

## **Alpha Female: How To Succeed In The World Of Business As A Woman**

By Sharon Kell from Coco Moon

"In today's society, it is more a case of how to survive as a 'new' woman in business. We do live in a very sexist world but many people don't admit that. Women are perceived to be less successful because there are more men in high powered roles.

"The secret to women being successful in business is that there is no secret. Women have a choice and the confidence to get what they want instead of conforming to society. If you don't fit in to the system, find your own system.

"Women cite a lack of experienced role models and access to business building networks as barriers to entrepreneurial achievement. In business, the top roles will go to whoever is the best person for the job as opposed to what sex they are.

"To be successful in business, you have to have a certain skill set and have the confidence to realise that potential. Women now realise that they can have it all - careers, families and success, it just needs a bit of managing and multi-tasking.

"There is a greater desire than before that we are accepted and that we can have a career too. Now it is every man for himself, or herself. Women just need the confidence to realise their own potential in the business world and drive their own success."

Sharon Kell is managing director and founder of Coco Moon, a single lifestyle preference agency for today's busy single professionals. The company, based in the North East, also includes relationship coaching, a members-only social networking service and exclusive matchmaking.