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# FEMEIA.

## LOOKING FOR INSPIRATION? YOU'D BETTER GRAB A GOOD BOOK!

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New sources for inspiration are always in need, we asked the Business Women Forum Romania members, who are participating in the leadership program, to share recommendation on a great book, mainly for a long weekend.

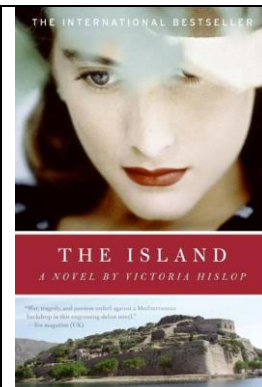


***Osnat Peled, BWFR president & EVO  
MCBA Managing Partner (Mentor  
Capital & Business Advisory)***

To enrich your soul I recommend any book written by *Victoria Hislop*, my favorite writer.

The one I love the most is "*The Island*", which has inspired me a lot.

In my weekend (or business trips), I usually like to read this style instead business reading which I'm reading daily...this gives me the perfect getaway and relaxation that only a good book can provide.

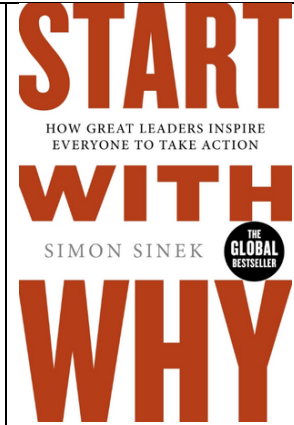




**Gabriela Dura**  
**BWFR Leadership program management team**

“Start with WHY” by Simon Sinek

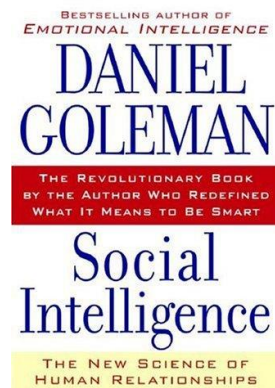
“The basic ideas of this great book: lots of people and lots of companies can do or copy WHAT you do, but differentiation happens in WHY, and then in HOW you do it. WHY you do what you do doesn’t mean to make money, this is only the result. WHY refers to what is your purpose, cause or belief and WHY should anyone care about it. This translates to: what is the impact you have in improving the lives of others? Only when the WHY is clear and when people believe what you believe can a true, loyal relationships develop”


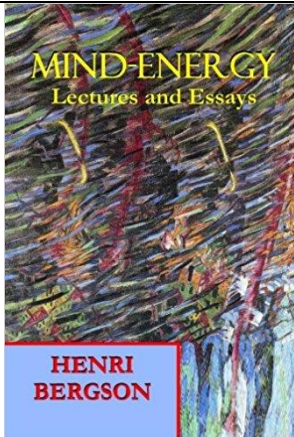

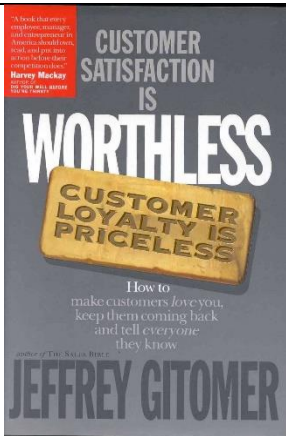


**Anamaria Damian**  
**Social Lions Agency**

“Social Intelligence” by Daniel Goleman

“I am reading now Social Intelligence by Daniel Goleman. Neuroscience has discovered that the brain is sociable and we are connected on emotional level with the people in our lives. To a surprising extent, our relationships mold not just our experience, but our biological system. Ok, so other people influence my emotions and also my biology, but I also influence them. And the questions that popped into my mind is how do I want to influence others? (because this is in my control). That's what I'm working on this



	days: to have a positive impact on others. Enjoy!"	
 <p><b>Mihaela Raluca Tudor</b> <b>TUDOR COMMUNICATION</b></p>	<p>"Mind energy" by Henri Bergson</p> <p>"A book dedicated to the ones who are curious to understand the human mind, rather a psychological book than a philosophical one, written by a personality known as one of the greatest thinkers in the world. Apparently hard to read, the essays contain pertinent explanations on how our mind, our energy, the connection between the brain and consciousness work - the awakening of the spirit and how it affects our lives, our choices, and the way we operate physically."</p>	
 <p><b>Delia Daniu</b> <b>Sales Hub</b></p>	<p>"Customer Satisfaction is Worthless, Customer Loyalty is Priceless" by Jeffrey Gitomer.</p> <p>"For me is like the Bible in dealing with customers if you want to be memorable. I truly recommend it to each owner / manager or employee, no matter if they work as customer support, sales or accounting. It's priceless."</p>	



**Monica Platon**  
**Entersoft**

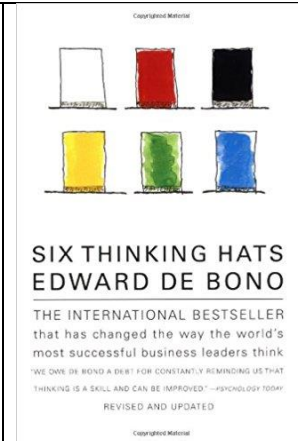
“Six Thinking Hats” by Edward de Bono

"Six thinking hats is a book that changed my life when I read it, 10 years ago. This book and 'Lateral Thinking' by the same author have had a major impact on the way I think and changed the way I resolve problems.

"Six Thinking Hats" can help you look at problems from different perspectives. Reading this book revealed to me the different aspects that you can think of when you are trying to solve a problem, be it in your professional or personal life. To summarize De Bono's theory, there are six thinking hats you can choose: the white hat is for objective facts and figures (information that you have), the red hat is for emotions and feelings, the black for cautious and careful (weak points in a plan), the yellow hat for positive thinking (the optimistic viewpoint), the green hat for creativity and lateral thinking, and the blue hat for control and organization of thinking. While all of these hats represent different ways to think about when solving something, the main concept is to only use one at a time.

"Sometimes the situation is only a problem because it is looked at in a certain way. Looked at in another way, the right course of action may be so obvious that the problem no longer exists."

Eduard de Bono

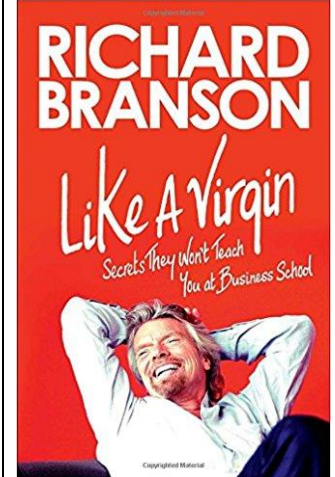




**Anca Rusu**  
**Cabinet Avocat - Anca Rusu**

“Like a Virgin: Secrets They Won't Teach You at Business School” by Richard Branson

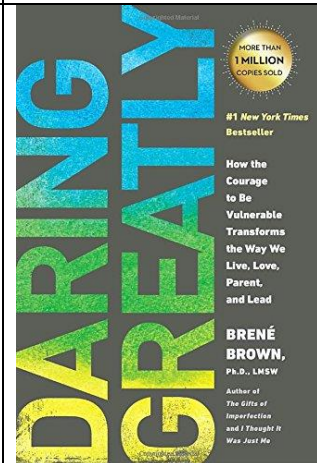
“As the title says, it’s an out of the box collection of tips and tricks about how to be a leader and not a boss, which no business school is ever teaching. Branson is not a classic leader but one who is adapting to the nowadays business realities using his guts and emotional intelligence. He is not the type of manager sitting all day in a fancy office but he likes to mingle with his people and feel the vibe of his business. My favorite ideas of the book: innovation is the key, always bring something new that the competitors don’t have, even if this means you should try their services first”.



**Roxana Craciun**  
**BWFR Leadership program manager**

“Daring Greatly” by Brene Brown

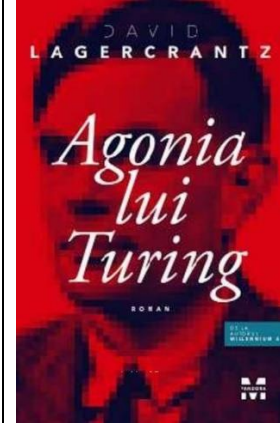
“I believe this is one of the books everyone should read as a first step in realizing that being authentic is the key of knowing who you really are and enjoy it in all aspects of life.”





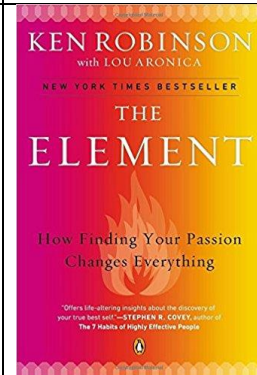
**Daniela Suteu**  
**UNICREDIT BANK**


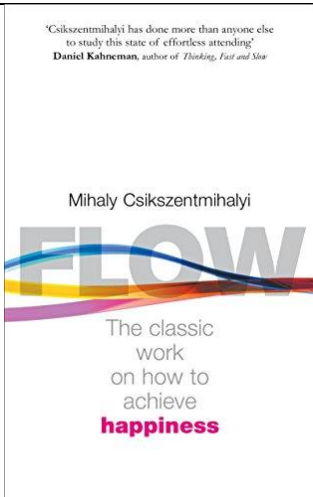
"Agonia lui Turing" by Davis Lagercrantz  
"The book was for me a personal model of the idea of not giving up!  
The sustained work of a genius in mathematics that contributed to the end of World War II through his discoveries, a genius but a man with weaknesses and an inner struggle that eventually devoured him. Portrait of a wretched genius who feels more about computers than people."



**Voichita Todor**  
**Yalco Romania**

The Element: How Finding Your Passion Changes Everything by Ken Robinson  
"The Element is the point at which natural talent meets personal passion. When people arrive at the element, they feel most themselves and most inspired and achieve at their highest levels. "The Element" draws on the stories of a wide range of people, from ex-Beatle Paul McCartney to Matt Groening, creator of "The Simpsons"; from Meg Ryan to Gillian Lynne, who choreographed the Broadway productions of "Cats" and "The Phantom of the Opera"; and from writer Arianna Huffington to renowned physicist Richard Feynman and others, including business leaders and athletes. It explores the components of this new paradigm: The diversity of



	intelligence, the power of imagination and creativity, and the importance of commitment to our own capabilities.”	
 <p><b>Raluca Culda</b> <b>LeadUp Academy</b></p>	<p>“Flow - the psychology of happiness” by M. Csikszentmihalyi</p> <p>“Esteemed psychologist Mihaly Csikszentmihalyi brings together decades of research to lead us on our path to happiness. Flow is based on Csikszentmihalyi’s 20 years of research into the phenomenon of ‘flow’. A key take from this book is that the world needs your contribution! Not only for providing the society with a service, but also for yourself. So, an unhappy person is a pain for the society, if you don’t like your job – quit immediately. Have some pride, flow through life; do not swim.”</p>	<p><small>“Csikszentmihalyi has done more than anyone else to study this state of effortless attending” Daniel Kahneman, author of <i>Thinking, Fast and Slow</i></small></p> <p>Mihaly Csikszentmihalyi</p>  <p>The classic work on how to achieve happiness</p>

About the leadership program:

This program was launched by BWFR in October 2017, being the first women's leadership program in Romania, open to business women who own companies and operate in all sectors and industries in Romania. This practical program, which includes case studies and real examples, aims to assist participants in building new skills and to improve their knowledge and understanding of what it means to be an effective leader. More details can be found here - <https://www.bwfr.org/leadership-program>