

BUSINESSWOMAN

It's Attitude!

Dhat sets one woman apart from another, allows one to succeed where the others may fail or provides a menu of life's opportunities to one and so few to another?

"It's attitude!" says Bobbi Decker, TV show host and producer of *Bay Area Women*. "Success doesn't just happen, we have to make it happen. How well we manage and respond to life's unpredictable cycles is what separates us and makes us able to move forward."

Bobbi Decker has a long running cable television program, *Bay Area Women*, which explores all of the elements and issues affecting the lives of Silicon Valley businesswomen. Her program and speaking engagements explore and explain the insights she has gained from interviews and discussions with over 200 innovative, driven and successful women business leaders in the Bay Area.

Decker says, "I have always been amazed at the strength, stamina and resiliency that the women I have interviewed have embodied. There is a thread that passes through each of these women which allows them to forge ahead, using both experiences and setbacks to grow and prosper."

According to Decker, the five most common traits in this thread include "Lack of Fear," "Can Do Attitude," "No Mistakes...Just Learning Experiences," "Self-Deprecating Humor," and "Able to Navigate Change." The most successful women seem to have the key to balancing these qualities and never losing their focus.

Decker speaks from the heart



Bobbi Decker

and her personal experience when she says "the most important thing a woman can do is be true to herself. That means accepting our flaws, rejoicing in our strengths, and appreciating who we are, which then allows us to take life's inevitable disappointments in stride."

"If you truly believe in yourself, your life is far more manageable. That way, we reflect on setbacks as lessons rather than failures. Given a goal and a burning desire to succeed, women have the power to alter their course and become whatever they have a true passion to be. This mindset is reflective of the women who have been the inspirational guests of *Bay Area Women*." ♦

Bay Area Women is carried on seven community stations throughout the Bay Area. Visit online at www.bayareawomen.com for dates and times and for information about past programs and guests.