

MEDIA RELEASE
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For Immediate Release
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PROFESSIONAL WOMEN:
TOP 10 UNWRITTEN RULES THAT CAN SABOTAGE YOUR CAREER
Dr. Ann Daly speaks to Women in Communications Oklahoma City

AUSTIN, TEXAS, August 3, 2010 -- "These are complicated times for ambitious women," says executive coach Ann Daly PhD. "On the one hand, there are record numbers of women at the top of industry. On the other hand, the glass ceiling remains firmly in place: Although women hold 50.8% of managerial positions in the labor market, they represent only 3% of Fortune 500 CEOs."

"The question remains," says Dr. Daly, "Why are women still lagging behind? Why are women's success stories still the exceptions that prove the rule?"

Dr. Daly will explain why in a speech to the Oklahoma City chapter of the Association for Women in Communications on Tuesday, August 10. The program starts at 11:30am at the Will Rogers Theater, 4322 North Western Avenue, Oklahoma City.

"All of our legislation and all of our diversity training won't close the gender gap," says Dr. Daly, "because 'It's the culture, stupid.' Culture is the most pervasive, most unconscious and ingrained layer of our lives. And in our culture, power and privilege accrue to men."

Using research from academic and industry sources, Dr. Daly details the top 10 unwritten cultural rules that can sabotage women's careers:

1. Men get the benefit of the doubt.
2. Looks matter.
3. Women don't get sufficient feedback.
4. A working mother's commitment is assumed to be ambivalent.
5. Actually, it *is* personal.
6. Men are bred for self-confidence.
7. Women are rendered invisible until they demonstrate otherwise.
8. Women don't take charge, they take care.
9. Women are different.
10. Women make great worker-bees, but visionary leaders--not so much.

Read an expanded version of Dr. Daly's Top 10 list: <http://budurl.com/e9dl>

INTERVIEW TOPICS:

- Sexism in the workplace
- Career reinvention for women
- How to be the change-agent of your own career

Download Dr. Daly's media kit at: <http://www.ann Daly.com/press/index.html>

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

ANN DALY PhD (<http://www.ann Daly.com>) is an expert on women's changing lives. Before reinventing herself as an executive coach, she was a journalist and then a women's studies professor at The University of Texas at Austin. Dr. Daly 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*, *Houston Woman*.