



Speaking Of Success

San Diego business communications expert Dana Bristol-Smith can attest to why some women are more successful than others in the workplace. Her recent survey of 100 California executive female directors, presidents, and CEOs cited public speaking skills as one of the single most critical attributes of professional and personal success. "Simply put, the ability to be clear, concise, and persuasive makes the difference between success and failure in business," says Bristol-Smith. "The good news is that anyone can learn these skills, as these women have done. It's even better news for Bristol-Smith, who is the president of Speak For Success, which provides training and coaching services that help professionals become more effective and successful in their written and oral business communications. To read the results of the survey, visit the Web site. (www.speakforsuccess.com) — *Alta Garcia*