

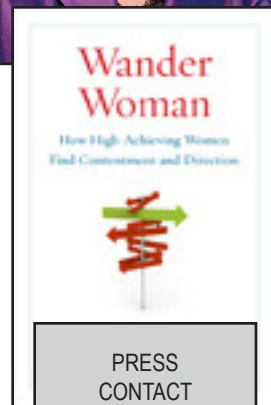
Enter the WANDER WOMAN

In her research, coaching practice, and new book, Marcia Reynolds, Psy.D., identifies a new generation of women who are going to forever change the workplace—and just may change the world while they're at it.

She calls them wander women.

Wander women are smart, gutsy, dynamic high achievers who don't struggle with the same issues that their foremothers in the work world did. They aren't afraid to speak up, aren't racked with self-doubt, and are confident in their abilities and contributions to the workplace. They also define success very differently than the first generation of women to integrate the corporate world. While they often earn high-ranking, high-paying jobs, wander women don't equate success with impressive titles or hefty paychecks. For them, success means realizing their greatest personal potential, while having a positive impact on the world around them. If this sometimes means taking a lower paying, less prestigious job instead of the next step up the corporate ladder, that's what they'll do.

Sounds great, right? Well, there's a down side. Wander women often feel underutilized, bored, frustrated, and anxious that they haven't lived up to their potential or they aren't making the difference that they know they are capable of. "Wander women are plagued by restlessness. This 'soulful agitation' leads them to accomplish great things, but it leaves them aching for what's missing. No matter how much they do, they always feel like they should be doing more. It's why they are often exhausted and overwhelmed," says Marcia Reynolds, Psy.D., Master Certified Coach and author of **WANDER WOMAN** (Berrett-Koehler Publishers, June 2010, paperback). Reynolds calls this "the burden of greatness." For wander women the solution is often to wander from job to job, career to career, business to business in search of fulfillment and purpose. This leaves them even more exhausted and confused. Reynolds first revealed this new identity among women in her doctoral research in 2007. In her coaching practice she's worked with hundreds of wander women. In **WANDER WOMAN** she offers them the tools, strategies, and coaching secrets they need for finding fulfillment, purpose, and meaning. She also explains the five main drivers of wander women and reveals the social shifts that gave rise to the wander woman phenomenon.



PRESS CONTACT
Lorna Garano
510-922-9765
lornagarano@gmail.com

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WEB
<http://wanderwomanbook.com>

VIDEO
<http://wanderwomanbook.com/press-kit>

HP BLOG
www.huffingtonpost.com/marcia-reynolds

QUICK FACTS ABOUT WANDER WOMEN

Wander women typically:

- Were born after 1954
- Are high-achievers in their workplace, schools, and/or communities
- Define success very differently than the generation of women who first integrated the corporate world
- Want to make a visible, positive difference by the work they do
- Have 5 main drivers: 1. Extreme confidence; 2. Constant need for new challenges; 3. A strong drive for recognition based on performance, not gender; 4. View work as their life's blood; 5. Belief that experience is the best teacher
- Care more about finding fulfillment in their work than shattering the glass ceiling or climbing the corporate ladder
- Have high self-esteem, but always worry that there is more they can do
- Carry the burden of greatness, meaning they are plagued by an endless pursuit of excellence
- Feel frustrated, underutilized, and are easily bored with downtime
- Make frequent job and career changes—not necessarily to better paying or more prestigious positions

THE MAKINGS OF THE WANDER WOMAN

Why wander women? Why now? Reynolds places the wander women in a historical context. Specifically, she cites these four events as major contributors to the wander women phenomenon.

1. **The Age of Self-Esteem.** “During the 1960s and 70s the importance of self-esteem became widely recognized in our culture. Parents, teachers, and counselors saw to it that children understood the value of self-esteem and self-respect. For the first time in history, girls were told that they could do anything they wanted to do and be good at it,” Reynolds says.
2. **The Increase in Competitive Sports for Women.** “In 1972 the U.S. Congress passed Title IX, making it illegal for educational institutions receiving federal funds to bar anyone based on sex from attending a school program or activity. The result was an impressive offering of women’s competitive sports programs that blossomed in less than a decade. The increase of girls’ sports worldwide has provided physical confidence and a sense of the power of teamwork,” she says.
3. **The Increase in Women Holding Advanced Degrees.** “The academic muscle-building in women in the last two decades has been profound. American women earn 57 percent of the bachelor’s degrees, 60 percent of all master’s degrees, half of all professional degrees, and nearly half of all doctorates. Degrees not only open doors, but also give women the mental prowess to compete with men in the workplace,” Reynolds says.
4. **The Expectation That Women Would Work and Be Good at It.** “All of this—the self-esteem movement, the rise in competitive sports for women, the increase in advanced degrees—is undermining the traditional expectation of women to settle down and become homemakers while promoting their success in a growing list of possible professions. As a result, today’s strong, smart, and ambitious women know they can accomplish great things and they want to...over and over again,” she says.

WANDERING ON (AND FOR) PURPOSE

In **WANDER WOMAN** Reynolds offers women the tools, strategies, and coaching secrets they need for charting a course to real success. She’s quick to point out that for some this may not mean fewer changes, but smarter ones. The problem, asserts Reynolds, isn’t that wander women wander; it’s that their wandering is spurred by frustration, disappointment and even anger, instead of driven by purpose and intent.

TOOLS, STRATEGIES, AND COACHING SECRETS FOR WANDER WOMEN

For the first time wander women have tools, strategies, and the secrets of a master coach available to them. In **WANDER WOMAN**, Reynolds shows them how to first, define what it means for them to achieve “real greatness” and fulfillment, and, second, to chart a course toward it. Here is just some of what she offers:

- **Appreciative Dialogue.** This can be done with a friend or coach. When you have an appreciative dialogue you first define your values, your hopes, and your passion. Then you explore what is helping you to move forward, so you can leave behind what is not. You dream out loud about what is possible for you and what you can truly do to make a difference when you stand in the power and grace of your gifts. Reynolds offers step-by-step guidance for appreciative dialoguing, finding the right dialoguing partner, and creating effective rules for keeping the dialogue on track. She also offers examples of appreciative dialogue in action.
- **The Passion Quest.** This five-step exercise helps you reconnect with what you are most passionate about. This becomes the guiding light for making choices in the future.
- **Claiming Your Selves.** According to Reynolds, there is no one “authentic” self to uncover, but many facets of the self to recognize, claim and even change. This is a crucial step in creating greater contentment with your work and your relationships. Reynolds shows you how to use archetypes to name and use different facets of yourself to resolve difficult situations and make life-changing decisions. The archetypes include the Queen, the Rebel, the Prostitute, the Inspirer, the Collaborator, and the Heroine.

PRESS CONTACT: Lorna Garano, 510-922-9765, lornagarano@gmail.com

EXAMPLES OF FAMOUS WANDER WOMEN

Madonna, Katie Couric, Alicia Keyes, Geena Davis, Carly Fiorina, and Angelina Jolie are all examples of famous wander women, says Reynolds. "All of these women refuse to play it safe. Instead they move on, re-invent themselves, and take risks in their search for greater self-fulfillment and self-expression," says Reynolds.

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ABOUT MARCIA REYNOLDS, PSY.D.

Marcia Reynolds, Psy.D., is a master coach, celebrated author, and in-demand professional speaker. In addition to coaching executives in multi-national companies, she travels around the world teaching classes in leadership and consulting on organizational change programs. She has worked within a variety of industries with clients in organizations such as Medtronic, Nokia, British Telecom, GlaxoSmithKline, Amgen, American Express, Maersk, Deloitte, Ernst & Young, Advance Auto, Home National Bank, and Staples, plus many agencies of the National Institute of Health.

Her earlier book, *Outsmart Your Brain*, was featured in national media, including *Investor's Business Daily*, *Harvard Communications Newsletter*, *Cosmopolitan*, *Christian Science Monitor*, *Family Circle*, *American Way*, *The Los Angeles Times*, and *The New York Times*. She has appeared on *ABC World News*, National Public Radio, and *Japan Nightly News*.

Reynolds is past president of the International Coach Federation (ICF). She was one of the first 100 people to earn the designation of Master Certified Coach (MCC) and was instrumental in designing the certification and accreditation programs for the ICF. She teaches coaching skills to managers around the world, helps to design internal coaching programs, and mentors many coaches both internal and external to organizations.

VIDEO

<http://wanderwomanbook.com/press-kit>

WEB

<http://wanderwomanbook.com>

HUFFINGTON POST BLOG

www.huffingtonpost.com/marcia-reynolds

BEST EVER YOU BLOG

www.besteveryou.com/bey/marcia-reynolds

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RAVES FOR WANDER WOMAN

"From page one, I was shouting 'Yes! Yes! That's me!' And it felt quite nice, because I've always simply thought myself to be weird. By defining the wander woman, Reynolds lets me know I'm not alone in my idiosyncratic madness..."

—**LOSTGIRLSWORLD.COM**

"The ideas and exercises here represent breakthrough thinking. I plan to give this inspiring and thought-changing book to many women as a gift of guidance on their journey."

—**LINDA ALEPIN**, Founding Director, Global Women's Leadership Network

"Marcia Reynolds's deeply insightful stories of wander women—as well as her transformative journey—will touch the restless wanderer in your own soul and open new paths to love, joy, and contentment."

—**DEB GIFFEN**, Director, Wharton Executive Education

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“This is a book for highly successful women and their executive coaches. Not only will passionate, driven women better manage their minds, the exercises and coaching questions will help them improve their relationships with those they live and work with.”

—**MADELEINE BLANCHARD**, cofounder, Coaching Services, The Ken Blanchard Companies



SUGGESTED INTERVIEW QUESTIONS

1. Who are wander women and when did you first start recognizing this phenomenon?
2. In your book, *Wander Woman*, you place wander women in historical and social context. Can you explain the social shifts that gave rise to the wander woman?
3. What is the burden of greatness?
4. So, isn't all of this good news? More women now believe that they are capable of anything and are ready to rock the world. What's the downside?
5. You talk about the need to wander strategically. What do you mean?
6. Can you talk about the specific differences between wander women and their foremothers who first integrated the corporate world? How do they see themselves and their world differently?
7. You cite five main drivers of wander women. What are they?
8. You've said that we are in danger of a female brain drain. What do you mean?
9. In your book, *Wander Woman*, you talk about how many wander women are in relationships with men who make less money and work at lower-prestige jobs. What does this tell us about what wander women are looking for in a relationship and how relationships are changing in general?
10. How can companies hold on to wander women?
11. It sounds great that high-achieving women care more about fulfilling their potential and making the world a better place. On the other hand, if they aren't going to vie for high-status positions in the corporate world or elsewhere doesn't this mean that we are going to continue have a disproportionate number of men in powerful positions?
12. You've got a really compelling personal story. While you've enjoyed tremendous success as a business person, coach, and author your early life was rife with trouble and you even spent a period of time in jail. Tell us about your own transformation and your own struggle with the "burden of greatness."

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