

## PRESS RELEASE

### **Optimum Associates launches new training program focused on 12 Rules to helping Women Leaders Achieve Career Potential**

**HOLLYWOOD, FL – May 10<sup>th</sup>, 2016** — Optimum Associates, an industry leader in executive coaching and leadership development, today announced the launch of their new Women's Leadership training program called "12 Rules".

The 12 Rules program offers proven and practical skills and strategies which were developed over 30 years of ongoing coaching and training with thousands of women leaders. Optimum Associates' co-founders Dr. Marty Seldman and John Futterknecht have tracked these careers and witnessed first-hand which skills are crucial for sustained career progress for women leaders. The program includes candid discussions about attitudes towards Power, Perceptions of Toughness, Mental Toughness, Giving Away Power, Politeness, Self-Promotion, Executive Presence, and Self Care.



"I am extremely proud and excited about this new program," said Dr. Marty Seldman. "I believe that we have finally designed a program that truly equips women with techniques and skills that meet the specific challenges and realities they face as they advance their careers. This program is designed to help women leaders leverage their strengths and competitive advantages, without "overusing" them; avoid being underestimated, pigeonholed or marginalized; and to manage their careers effectively. The feedback from our clients so far has been outstanding. They are really finding it powerful and practical."

The 12 Rules covered in the program are:

1. Studying Power Dynamics
2. Detecting to Protect
3. Using Power / Not Giving Away Your Power
4. Knowing Your "Buzz"
5. Focusing on the Real "Scorecard"
6. Leveraging Your Network
7. Increasing Your Value to the Organization
8. Promoting Yourself with Decent Boldness
9. Enhancing Your Executive Presence
10. Protecting Yourself From Sabotage and Marginalization
11. Developing Healthy Selfishness
12. Controlling Your Calendar and Commitments

To learn more about the 12 Rules Women's Leadership program visit <https://optimumassociates.com/training-programs/womens-leadership/>