Women.

How far will we go?
What's holding us back?

These questions and more answered by

ANN DALY PhD

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Oprah-meets-Gloria Steinem.
Committed to women's success and advancement. Helping women get clear about what they want, how to get it, and the cultural expectations that may sabotage their ambitions.

THOUGHT LEADERSHIP
Guest writer at More.com. "Transitions" columnist for *Austin Lifestyle* magazine. Blogger: "Women, Clarity, Power." Keynote speaker. Six books, including *Do-Over! How Women Are Reinventing Their Lives*.

REINVENTION
Ann knows what it's like to take a Do-Over. Before reinventing herself as a coach/ consultant, she was a journalist and then a women's studies professor.

RESEARCH
Twenty years investigating how gender is formed and represented in American culture. And strategizing how women can out-maneuver the unwritten rules of gender.

www.anndaly.com 512/454-0531 media@anndaly.com

ABOUT ANN DALY PhD

BIO

Ann Daly PhD is an expert on women's changing lives. As an independent coach and consultant, she advises on strategies to advance women both individually and collectively. A women's studies professor at The University of Texas at Austin for 17 years, Dr. Daly is the award-winning author of six books. She has written for the *New York Times* and *Village Voice,* and her commentary has aired on NPR's "Marketplace." She is a guest writer at More.com, the "Transitions" columnist for *Austin Lifestyle* magazine, and author of the "Women, Clarity, Power" blog. Dr. Daly earned her MA and PhD in cultural/women's studies at New York University.

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WHAT CLIENTS SAY ABOUT ANN DALY

"Dr. Daly is passionate, moving, funny, and inspiring. She drew us in and offered us strategies we could really use."
Association of Texas Professional Educators

"Ann's understanding of the challenges facing female leadership is exceptional."
Winstead PC

"Ann is mind-opening. She offers a commonsense approach to finding clarity in the midst of personal and professional chaos."
Freescale Semiconductor

"Ann inspires! Her talks are both fun and informative, friendly and thought-provoking. She invites people in with her relaxed style and then delivers a powerful message."
Lake Austin Spa Resort

"As a working mom managing numerous projects, I know that life often seems like a pressure cooker, so I applaud Ann's work to make women's lives easier by providing tools to achieve clarity in a hectic world."
Executive Women in Texas Government

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DO-OVER! AUDIOBOOK

"As I look back over my 50 years, I can see how I've always been eager to call for a **'Do-Over**!'" says Ann Daly PhD, a journalist-turned-women's-studies-professor-turned-life-coach. "And I'm not alone. Women are reinventing themselves with a frequency and intensity that could hardly be imagined by our mothers' generation."

Do-Over! How Women Are Reinventing Their Lives is part memoir, part self-help, and part girl talk. An audiobook on CD, it features 13 personal essays about all kinds of women who are reaching for something more. You'll hear about the rocket-scientist-turned-entrepreneur, the restless retiree, and the author's own mom.

Do-Over! includes a series of four free companion workbooks to help readers create their own personalized reinvention roadmaps, wherever they are in life:

- *Motherhood* (for moms who do it all)
- *Career* (for working women with ambitions)
- *Transition* (for women who are reaching for something more)
- *Prime Time* (for women over 50 who know the best is yet to come)

Do-Over! How Women Are Reinventing Their Lives
audiobook (70 minutes) with 4 companion workbooks
written and read by Ann Daly PhD
ISBN 978-0-9797295-2-2
Running time: approx. 70 min.
Wollemi Pine Press
Austin, Texas
$16.95
Release: February 2010

DOWNLOADS

Click here to listen to *sample audio tracks.*

Click here to download *media release on audiobook*.
Click here to download *media release on author's reinvention story.*

Click here to download *CD cover* (hi-res jpg).

To request a review copy or schedule an interview, email Ann Daly.

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STORY IDEAS

Do-Over! How to Reinvent Your Life

Top 10 **Hidden Expectations** That Can Sabotage A Woman's Career

Top 3 Do-Over! **Mistakes**

The Myth of **Work-Life Balance**

How to Become the Change-Agent of Your Own **Career**

The **Backlash** Against Women

Preparing Our **Daughters** to Succeed

What's **Holding** Women Back?

Is **Ambition** a Dirty Word for Women?

Do's and Don'ts of **Body Language** for Professional Women

Does **Feminism** Still Matter?

Are Women **Leaders** "Different"?

Manage Your **Focus,** Not Your Time

For more story ideas, contact Ann Daly at 512/454-0531 or anndaly@anndaly.com.

www.anndaly.com **512/454-0531** **media@anndaly.com**

15 FACTS ABOUT U.S. WOMEN

NUMBERS

During the recent economic downturn, women executives were more than three times as likely to lose their jobs because of **downsizing** than their male colleagues.

Women constitute 50.8% of the population and hold only 16.8% of the seats in the US **Congress**.

Women represent 56.9% of undergraduate **students** and 60.3% of graduate students.

Although 46% of assistant professors are women, only 23% serve as presidents in **higher education**.

Although women hold 50.8% of managerial positions in the labor market, they represent only 3% of **Fortune 500 CEOs**.

Women make up nearly one out of every two **law firm** associates, but they make up only one out of every six equity partners.

One year out of college, women working full-time earn 80% as much as men. Ten years after graduation, women earn 69% as much as men. Over their lifetimes, women (and their families) face **lost wages** totaling anywhere from $400k to $2 million.

Seventy-four percent of married women executives have **spouses** who work full-time, while 75% of married men executives have spouses who stay home.

Mothers put in 71 hours of work a week (both at the office and at home), while fathers log 67 hours. The additional **leisure time** married men have compared to married women adds up to almost five 40-hour workweeks per year.

ATTITUDES

Two-thirds of working women believe that being male, younger, or more attractive would increase their chances of promotion. Eighty percent identify with the goals and ideals of **feminism**, and 43% feel strongly about it.

The top reasons women leave companies to start their own businesses: the need for more **flexibility**, unhappiness with the work environment, a glass ceiling, and lack of challenge.

Thirty-nine percent of young, highly qualified women see themselves as extremely or very **ambitious**, a bump up from 31% of their more senior colleagues.

Sixteen percent of high-achieving women believe that it's likely a woman can "**have it all**," while 39% believe it's possible for men.

Women apply for open positions when they believe they meet 100% of the listed criteria, whereas men apply if they feel they meet 60% of the requirements.

Of women ages 50–70, 59% feel their greatest **achievements** are still ahead of them.

Looking for more facts? Email Ann Daly for help.

www.anndaly.com 512/454-0531 media@anndaly.com

MEDIA & SPEAKING

MEDIA

Oprah & Friends' "Peter Walsh Show"

ForbesWoman.com

Essence.com

Success for Women (online)

"Austin Live" (KEYE-TV)

Houston Woman magazine

Austin American-Statesman

Austin Business Journal

austinwoman magazine

Austin Lifestyle magazine

"The Ladies' Room with Lolis"

"The Coaching Show"

"Your Friendly Next Door Neighbor"

"Wake Up to Success"

Click here to read or listen to these interviews.

SPEAKING

Freescale Semiconductor

International Council of Fine Arts Deans

Women's Bar Association of the State of New York

Texas Women Lawyers

Texas Women in Higher Education

Houston Association of Women Lawyers

Women's Council of Realtors—Texas

Women's Chamber of Commerce of Texas

Texas Department of Assistive & Rehabilitative Services

"Profiles in Power" *(Austin Business Journal)*

Girls Empowerment Network

To see Ann Daly in action, email her to arrange an invitation.

TAMI BONE

Ann Daly

Unleashing the Power of Women, One Woman at a Time

Dr. Ann Daly is one of those extraordinary people who lead by example. When she felt unfulfilled with her successful academic career, she began a soul-searching mission to figure out the life she wanted and how to get there. Now, as a life coach, she is passionate about helping women seek clarity in their lives.

Dr. Daly has shared her insights and strategies with readers of this publication for over two years. Her personal story mirrors that of many of her clients.

After twenty years of hard work, Ann had it all: a tenured position at a prestigious university, respect in the academic community, and many well-regarded publications. A "true intellectual" would love her life. "And I did love it, for many years," she affirms. "But, at that time, my questions were in different areas."

She agonized over giving it all up in order to pursue those questions. What would people think? How would she make ends meet? She knew she had the skills to succeed, but it was scary to jump off the ledge.

As the daughter of an engineer, Ann was "born and bred to sort things out." Her years in journalism, scholarship, and teaching taught her how to work through her questions methodically. She crunched the numbers to see how much business she would have to bring in to survive. She started doing workshops on weekends while she was still employed. She adjusted; she learned; she plowed ahead. Eventually, she left academia and began coaching full time.

Resources

In addition to private coaching and keynote speaking, Dr. Daly offers free online resources:

Subscribe to Dr. Daly's blog and e-letter at: www.anndaly.com.

Browse Dr. Daly's books at: www.anndaly.com/books.

From her own experience, Ann developed a simple five-step process, detailed in her book *Clarity: How to Accomplish What Matters Most,* to help women get clear and stay focused on what is important. She works with her clients to help them define their core values, make choices, and strategize the path to a deeply rewarding life.

One of Ann's clients, Patti Frasier, had just been laid off from her job when she heard Ann's interview with Peter Walsh on Oprah Radio. (Listen to it at www.oprah.com)

"I liked her 'clarity' message," says Patti. "I checked out her website and was impressed with her brand. Soon after, I emailed her for some coaching." She spent ten weeks working with Ann. "She felt just right for me. I liked her light-heartedness and her ability to ask the right questions for me to get my own clarity. She was also very in-tune with women's issues and the whole picture of your life, not just career."

In *A Year of Clarity: The Monthly Guide for Women*, Ann offers inspiring stories and practical advice to keep you focused on what you want and how to get it. Another client, Jerri, wanted to establish a different lifestyle for herself and her son. Ann guided her in visualizing her new life and brainstorming the options to achieve it.

As Jerri describes it, "My experience with Ann's coaching was half figuring out where I wanted to go and half figuring out how to get there. Once I knew my destination and had drawn a good map, I was able to make a significant transition quickly and with much less stress than I could have imagined."

Ann's newest book, *Do-Over! How Women Are Reinventing Their Lives*, will be "part memoir, part self-help, and part girl talk" and promises to provide more inspiration and strategies. Look for its release on January 10, 2010.

Dr. Daly has recently achieved another long-held ambition. It started when she was living the crazy-busy life as a journalist in New York City and she dedicated a few minutes a day to be quiet, an essential part of achieving clarity. What came to her was a vision "that was stronger than any I had before or since": a cottage on a lake, surrounded by woods.

She began to ask questions about the vision. "What color is the cottage? How many windows does it have? What do the rooms look like? I saw a desk and a divan. What am I doing at the desk? Writing. What am I doing on the divan? Reading. How do I feel? Calm, centered, and creative."

Twenty-five years later, she realized that vision. She and her husband own a cottage outside of Wimberley surrounded by trees. Although it's not on the water, it has the feeling she envisioned. They go there every weekend and Ann writes at her desk and reads on her divan, feeling calm, centered, and creative. Dreams do come true.

Beth Schrader is a freelance writer, photographer, and avid traveler. After years of supplying reviews and recommendations to traveling friends, she now shares her experiences at www.busytraveler.us.

DINING GUIDE 2009

Austin life coach urges women to take a 'do-over'

LIFE GUIDE: SARAH BECKHAM

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Ann Daly

ENLARGE PHOTO

Updated: 8:08 p.m. Sunday, Jan. 31, 2010
Published: 8:04 p.m. Sunday, Jan. 31, 2010

When's the last time you called for a do-over — during recess in elementary school?

Ann Daly thinks you're due for another one. The speaker, life coach and author is launching a new audiobook, "Do Over! How Women Are Reinventing Their Lives," with a pair of events in Austin this month (see info box).

"I think of a do-over as an intentional reinvention by women done with all the exuberance of spirit we had on the playground when we were kids and we were shouting for a do-over," Daly says.

Daly wants "Do Over!," available at anndaly.com/books and at BookWoman bookstore, and its accompanying downloadable workbooks (each is geared toward women in different life stages) to provide women with the inspiration and practical know-how they need when they find themselves thinking "Now what?" She shared with us some of the key strategies for launching your own transformation.

Do you need a do-over?

Sometimes, of course, we find ourselves in the middle of a do-over whether we want one or not, Daly says. Life hands us a change — a layoff, for example — and then we have to decide what to make of it.

When the decision to make a change is ours, there are usually signs to look for that we want something different. One that Daly sees in her clients is simply a general dissatisfaction — the "is this all there is?" feeling.

"Feeling stuck is the other major symptom that my clients arrive with," she says. They know they need to make some kind of change, but they have no idea what it is or how to start moving toward it.

What's your resistance?

Daly says she's encountered women who seem to want a do-over but in the next breath offer all the reasons why it would never work for them. She calls them her "yes, but ..." clients.

Our doubts are sometimes driven by fears that are valid — "Yes, I'd love open my own business, but I'm afraid of not being able to support my family" — but that don't have to derail our dreams if we work through them, Daly says.

We can also get stuck because of limiting beliefs — the "really old,

SARAH BECKHAM »

Austin life coach urges women to take a 'do-over'
Updated 8:08 p.m.

Austin group devoted to Getting Things Done
Sunday, Jan. 17

Planning big changes for 2010? Here's some inspiration
Sunday, Jan. 3

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Thoughts of a Glass Family (and "Nine Stories") Fanatic on the Occasion of J.D. Salinger's Death

Renee's Roots »

really deep" ideas about what the rules of life are, Daly says. We might think, for example, that "real" artists have made it by the time they're 25 or that they sacrifice their family life for their work.

Dealing with both fears and limiting beliefs gets a lot easier when we bring them out into the open and re-examine them, Daly says. Unacknowledged, they exert more control over us. "They're invisible, and that's why they're so powerful."

Pick your allies

When you're making a big change, it's inevitable that other parts of your life and other people are going to be affected.

"Some people are not going to like this," Daly says. Those people won't want you to change because it makes them uncomfortable.

"There's always going to be pushback," she says. It's important to anticipate and prepare for it so it won't derail your do-over.

On the other hand, people who are pursuing their own do-overs can be a great source of support, even if they're at a different stage in their own transformation. "It's so helpful to remember we're not alone, and that the challenges that we're experiencing are pretty much the same ones that everyone experiences on this journey."

sbeckham@statesman.com; 445-3826

Book reading and signing
When: 7 p.m. Thursday

Where: BookWoman, 5501 N Lamar Blvd.

Cost: Free

Workshop and book signing to benefit GENaustin (Girls Empowerment Network)

When: 8 a.m. Feb. 26

Where: El Sol Y La Luna, 600 E. Sixth St.

Cost: $25, genaustin.org

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EVENTS THIS WEEK »

Artistic Textures: Studies from Wood to Wax at The Gallery at the J, Sun, Jan 31 8:00a

Austin Palette Club art show at Chase Bank Corridor of Art, Sun, Jan 31 9:00a

Baby Bloomers at Austin Children's Museum, Sun, Jan 31 9:00a

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BETWEEN THE COVERS

A Lifetime of Clarity

Author Ann Daly Teaches Women How to Live Life in the Clear

Story by Chantal Outon | Photos Courtesy of Ann Daly

ON A BRIGHT AND STEAMY AUSTIN SUMMER morning, Ann Daly sinks into a cream-colored, leather sofa in the living room at the rear of her Hyde Park home. Sun floods through several large windows, bathing the room in soft, enchanting light. Daly, author of the newly published self-help book, *Clarity: How to Accomplish What Matters Most*, arranges herself on the couch, tucking one leg beneath her. Then she begins her confession. "Let me be clear. I love clarity because I'm lazy," Daly says, letting loose her hallmark guffaw. "I've set up a system for myself and…it's something that works well for me."

Clearly, that's the case. Despite embracing the more lackadaisical qualities of life, Daly has been diligent in her work; she spent only a few months writing her new book. It's true, however, that it was a lifetime in the making.

Raised in New Jersey and Long Island, NY, Daly graduated from Duquesne University in Pittsburgh, PA before seeking her Ph.D. from New York University. She began her professional life as a journalist – a job in which clarity is essential – and quickly worked her way up from intern at the *Pittsburg Press*, to a features writer and art critic specializing in dance. After writing several books – one, about dance icon Isadora Duncan, the other, an anthology of her academic writings and articles for *The Village Voice* and the *The New York Times* – Daly ventured to Austin in 1989 to accept a teaching position at The University of Texas.

For 17 years, Daly, a tenured associate professor, taught dance history and cultural studies with an emphasis on women in the arts. But, in an oddly foreshadowing way, it was a moment of clarity that led Daly to resign her professorship in order to begin a full-time coaching and speaking career.

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Five Simple Steps to Attaining Clarity

Press Pause. This is the foundation for the other four steps. Set aside 15 minutes each day to "do nothing," and reflect on what ideas surface.

Pay Attention. Observe your own thinking patterns, emotional themes and behavioral habits. Listen to yourself and check the judgment at the door.

Ask Questions. Clarity is an inquiry, and questions drive this self-inquiry. Questions reveal what's being ignored, lost or forgotten. By asking questions, your priorities will become transparent and powerful.

Ask More Questions. The price of clarity is being brutally honest with yourself, so ask the difficult questions. Also, be aware of and embrace the resistance that follows, because actively managing resistance will help prevent you from undermining your ambitions.

Write it Down. Writing is another way of making inquiries to yourself. Practice "freewriting" and keeping a "morning pages" journal. Writing can help you access your intuition and commit you to your intentions.

NOTE: Though these steps are simple, they require regular effort in order to reach and maintain clarity. More specific information is outlined in Ann Daly's book, *Clarity: How to Accomplish What Matters Most*.

"Like many of the women I coach, by mid-career, I had gone so long working on one thing," Daly says. "It was time to grow, refresh and try new things. I felt that for a number of years I was ready for a new challenge."

These days, Daly works one-on-one with her clients, most of whom are women, with the goal of empowering and inspiring them to embrace life.

"Helping women is my passion. I want to unleash the power of women, one woman at a time, so they can have an impact on the world," Daly says. "In coaching, I feel a sense of impact myself, and a direct and immediate sense of helping someone improve their life. I've gotten hooked on that."

It was in her coaching practice that Daly began more precisely peeling back the layers of the clarity onion. She started seeing patterns emerge while discussing work, life and family issues with her clients. She was then able to construct a system through which her clients (and now her readers) can explore their innermost thoughts and goals, and reach a level of clarity about how to proceed.

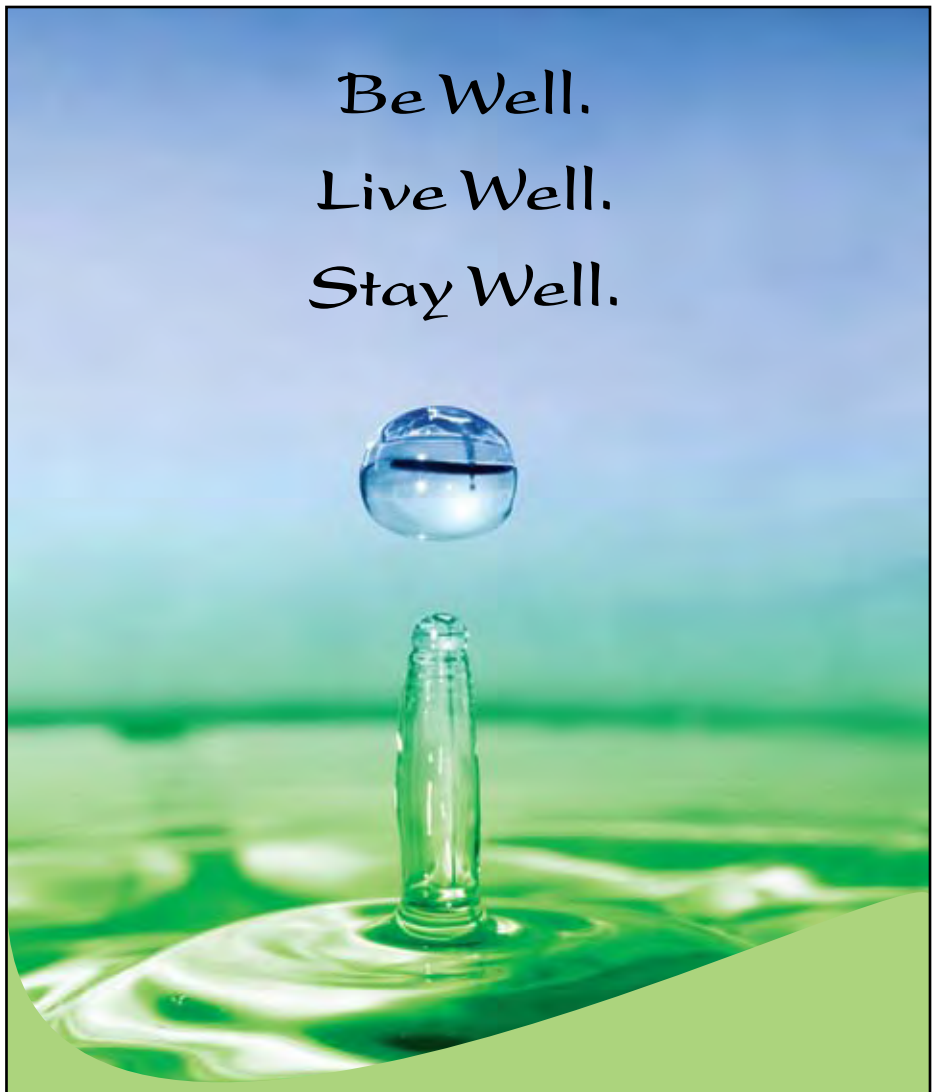
"Clarity is a way to connect with what's most important to you," Daly says. "And it's so liberating. As women, we're socialized to be people-pleasers and sacrifice our lives for others. It's a dangerous myth for women to take care of everyone else first. You have to take care of yourself first or you'll just burn out. Now there's this idea of freedom that more women are embracing. They're rethinking their values and priorities. And the payoff is that they're bringing so much more to the people and the world around us."

Daly, a self-help reader from her high school days, has drawn from her own education and experiences in creating an earnest, practical and beneficial interpretation of the self-help book. *Clarity: How to Accomplish What Matters Most* provides five easy steps to attaining clarity, which Daly notes, is not a magical moment or outcome. Clarity, she says, is a process, a habit of mind that anyone can learn, given enough time and focus.

Furthermore, the process of attaining clarity can be applied to nearly any situation or issue, whether work, family life, illness, a particular project or a life-long goal. And the benefits are endless, Daly says.

"Living clearly lets us maintain a

See LIFETIME OF CLARITY on page 28



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LIFETIME OF CLARITY from page 27

sense of being grounded and calm instead of being reactive. Meeting the world with calmness and focus gives us more confidence in everything we do," she says. "And the outcome is that you accomplish what matters most. Clarity helps us keep our eyes on the prize."

But, she warns, individuals undertaking a journey to clarity should be prepared to face some challenges and make some difficult choices. Setting priorities, after all, can be painful. It's not easy to pull yourself away from your family to start a new business, for example, but it's something that must be done in order to fulfill a personal goal of becoming a small-business owner.

For newcomers joining the path to attaining clarity, Daly suggests doing nothing. Of course, it's a little more complicated than it sounds. When she says to "do nothing," Daly doesn't mean loaf around on the coach all day. She's encouraging her readers to take a direct and deliberate time-out for 15 minutes each and every day. Whether that takes the form of a peaceful walk, sitting quietly and reflecting, or working in the garden, Daly says the key is to mentally check-in with yourself every day.

"If you're moving too quickly, the passing voice is blurry," Daly writes. "You'll never find, let alone maintain, clarity."

Daly has an insatiable desire to continue learning herself. And she practices what she preaches, relying on her 15 minutes a day of doing nothing to maintain her sanity. Additionally, learning to pay attention to herself (step two), ask questions (step three) and write down her thoughts (step five) have become second nature in her own life.

"There's just no time to waste in life," Daly says. "If you do not care about what you want to accomplish, no one's going to do it for you. You've got to take action for yourself."

On Daly's own list of tasks to accomplish? Only one small chore.

"My mission is to change the world," she says matter-of-factly with her guffaw in tow. "But I believe that can happen by unleashing the power of women. Simply put: I'm on a mission to bring back ambition!" ★

"Living clearly lets us maintain a sense of being grounded and calm instead of being reactive. Meeting the world with calmness and focus gives us more confidence in everything we do," she says. "And the outcome is that you accomplish what matters most. Clarity helps us keep our eyes on the prize."

Ann Daly, Ph.D.
Clarity: How to Accomplish What Matters Most

A Q+A with Ann Daly at BookWoman
(12th + Lamar, 512.472.2785)
Thursday, September 6th at 7 p.m.
Free and open to the public

Available at BookWoman and at
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WORK

Career Fridays: How To Stand Out In The Workplace

Friday, January 29, 2010 | 7:00 AM

by Yolanda Sangweni

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Chat with your friends

likely it is time to start going after a more challenging job description. Even with a tough economy and employers scaling back on promotions and new hires, marketing yourself more aggressively to will help you stand out from the crowd and get you to the next level.

ESSENCE.com spoke with Austin-based executive coach and author, Ann Daly PhD about how repositioning yourself in the workplace can help you get noticed.

ESSENCE.com: What kind of behavioral changes can a person make in order to stand out at work?
ANN DALY, PhD: There are basically two things that people need to do in order to stand out today: one is to boost their visibility and, number two, is they need to boost their value. These ideas are really the same, as always, but the environment today is so cutthroat that you really have to work your competitive advantage in order to get ahead.

ESSENCE.com: Tell us more about visibility.
DR. DALY: You can't get away with being unnoticeable anymore. In order to stay employed and get those rare promotions you have to put yourself on the radar screen of people in charge. Reconsider how you're dressing. There is no room for anything less than a highly polished impeccable wardrobe. This becomes more important now when you want to distinguish yourself. Think of how we dress as the frame of our capacity and our abilities. So on the one hand you don't want a frame to be overpowering. You don't want to overdo it and have people remembering what you were wearing rather than what you were saying. You want someone to say, 'You know what, just looking at that person, I feel like they're in control.' You can communicate that with your dress. The other thing about visibility is this is not a time to cut back on your networking because today who gets the promotion and who gets the new job is because of who you know more than ever.

ESSENCE.com: Tell us more about boosting one's value.
DR. DALY: With the job market the way it is we can't just do an 'okay' job anymore. We have to impress. Not only are we impressing with our dress and impressing with our colleagues and our networks, we need to impress our boss with the value that we bring to him or her, to our department and to our company. The first thing is education. This is a great time to expand your knowledge base. Whether it's some kind of new development in your field that you need to get on top of. When we hand it our projects, we have to double deliver these days. Good is not good enough any more. We have to go above and beyond and show initiative around the kind of work we're doing. We have to show that we have the skill to take it to the next level within the company.

ESSENCE.com: Is there anything you can do to your resume to make yourself stand out?
DR. DALY: You do want to pull out your resume and take a good hard look at it. You want to make sure to ask these questions: first, is anything missing? If you have gotten more education, a certification or something of the sort, make sure it's in there. The second thing to figure out is whether you have too much information on there. One of the biggest mistakes people make is just putting too much detail on a resume; making it too long so that it doesn't function as it should, which is to give a prospective employer the highlights of your career. Then you have to ask yourself, 'Have I really tuned this resume to the particular job that I'm going after.' The days of just having one resume and mass distributing it are over. With every job that you go for, you have to strategically highlight the things that pertain to that specific job.

ESSENCE.com: How important is it for women to really shift their mindset to get ahead? A recent study noted, for example, that women do not apply for a position unless they know they're 100% qualified, while men will apply even if they feel at least 60% qualified.
DR. DALY: Yes, that is a bugaboo of mine. Often times if a man and a woman have the same experience, the woman will say, 'Well, I did this one project.' The man will say 'Oh sure, let me detail the projects that I did.' So it's a matter of confidence. Men are bred for confidence from when they are little kids and women in our culture are bred to be humble. Getting ahead is about breaking bad habits like always wanting to be humble and not too visible. As we always tell our children, 'Just do it.' Do you want that job with the raise? Do you want that promotion? You really have to know why you want it and you have to be able to taste it. Confidence comes from clarity of purpose and repeated action so you have to take small steps to build your confidence.

Ann Daly, PhD is an executive coach and the author of the forthcoming book, "Do Over! How Women are Reinventing Their Lives."

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