



*Do you wonder why successful women still bump into glass ceilings—or opt out altogether? Why women earn 78¢ to a man's \$1 and make up just 17% of Congress? Are you ready for more parity and satisfaction in personal relationships?*

*[In No Excuses: 9 Ways Women Can Change How We Think About Power](#), you will learn how to shift your attitude about power and manifest the change you desire.*

## the 9 ways to embrace your power

**Power Tool #1: Know your history** and you can create the future of your choice.

**Power tool #2: Define your own terms—first, before anyone else does.** Whoever sets the terms of the debate usually wins it. By redefining power not as *power-over* but as *power-to*, we shift from a culture of oppression to a culture of positive intention to make things better for everyone.

**Power-to Tool #3: Use What You've Got.** What you need is almost always there, in your hands or within reach, if you can only see it and have the courage to use it.

**Power Tool #4: Embrace Controversy.** It gives you a platform. It nudges you to clarity. It is a teacher, a source of strength, and your friend, especially if you are trying to make change.

**Power Tool #5: *Carpe* the Chaos.** Change creates chaos. Today's changing gender roles and economic turbulence may feel chaotic and confusing. But chaos means boundaries become more fluid. People open up to new ways of thinking. You can have unprecedented opportunities you might not otherwise have had. *Carpe* the chaos, for in chaos is opportunity.

**Power Tool #6: Wear the shirt.** Your gut-level commitment to what you decide to do with your one "wild and precious life" is a potent power tool. What's happening and why? What's your vision of what you think should happen? How can you make it happen? Go stand in your power and walk with intention to make it so.

**Power Tool #7: Take Action; Create a Movement.**

Things don't just happen; people make them happen in a systematic way. "Don't agonize, organize!" as labor movement leaders often say. Apply the movement-building principles of Sister Courage, and you will realize your vision.

**Power Tool #8: Employ every medium.** Use personal, social, and traditional media every step of the way. Use the medium of your own voice. And think of each of these power tools as a medium to be pressed into the service of your power-to.

**Power Tool #9: Tell your story.** Your story is your truth and your truth is your power. Others need and want to hear it as you want and need to hear theirs.

**Create your own Power Tools.**

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**AN UP-TO-THE-MINUTE,  
INDISPENSABLE BOOK.  
THIS BOOK IS THE COACH  
WOMEN NEED.**

**~ GLORIA STEINEM,  
ACTIVIST AND AUTHOR**

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