{ SAMPLE ANNOUNCEMENT & INVITATION }

Join our *Playing Big* Book Group

*Playing Big: Practical Wisdom for Women Who Want to*

*Speak Up, Create, and Lead*

*What would be possible on your team – in our organization – if women played bigger?*

*What would be possible in your life and career if you felt more courageous about using your voice and talking about your boldest ideas?*

Join us as we read and discuss [*Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create and Lead*](http://www.taramohr.com/book/)*,* by the internationally acclaimed women’s leadership expert, Tara Mohr. In this 4-part book group, we’ll read the book and talk about the concepts and practical skills that we need to play big – to share our voices and take bold action, to create a significant positive impact in our careers, our lives, and the world at large.

We’ll talk about how we can:

* quiet self-doubt
* “unhook” from praise and criticism
* recognize the subtle and sophisticated ways brilliant women commonly hide from playing bigger
* deal with the two types of fear that arise when playing bigger – one you need to avoid, and one to embrace
* begin taking bold and wise action to play bigger right now

We’ll also be invited to join a live video call with Tara Mohr to ask her any questions about *Playing Big!* [Click here](http://www.taramohr.com/pbbookgroup-qa-signup/) to sign up to be notified when the next call is scheduled.

We’ll meet on

* *when*
* *where*

*Add anything else you want people to know: who will be facilitating, whether your organization will be buying books, how they can participate from different locations, etc.*

About *Playing Big*

Several years ago, Tara began to see a pattern in her work as a leadership coach: Women with tremendous talent, ideas, and aspirations often didn’t see their own brilliance. Too often, they were sitting on their big ideas rather than sharing them, holding back their most provocative questions rather than asking them.

Mohr began working with women to get at the root of why they were playing small and to discover what practical steps truly helped them to play big. She identified a set of powerful tools, concepts, and daily practices that helped women take big steps forward in their careers and their personal lives, and founded a personal and professional growth program for women using this methodology. She called it Playing Big.

Years later, the results have been incredible. Both men and women have responded by embracing the Playing Big model, applying it to themselves as well as to those they mentor and manage, and seeing outstanding results. Over one thousand women from around the world have participated in the [Playing Big](https://playingbig.taramohr.com/) leadership program and the [Playing Big Facilitators Training](https://playingbig.taramohr.com/facilitators-training/). Tens of thousands more have learned the Playing Big model through Tara’s acclaimed book,[*Playing Big*](http://www.taramohr.com/book/). They now use Mohr’s methods to learn to play big, feel more confident and fulfilled, and to be more successful.

About Tara Mohr

Tara Sophia Mohr is the author of [*Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create and Lead*](http://www.taramohr.com/book/), published by Penguin and named a Best Book of the Year by Apple’s iBooks. She’s also the creator of the acclaimed [Playing Big](https://playingbig.taramohr.com/) leadership program for women and the [Playing Big Facilitators Training](https://playingbig.taramohr.com/facilitators-training/) for managers, mentors and coaches.

Her work has been featured on *The Today Show* and in publications ranging from*The New York Times* to *Harvard Business Review* to goop to MariaShriver.com. She’s been a speaker at many venues and companies, including TedxWomen, Emerging Women Live, Watermark Women’s Conference, Yelp, Intuit, Google, Puget Sound Energy and many others.

The Playing Big model has been part of leadership development programs at companies such as

T-Mobile, Starbucks, Bank of America, and more. It has also been incorporated into middle and high schools in the US and UK to support girls’ leadership development.

Tara received her MBA from Stanford University and her undergraduate degree in English literature from Yale. She’s the creator of the popular [*10 Rules for Brilliant Women Workbook*](http://www.taramohr.com/10rules/), and was named a “Girl Champion” by the Girl Effect organization in recognition of her work supporting education of girls in the developing world.

Discover more about Tara Mohr and *Playing Big* at [taramohr.com](file:///C:\Users\GretchenR\Downloads\taramohr.com).

{ SAMPLE REMINDER FOR SESSION I }

*Playing Big* Book Group – Session 1

*Playing Big: Practical Wisdom for Women Who Want to*

*Speak Up, Create, and Lead*

I hope you can join us for the first meeting of our *Playing Big* Book Group!

If you haven’t had a chance to check out this powerful book, here’s where you can [read about it and watch a trailer.](www.taramhttp://www.taramohr.com/book/ohr.com/book/)

At our meeting, we’ll start by viewing a special welcome video from Tara Mohr and then we’ll talk about the first three chapters of the book, **A Foundation for Playing Bigger**:

**Introduction**

How Tara got so passionate about brilliant women like you playing bigger. Plus an introduction to the kind of playing big this book is about – not “big” external markers of success, but playing big with our real dreams for our lives and careers.

**Chapter 1: The Inner Critic**

How to recognize your inner critic and practical tools you can use each day to quiet its voice.

**Chapter 2: The Inner Mentor**

What if we really did have the answers to many of our biggest challenges within ourselves? This chapter is about how to access and utilize our unfailing (yep, *unfailing*) inner wisdom.

Before we meet, you’ll want to read the introduction and the first two chapters of the book. You’ll also want to set aside a quiet half hour to listen to the inner mentor visualization that’s in Chapter 2.

*Add where and when you’ll be meeting.*

*Add any other information. RSVP?*

I’m looking forward to seeing you in our *Playing Big* Group!

{ SAMPLE REMINDER FOR SESSION 2 }

*Playing Big* Book Group – Session 2

*Playing Big: Practical Wisdom for Women Who Want to*

*Speak Up, Create, and Lead*

I hope can join us for our second *Playing Big* Book Group meeting!

We’ll be talking about **Slaying the Dragons that Keep Us Stuck: Chapters 3 & 4**.

**Chapter 3: A Very Old New Way of Looking at Fear**

We go back 3000 years to an ancient teaching about the two types of fear because it has such profound relevance for women today. Learn the two types of fear and how to skillfully respond to each.

**Chapter 4: Unhooking from Praise and Criticism**

Learn how being “hooked” by both positive and negative feedback limits women’s playing big, and the gentle way to get free of that – including a radical way of understanding and utilizing feedback.

*Add where and when you’ll be meeting.*

*Add any other information. RSVP?*

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{ SAMPLE REMINDER FOR SESSION 3 }

*Playing Big* Book Group – Session 3

*Playing Big: Practical Wisdom for Women Who Want to*

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I hope can join us for our third *Playing Big* Book Group meeting!

We’ll be talking about **Skills for Playing Big: Chapters 5, 6 & 7**.

**Chapter 5: Leaving Good Student Habits Behind**

It turns out there’s a lot we learn as girls in school that later gets in the way of our having the careers we desire. Learn the four major behaviors rewarded in school that often get women stuck in their careers.

**Chapter 6: Hiding**

The clever ways brilliant women come up with to keep playing small – all the while convincing themselves they are doing all they can to play bigger. One reader said this chapter was like getting five years worth of therapy in half an hour!

**Chapter 7: Leaping**

A unique, highly specific kind of action that gets us playing bigger right now. We’ll talk about the six criteria of a leap.

*Add where and when you’ll be meeting.*

*Add any other information. RSVP?*

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{ SAMPLE REMINDER FOR SESSION 4 }

*Playing Big* Book Group – Session 4

*Playing Big: Practical Wisdom for Women Who Want to*

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I hope can join us for our final *Playing Big* Book Group meeting!

We’ll be talking about **More Skills for Playing Big: Chapters 8, 9 & 10,** **and the Conclusion.**

**Chapter 8: Communicating with Power**

The “little things” we do in our speech and writing that diminish our impact. How to let them go, and what to do instead.

**Chapter 9: Callings**

How to identify your callings and practical steps to start living yours right away – even if that seems near impossible now.

**Chapter 10: Let it Be Easy**

A bold proclamation: we should never rely on willpower or self-discipline to achieve our goals. They are far too unreliable. This chapter is about how to truly create sustained action.

**Conclusion**

The big picture. What’s next on the journey and becoming a change agent.

*Add where and when you’ll be meeting.*

*Add any other information. RSVP?*

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