ingredients for the confident woman." (Publishers Weekly)

"An insightful look at how internalizing cultural stereotypes can hold women back from competing with men." (Kirkus)

"[Kay and Shipman] have written an enlightening, fascinating book that explains the relationship between confidence, resilience, risk and reward….This book can definitely help you learn to boost your confidence." (Success)

"[Kay and Shipman dive] into tons of fascinating research and stats that are worth reading…[b]ut most importantly, the book provides some seriously actionable advice from some of the most successful women in the world (authors included)." (Self.com)

From the Back Cover

Confidence. We want it. We need it. But it can be maddeningly enigmatic and out of reach. The authors of the *New York Times* bestseller *Womenomics* deconstruct this essential, elusive, and misunderstood quality and offer a blueprint for bringing more of it into our lives.

Is confidence hardwired into the DNA of a lucky few—or can anyone learn it? Is it best expressed by bravado, or is there another way to show confidence? Which is more important: confidence or competence? Why do so many women, even the most successful, struggle with feelings of self-doubt? Is there a secret to channeling our inner confidence?

In *The Confidence Code*, journalists Katty Kay and Claire Shipman travel to the frontiers of neuroscience on a hunt for the confidence gene and reveal surprising new research on its roots in our brains. They visit the world's leading psychologists who explain how we can all chose to become more confident simply by taking action and courting risk, and how those actions change our physical wiring. They interview women leaders from the worlds of politics, sports, the military, and the arts to learn how they have tapped into this elemental resource. They examine how a lack of confidence impacts our leadership, success, and fulfillment.

Ultimately, they argue, while confidence is partly influenced by genetics, it is not a fixed psychological state. That's the good news. You won't discover it by thinking positive thoughts or by telling yourself (or your children) that you are perfect as you are. You also won't find it by simply squaring your shoulders and faking it. But it does require a choice: less people pleasing and perfectionism and more action, risk taking, and fast failure.

Inspiring, insightful, and persuasive, *The Confidence Code* shows that by acting on our best instincts and by daring to be authentic, women can feel the transformative power of a life on confidence.

About the Author

Katty Kay is the Washington correspondent for BBC World News America. She is a contributor on *Meet the Press*, *Larry King Live*, and *The Chris Matthews Show* and a regular guest host for Diane Rehm on NPR.

Claire Shipman is the senior national correspondent for ABC News' *Good Morning America* and a regular on *This Week with George Stephanopoulos*. Previously, Shipman was the White House correspondent for NBC News and a reporter for CNN in Moscow, where she earned multiple awards for her coverage of the demise of the Soviet Union. She currently lives in Washington, DC, with her husband and two children.

Sandy Rustin is an actress and playwright. Her sketch comedy musical about parenthood, *Rated P (For Parenthood)*, opened to critical acclaim off Broadway at the Westside Theatre in 2012; her one-act comedy, *Fireworks*, recently won the seventh annual Nor'Eastern Playwriting competition; and her newest full length play, *The Cottage*, was selected as part of Midtown Direct Rep's 2013 Theatre in the Loft Reading Series. A graduate of Northwestern University, she currently lives in New York City.

Users Review

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James Ellis:

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