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Single breakthrough skill is key to success for executive women

Survey reveals public speaking skills lead women straight to the executive suite

(SAN DIEGO) – While women continue to trail men in achieving leadership roles in American business, one single breakthrough skill shatters the glass ceiling for women in the workplace.

In a revealing survey of 100 executive women in California, **public speaking skills** were cited as one of the single most critical predictors of professional and personal success by a significant number of the women surveyed.

More than education, experience, or technical expertise, mastering the skill of public speaking including the ability to communicate ideas with confidence, the ability to persuade, lead meetings and projects puts women on equal footing with men in the workplace. Women who excel at public speaking are seen to be highly qualified leaders in the workplace.

In the 2007 survey conducted by Speak for Success, a San Diego-based business communication training firm, participants answered questions about the tools they found most effective for career success.

Among the key findings:

- Virtually every participant considered **public speaking skills** critical to her own career success (95%).
- Numerous participants cited instances when delivering effective presentations contributed to significant business accomplishments including raising capital, increased sales, motivating employees and colleagues, and persuading an organization to adopt their proposals or ideas.
- Participants say their communication skills have given them added visibility among senior management, increasing opportunities for career advancement.
- Very few of the women surveyed consider themselves naturally gifted speakers. As a result, they have sought training after college to develop effective business presentation skills.
- A significant number of employers consider presentation skills training so critical to success that they provide it for their employees, and 41% of those surveyed have taken advantage of the training – more than any other method of learning these skills.

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Women Executives Survey

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Complete survey results are available at www.speakforsuccess.com/newsroom.htm

“Simply put, the ability to be clear, concise and persuasive makes the difference between success and failure in business,” said survey author Dana Bristol-Smith, President of Speak for Success. “The good news is that anyone can learn these skills, as these women have done.”

“Today’s women leaders are the role models that we have never had before,” continued Bristol-Smith. “They are leading by example and being taken seriously. They are lighting the way for more women to rise in their own career success and providing them the examples and inspiration to get there. It’s my passion in life to make it easier for women in business to develop their ability to be effective public speakers and achieve their professional and personal goals.”

About Speak for Success

Based in San Diego, California, Speak for Success provides training and coaching services to help professionals in executive, management, sales and technical roles be more effective and successful in their business communications, both verbally and in writing. Speak for Success’s clientele includes some of California’s largest biotech, high-tech, financial services, healthcare, telecommunications and professional services businesses and organizations. To learn more, call 760-726-5272, email info@ speakforsuccess.com, or log on to www.speakforsuccess.com

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