

Using *The Female Edge*: A woman's guide to success

Women add value and increase profits but too few are stepping into top leadership roles

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VICTORIA, B.C. – Women want a seat at the corporate board table – and companies need them. So what's stopping more women from breaking through the glass ceiling?

Financial expert Sybil Verch has the answer in her debut book *The Female Edge*, which was officially released December 2017.

"Yes, gender bias and discrimination exist. But all too often it is women themselves that are holding back their success," says Verch. "We need to culture an environment where women feel comfortable standing up, and stepping up, to greater challenges."

The Female Edge aims at changing the status quo which often sees women passed over for promotions or not even considered for jobs in the corporate suite. Today, just six per cent of Fortune 500 companies are led by women.

How to get more women into the top jobs? Verch offers a recipe that is part aspirational, part practical. "Step out of your comfort zone to get ahead," Verch writes. "If you're not a bit uncomfortable, you're likely not trying hard enough."

In this motivating and revealing book, Verch discusses her struggles to overcome an abusive relationship, her #MeToo experiences and her challenges working in a male-dominated industry. Early in her career, an older male colleague warned her not to become a financial advisor: "You're young, you're female and you're pretty. People just won't take you seriously," he said.

"For me, I was furious," Verch says now. "But I used my anger as fuel to propel me to new levels of success."

Verch takes readers along on her journey in the male-dominated financial world, turning obstacles into opportunities to smash through the glass ceiling, joining the senior executive team at North America's largest independent brokerage firm.

Verch was inspired to write *The Female Edge* after reading Sheryl Sandberg's *Lean In* which examines why women's progress in reaching leadership roles has stalled.

“Women’s leadership is critical – and companies that realize that are more profitable,” says Verch. “But it doesn’t just magically happen. I want to encourage and foster women to push their limits to achieve more.”

The Female Edge is currently for sale on [Amazon.com](https://www.amazon.com)