

MEDIA RELEASE
January 12, 2011

For Immediate Release
Contact:
Ann Daly PhD
512/454-0531
media@anndaly.com

FIRST, A CAREER AUDIT

Career Audit Guides Success & Advancement

AUSTIN, TEXAS, January 12, 2011 -- "Okay, enough! Enough with all the talk about New Year's resolutions," says career coach Ann Daly PhD. "It may be a great way to sell gym memberships, but it's not an effective way to bring you that job offer or promotion you're shooting for."

Instead, Dr. Daly advises professional and executive women to start with a **career audit**.

"In the career economy," she says, "there are four kinds of capital you need to spur career growth. In order to launch 2011 as your year of success and advancement, ask yourself, 'How well developed am I in each area?'"

1. Functional capital -- my level and uniqueness of skills and expertise
2. Human capital -- my portfolio resources: mavens (for information), connectors (for linkages), and champions (for leverage)
3. Political capital -- how well I am positioned to "win friends and influence people"
4. Brand capital -- my distinctive, value-added profile

In her most recent Ask-the-Career-Coach column for theglasshammer.com, Dr. Daly details the complete DIY career audit process, which features four sets of diagnostic questions to answer, rate, and prioritize.

To read the full column: <http://budurl.com/lw8f>

To schedule an interview, contact Ann Daly at: 512/454-0531 or media@anndaly.com

###

ANN DALY PhD (<http://www.anndaly.com>) is a coach, consultant, and commentator on women's changing lives. A former professor at The University of Texas at Austin, Dr. Daly specializes in the professional development and advancement of women. She is the award-winning author of six books, including [*Do-Over! How Women Are Reinventing Their Lives*](#). She has been featured on Oprah & Friends' "Peter Walsh Show," ForbesWoman.com, WomenEntrepreneur.com, *Austin American-Statesman*, and *Houston Woman magazine*. Download Dr. Daly's media kit at: <http://www.anndaly.com/press>.