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CONTACT:
Ann Daly
512/454-0531
media@anndaly.com

How to Prepare Daughters to Succeed Life Coach Ann Daly PhD Offers 3 Strategies

AUSTIN, TX -- "As young adults, our daughters will face a world far more competitive than ours. If we want them to succeed in an age of lingering unemployment, corporate retrenchment, and tight credit, we need to offer them more than support and encouragement," says life coach Ann Daly PhD. "We need to help them acquire the power of self-efficacy: the belief that they are capable of handling whatever comes along."

In her presentation to the Girls Now! conference sponsored by the Girls Empowerment Network (GENaustin) in Austin on November 14, Dr. Daly urged parents to be more than cheerleaders or helicopters. She recommended three strategies to prepare girls to become successful adults:

1. Recognize your daughter's mastery of skills/knowledge and encourage others to do the same
because girls need recognition in order to embrace their ambition
(Resource: "Necessary Dreams: Ambition in Women's Changing Lives" by Anna Fels)
2. Supply her with experiences that challenge gender stereotypes
because gender stereotypes are created by environment, not biology
(Resource: "Pink Brain, Blue Brain" by Lise Eliot)
3. Encourage her father (or father figure) to increase his parental involvement
because the decisive factor for successful children is an actively participating father
(Resource: "Getting to 50-50" by Sharon Meers and Joanna Strober)

ANN DALY PhD (www.anndaly.com) is a fem-evangelist, devoted to the success and advancement of women. Before reinventing herself as a life coach for women, she was a journalist and then a women's studies professor. She is a guest columnist for more.com and the "Transitions" coaching columnist for *Your Austin* magazine. She is the author of six books, including [*Do-Over! How Women Are Reinventing Their Lives*](#), due for release in February 2010. She has been featured on Oprah & Friends' "Peter Walsh Show" and in the *Austin American-Statesman*.

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

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ANN DALY PhD
PO Box 4216 Austin, TX 78765
www.anndaly.com 512/454-0531 media@anndaly.com