



Good Enough for the 'Bastards': Courage - Vulnerability - Credibility. Confessions of a Female Leader

Anita Krohn Traaseth

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A contemporary business leader from Scandinavia shares her reflections on courage, vulnerability and credibility. Inspired by Sheryl Sandberg, COO of Facebook and author of *Lean In*, Anita Krohn Traaseth delivers a heartfelt story of how a very ordinary girl without extraordinary ambitions or qualifications climbed the ranks to become a high-profiled CEO, created a successful blog on leadership, and became a bestselling author in Norway.


The title, “Good enough for the ‘bastards’”, is one of her father's favorite expressions that has saved the author from being an unnecessary perfectionist. The message from her childhood was clear: if you don’t take care of yourself, set your own standards, decide when enough is enough, learn to balance and rest, you’ll have limited success. She learned that life was not about striving for perfection; that good enough is perfect.

In the book’s first part, Traaseth recounts gripping stories from her childhood that have formed her values and her courage. We’re offered an open and honest insight into her eighteen years of working life in the second part, where the desire to take action, raise a hand and lead with vulnerability is a guiding principle. In the last section she shares her reflections on the demand for new ways of thinking in an established business environment, the risk of visibility, confidence, relationships and inherent worth.

Anita Krohn Traaseth (42) is the recently appointed CEO of Innovation Norway, the Norwegian Government's most important instrument for innovation and development of Norwegian enterprises and industry. She is a former Managing Director of Hewlett-Packard Norway, mother-of-three, and lives in Oslo.

“This book is a “must read”! It combines results-based, responsible leadership from the top, such as often found in US-based firms, and a “we, we, we” team culture such as often found in Scandinavian companies”. Peter Lorange, Professor of Strategy and former President of IMD, Lausanne, one of Europe’s leading business schools and former President of the BI Norwegian Business School.

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