

Seasoned Entrepreneur Emma Isaacs' Book, Winging It, Now Available in the US

“Emma Isaacs is a BOSS.”

ELIZABETH GILBERT

WINGING

*stop
thinking*

IT

start doing

**WHY ACTION BEATS
PLANNING EVERY TIME**

EMMA ISAACS

Founder & Global CEO of Business Chicks

San Francisco, Sep 1, 2020 ([IssueWire.com](https://www.issuewire.com)) - Emma Isaacs' new book, *Winging It: Stop Thinking and Start Doing*, is the perfect read for anyone who's willing to put courage before confidence and learn to navigate without a plan. If you're skimming this at 2 o'clock in the morning because your mind won't stop worrying about tomorrow, this might be the book for you. As a mother of six, CEO, and businesswoman, Emma understands the challenges of juggling multiple obligations, and she *still* thinks winging it is the way to go. Yes, even if you love your planner. And your desk blotter. And your color-coded sticky notes.

Readers of *Winging It* didn't seem to have much skepticism about the value of Emma's method. In fact, many felt that it was validating to know that fumbling through life and making split-second decisions on a whim may not be that bad. Emma depicts an unfiltered, honest look at real life in *Winging It*. There's no flexing here. No posturing or fluff.

One reviewer commented that she was instantly enamored with Emma's upbeat tone and interesting anecdotes from industry leaders. "She (Emma) hooked me in the beginning with a simple mantra: *I don't really know what I'm doing. Neither do you. We're all just making it up as we go along.*" commented the reviewer. In a world of fifty different calendar apps and five-year strategic plans, it's refreshing and liberating to hear someone else—besides Mark Manson, author of *The Subtle Art of Not Giving a F*ck*, though he wholeheartedly endorses Emma—tell us to let loose a little.

Emma's simple strategies in *Winging It* can streamline your everyday life. Instead of agonizing over the details, Emma encourages us to get out in the world and chase our dreams, whether that's building a professional network or learning work-life balance. Arianna Huffington describes her as "a new role model of success for women all around the world." She's spent time with corporate titans like Sir Richard Branson and Bill Gates, both entrepreneurs who have famously winged it.

Emma's philosophy can be especially important during times of change, making this work timely and relevant during our current period of global unrest. That's a fancy way of saying that *Winging It* might be what you need to get out of a slump and find new opportunities. Emma recommends listening to our inner vibes and focusing on an action-oriented attitude. Whether it's treating yourself to a night out or starting a new company, trusting your gut can be a good place to start. For everything else, Emma can help.

Emma Isaacs is the Global CEO of Business Chicks, Australia's largest community for women. She is an author, keynote speaker, and media commentator who believes in uplifting female leaders. She has been featured in *Cosmopolitan* and appeared on The Today Show. Find out more at emmaisaacs.com.

Winging It: Stop Thinking and Start Doing is available from Macmillan wherever books are sold.

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