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Holly Carney
A Labor of Love

Women of Distinction

Special Edition

Slightly Delusional

Celebrating Women

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By Sandra Pelletier

Women are the complex enigmas we wish men could be. Our ability to use emotional intelligence is superior to any other learned skill in our society. However, society has tricked too many of us into believing there is nobility in putting ourselves second. We have been taught that our kids should come first, that our husbands and their careers should have precedence over our own dreams, and that being a pleaser is the preferred behavior for a woman. If we would embrace the idea of putting ourselves first, we could realize that this is the best way to give more quality back to the people and passions we most care about.

Women possess two unique gifts: intuition and multitasking. If we utilize these extraordinary abilities while focusing on our core values and our long-term goals, we can exceed even our own expectations.

Certainly women who have children would like the label of "great mother," but in motherhood, we have nowhere to go but down in the eyes of society. Women are expected to be good mothers. Instead of striving for society's approval, think about what you would like your children to say about you in an interview and what examples you have given them to follow.

Women's superior abilities can easily translate to success in business. According to the Center for Women's Business Research, more than 10 million women own and lead businesses today and the number of majority-women-owned firms continues to grow at two times the rate of all other businesses. And the Bureau of Labor Statistics indicates that women represent about fifty percent of the national workforce. It is our time to stand and be counted not only in the work world but also in our families, our communities, and our government.

Can we do it? When comparing women and men, women are better able to simultaneously manage several critical projects and deliver exceptional results on all of them. We understand the delicate balance between charm and

assertiveness, arrogance and confidence, patience and immediate gratification. Yes, we can.

The part of the brain that controls memory and emotion has eleven percent more neurons in women than in men, indicating that "women's intuition" is real. Women can sense when someone else is upset. We can read a room and know what we're up against. We understand when to adjust our style and exert positive pressure to get a better outcome. We also understand loyalty and the importance of helping people become emotionally invested in our endeavors as we can be both an effective team member and a leader at the same time.



It's time for the women of the world to unite to redirect our efforts toward putting ourselves first so that we may have more to give back to ourselves and others. Instead of focusing on how far we still have to go to achieve equality, we can simply step into our rightful places as leaders in our relationships, our careers, and our world. We

should live our daily lives with the knowledge that we are building not only our own runways but a platform for those who will follow us.

We are here to make a difference, and though we may feel like we are advancing inch by inch, those inches are leading to miles of progress. We can inspire other women to embrace their own individual and unique power so they will not feel invisible but instead invincible. So celebrate yourself, ladies. You are powerful and magnificent creatures!

Sandra Pelletier is the author of "Saddle Up Your Own White Horse: 5 Principles Every Woman Needs to Know", a keynote speaker and success coach. For more information, visit www.saundrapelletier.com.