

# The Playbook to success

A new book by a renowned Geelong identity delivers strategic direction for your goals in life

Provincial Media, publisher of this magazine, was honoured to recently be involved in the production and design of a new book by one of our region's most celebrated and successful women, Diana Taylor. *THE PLAYBOOK – Crossing the white line to succeed in life, business and the AFL* guides the reader through many critical inner workings of life in a way that generally remains unspoken and sets out a pathway to think strategically, plan smart and execute for success.

"This is the third book fellow-Publisher and Managing Director, Garry Flanigan, and I have designed and published," says Editor and Design Director, Jon Zabiegala. "To work with Diana in breathing life into her dream has continued Provincial Media's ambition to grow the niche book-publishing division of our company – adding to our successful and established collection of lifestyle magazines."



Diana is a leader, lawyer, business owner, company director and consultant and this book has been more than two decades in the making. *THE PLAYBOOK* was written because anyone who wants to cross the white line and have a go at life and their dreams deserves to be given the best possible chance to succeed – with their eyes wide open and with a clear plan to support their ambitions. This is the purpose or the 'why' for *THE PLAYBOOK*. Life's pathway will never be a smooth

one that runs in a single line. A comprehensive structure and plan, along with a strong education around the core elements of human engagement that you truly need to know, is a necessity. *THE PLAYBOOK* delivers for the reader on these fundamentals.

In 2019 – and after more than two decades as an Australian Rules Football administrator – Diana became the first woman in 163 years to hold the role of Vice President of 2022 AFL Premiership winners – the Geelong Football Club. Diana's experience in the game of football is truly unique but running alongside this rich experience is a career in law at top-tier law firms, at senior levels of Australian business and chairing government and not-for-profit boards. Diana was also appointed as the inaugural General Counsel at Netball Australia, applying her legal and commercial skills to see and fight for sport and gender equity from a different side of the sporting table. Her journey ultimately led Diana to set up her own legal, consulting and property investment businesses.

Sometime later, as a Telstra Business Woman of the Year Award Winner (Victoria – Corporate & Private), Diana determined that this book needed to be written according to her truth. To offer a unique perspective and insight into life's experience and learnings and to lay out the critical workings of business, life and footy in a way that generally remains unspoken.

Diana cares deeply about people and community. Her choices have been influenced by these drivers and her decisions dictated by the integrity requirements that sit alongside them. Through a lens of acute emotional intelligence, street smarts, savvy and grit, Diana's observations and advice for navigating complex and often brutal environments has directed the content of *THE PLAYBOOK*. What it takes to succeed in life, using business, political and football learnings to support the reader's own



journey, is at the core of this advice. The learnings are born of wins but they also come from brutal losses and the quiet dark places where failure sits alongside you as a constant companion for a time. From personally experiencing bullying and sexual harassment in the workplace, to negative public exposure and personality shredding, Diana not only gets real with those moments but uses them to detail how strength, experience and grit can be built from these experiences. Where the individual is able to come back stronger. Opportunities will continue to present in life but it's often just continuing to turn up to receive them that can be the challenge.

Goals and dreams don't just exist in the very young. They are present at every age, stage and circumstance of life. They are there to be ignited and pursued at speed; life will be richer for it. *THE PLAYBOOK* will support whatever you want to achieve for yourself – including those dreams that you thought had gone past you, those that are new and those yet to come.

To secure your copy of *THE PLAYBOOK* for \$39.95 (incl. GST) plus postage and handling visit [www.dianataylor.com.au](http://www.dianataylor.com.au) or find it in local bookstores and newsagencies