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FOR IMMEDIATE RELEASE

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**NEW BOOK BY KATHRYN MAYER, A TOP LEADERSHIP DEVELOPMENT
COACH ON HOW WOMEN CAN GAIN THE ADVANTAGE IN THE
WORKPLACE BY PRACTICING COLLABORATIVE COMPETITION**

New York, New York –To all women in the corporate world... Competition is not a dirty word! Kathryn Mayer, tells why in her new book: ***Collaborative Competition™ A Woman's Guide to Succeeding by Competing*** (available on Amazon.com).

Kathryn's book is based on 20 years of thriving as a leadership development coach in the tough competitive world of investment banking and consulting and her experience as a top ranked amateur tennis player. Kathryn now is CEO of KC Mayer Consulting Inc. (KCM), a strategic leadership coaching firm that is predicated on the belief that women should learn how to embrace competition and use it to their advantage in the workplace. Women tend to see competition as a threat and a hindrance rather than seeing it as an opportunity, often putting them "behind the eight ball," particularly in this economic environment.

Based on her unique experiences, Ms. Mayer's developed a proprietary leadership development model, Collaborative Competition™. The model was founded on the principle that competition is first and foremost an opportunity to learn, evolve and excel, and it can be an enjoyable experience. The approach not only reflects upon Ms. Mayer's own experiences but on research developed from interviews with close to 40 successful professional women from competitive and diverse professions. Included among those interviewed are: a mayor from a mid-sized city, a former top-ten tennis professional, an award winning entrepreneur and many senior executives at fortune 500 companies among others.

(more)

Page two

The book illustrates how to cultivate the strategic mindset and develop tools to leverage a competitive advantage in the work setting. Ms. Mayer maintains that how one applies the unwritten rules of competition often determines the level of success in climbing the corporate ladder from a junior level position to a leadership role.

It offers a practical approach for how individuals, women in particular, can think and collaborate more strategically. It provides women insight on how to aggressively compete without changing their authentic personalities. Ms. Mayer has developed practical exercises at the end of each chapter to help the reader reinforce the elements of theories discussed and assist them in learning new habits to successfully collaborate and compete. While the book is targeted to women it is also valuable to men as it explores skills that are critical to all successful professionals.

Among the topics included in the book are:

- How to cultivate the strategic mindset and a personalized, healthy approach to competition.
- How to form partnerships with pacers who provide feedback, challenges, advice and support.
- How to manage challenging people and situations and turn stressful situations into competitive advantages.

To read excerpts of the book and order a copy go to kcmayer.com

About Kathryn Mayer

Ms. Mayer is CEO and founder of KC Mayer Consulting Inc., a strategic leadership coaching firm. She has been a leadership professional for more than 20 years and she currently develops and runs leadership workshops and provides one-on-one executive coaching work, focusing on women and diversity issues in competitive business. Her perspective is shaped on her experience in competitive sports as a ranked amateur tennis player and in highly competitive corporate environments at companies such as Goldman Sachs, Citibank and Deloitte and Touche. Ms. Mayer can be reached at kcmayer@earthlink.net

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