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## **NORWALKER IDENTIFIES PRINCIPLES OF BUSINESS SUCCESS**

Study based on interviews with 25 women

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**NORWALK** — After extensive interviews with 25 successful women business leaders, Norwalk-based professional coach Suzanne Douglas Harris has identified seven principles each of the women credited with fueling their career and personal goals.

“There were seven points I could see throughout all of the interviews,” Harris said. “The principles make for a general overview pulled from 25 women and their stories.”

Harris feels women are starting to look to other women as their business role models, as opposed to the “old ways” of thinking.

“At first women looked to men as mentors. Then they became very individualistic,” she said. “Now they are looking to other women. It’s a very timely study.”

The seven principles are broken down into three internal traits, three external traits and one “golden rule.” The three internal traits are: Live and Learn, Have Expectations, and a Stubborn Streak. The three external traits are: Keep it Moving, Speak Up, and Get Enough Oxygen. The Golden Rule is Play it Forward (give back).

Harris explains each of the principles.

**Live and Learn** — “Be present in your life. Notice everything around you and take cues from it.”

**Have Expectations** — “Recognize reactions to the cues you’re taking in and have goals and objectives.”

**Stubborn Streak** — Although Harris questioned the word stubborn with her interviewees, they insisted stubborn was the right word. “It’s really resolve based on knowledge.”

**Keep it Moving** — “Don’t stay in one place too long. That doesn’t necessarily mean switching jobs all the time, but volunteer and get involved with things the company is doing to meet people from across all areas.”

**Speak Up** — “It’s the opposite of what women were taught. It doesn’t work that way in an organization.”

**Get Enough Oxygen** — “It’s like on an airplane when you’re told to put on your own mask first. Do the things that nourish you, whether that’s exercise, needlepoint, or spending time with your kids.”

Play it Forward — “There’s always a moment in your career that provided a boost. Women want to keep it going and want to provide that boost to other women.”

Harris could not identify the individuals used for the survey because of privacy reasons.

The original 10 one-on-one interviews were part of a project Harris did for the YWCA of New York whereby she talked with members of the Academy of Women Leaders. Intrigued and wishing to continue her research, Harris spoke with an additional 15 women business leaders.

Harris has an extensive background in marketing and has been a professional and personal performance coach for more than eight years. She plans to continue interviewing women business leaders for the project and use the information in various workshops and seminars. “This is my original work so it’s somewhat of a pet piece. It’s something I use a lot,” Harris said. “Each of these seven points has detail that you can pull lessons from. I apply the principles myself.”

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