

MEDIA RELEASE
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HOW COACHING SHATTERS THE GLASS CEILING

10 reasons why coaching sends women up the corporate ladder

AUSTIN, TEXAS, April 12, 2011 -- When McKinsey & Company's Joanna Barsh talked to the *Wall Street Journal* about the new report she co-authored on [women in the US economy](#), she [recommended coaching](#) as a strategy to help women move up out of middle management into an executive position. According to data cited in the report, 37% of lower-level and middle managers are female, while 26% of vice presidents and other senior managers are women in Fortune 500 companies. Only 11 of chief executives are women.

Executive coach Ann Daly PhD says that Barsh, a director in McKinsey's New York office, "rightly turns our attention from top-down corporate initiatives to the kind of on-the-ground professional development that individual women can achieve when they work with a personal coach."

"Coaching works for corporate women who want to turn their ambitions into promotions," says Dr. Daly. "I see it with my own clients." She shares her top 10 reasons why:

1. It's private, safe, and low-risk.
2. A coach makes sure that the tough questions get asked, and answered.
3. It's one thing to take a workshop (on business development or leadership, for example); it's another thing to actually apply and master those principles.
4. Learning is more effective with a learning partner.
5. Coaching acknowledges anxiety and fear and then neutralizes them.
6. The coaching process provides an ongoing structure that makes it easier to sustain learning and growth.
7. Coaching provides a neutral perspective, independent of workplace drama.
8. All assumptions get tested.
9. Coaching is a place where the cultural complexity (read: double-bind) of a woman's position in the workplace can be acknowledged and managed.
10. The deep engagement of coaching produces deeply internalized, long-term professional development.

Dr. Daly is available for media commentary on this and other women-related

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

ANN DALY PhD (<http://www.anndaly.com>) is a feminist commentator on women's changing lives. A former professor at The University of Texas at Austin, Dr. Daly specializes in executive coaching and professional development for 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," *Family Circle* magazine, ForbesWoman.com, WomenEntrepreneur.com, MariaShriver.com, and More.com. She is the career coaching columnist for TheGlassHammer.com. [Click here for Dr. Daly's media kit.](#)