

Overcoming the SuperWoman Syndrome:

One of South Jersey's Top Business Women revealing powerful tricks o' the trade for life & career balance

About the Guest:

Sandy Spadaro is the owner of SS Marketing Solutions and a national conference and keynote speaker on issues of branding & image, marketing and women's issues.

Sandy Spadaro is on the Board of the National Association of Women Business Owners' (NAWBO) South Jersey chapter and is additionally active within various other women's associations, including NAFE, the National Association of Female Executives (having won the **Rising Star Award** for female entrepreneurial-ship) and PWN, the Professional Woman Network, where she sits on the **International Speaker's Bureau** and is a contributor to **Professional Woman Publishing**, an international publishing house creating and distributing written materials for the personal and professional betterment & empowerment of women.

Spadaro's published works in the fields of image & branding skills development and effective communication have reached reader audiences through **local and national publications** such as Executive Female Magazine, Working Mother Magazine, Origin Magazine, Broker Agent Magazine and the Prospecting & Marketing Institute Series and the Woman's Advantage, to name a few.

sandy@ssmarketingsolutions.com
cell phone: 609-304-4399

It's no secret that a woman's natural instinct curses her with the habit of taking on too much. Whether mother, caregiver, employee, business owner, spouse and/or daughter, she has the exhausting tendency of often saying "Yes I can", when there is no time left to do it in. The savviest of female professionals have perfected the art of assertive communication, negotiation and multi-tasking....without needing to be committed to an institution!

"...for the overextended professional woman, you might as well call it the bible..." says Lara Webb-Barrett, then editor at South Jersey Magazine, of local business woman Sandy Spadaro's recent contributions to the release of the international book, Overcoming the Superwoman Syndrome.

"We are all vulnerable to the health risks of the imbalance that life stressors cause," says Spadaro. *"But I think women may find themselves walking a thin line because we try to be so many things to so many people. It's commendable to be a compassionate and giving person, but not at the sake of your own health and well-being. You have to set limits."*

Spadaro travels across the country delivering an informative seminar presentation of same name that reflects tips, tactics and take-home exercises that explore the following discussion items:

- Taking Stress Inventory
- Saying No Without Guilt
- Assertive Communication does NOT mean "Bitchy"
- Overcoming Perfectionism

"It's critical that we learn how to adapt, overcome and improvise in order to create the balance we seek within home and career."

Suggested Interview Questions:

- Who does the SuperWoman Syndrome affect?
- How does effective communication assist in the effort to counteract the syndrome?
- What are some common ways that assertion is confused with aggression?
- How does body language play a part in effective communication?
- What is the benefit of taking a stress inventory?
- What role does perfectionism take within life & career?
- How does one keep from overextending themselves?
- How can a woman's emotional capacity be an asset in the workplace?