

Women in Business

Coping With An Uncertain Economy

(NAPSA)—While today's economic downturn has hurt virtually everyone's career development, professional women have been especially hard hit. More often than not, professional women must balance the multiple challenges of the workplace, family responsibilities as well as many of the family's social and community interests.

"We hear it all the time," says Cindy Burns, chief operating officer of National Association of Professional Women (NAPW). "Women are always trying to juggle multiple tasks. They often find it hard, if not impossible, to redouble their daily job-related efforts and keep their family and social matters under control while finding time to pursue their longer-term career objectives."

Help Is At Hand

Her organization provides help. "At NAPW, members tell us that when times get tough, not only are professional women asked to kick it up a notch at work, they also have to spread themselves thinner across more family and social obligations. As driven as professional women are, there are only 24 hours in a day and it is often not job or family responsibilities that suffer; rather, it is the career-oriented activities that take a backseat," says Burns.

According to Burns, NAPW's interactive online networking forums, access to seminars, webinars, podcast services and

keynote speaker resources help professional women deliver the best job performance while keeping their careers moving forward.

In addition, the group has local chapters in cities across the country where members can get together to share ideas, explore business opportunities, build and maintain contacts and resources, and learn from the experience of others. The chapters support the organization's mission to inform, educate and provide members with the tools and forums to achieve and maintain success within their chosen profession.

Online networking can help women juggle job, home and family responsibilities. 

In addition, online mentoring is increasing in popularity among members. That lets women interact with accomplished women who are senior to them in their field of interest.

"By efficiently and effectively combining the power of the Internet with the tried-and-true benefits of in-person local meetings, professional women can navigate around today's turbulent economic conditions, improve skills required to do their job better and, at the same time, do what is required to advance their professional career," says Burns.

Learn More

To learn more, visit www.napw.com or call (866) 540-NAPW.