

Flourish – With Yvonne Silver
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FOR IMMEDIATE RELEASE

CALGARY, Oct. 25th, 2018 / Calgary – **Local Author Elevates Women's Confidence – And Helps Women Twice.**

"Words, Women & Wisdom: The Modern Art of Confident Conversations" is a new book by Calgary author Yvonne E.L. Silver, for women who want to elevate their voices, increase their confidence and success. It includes forty words and word concepts, to help women rediscover their inner confidence and take a stand in life and business by using powerful language — in modern ways.

Canadian women are still earning less than men. According to Catalyst, Women in Canada earned 83.1% of what men earn on average, based on the weekly wages of full-time workers (2017). MACLEAN'S reported if you add up the earnings of all working women, that sum is about 31% less than the combined earnings of all working men.

"When women exude confidence, they speak up, negotiate salaries and secure promotions based on their accomplishments and future advancement potential" – said author Yvonne E.L. Silver, Founder of Flourish! and Women & Wisdom Media. "In the past 25 years I have interviewed over six thousand people and coached hundreds of women, and heard one question over and over: how can I have more confidence? This book provides women powerful language alternatives for more confident conversations. As a social enterprise, for every book purchased a copy will also be donated to a women's shelter, not-for-profit or foundation. Printing costs are kindly sponsored by Calgary's Supreme Printing Ltd."

A Book Launch Celebration is scheduled (Calgary) for Friday evening on November 2nd, 2018 (www.WordsWomenAndWisdom.com/news). The book (with introductory video) is currently available at: www.WordsWomenAndWisdom.com with a planned release on Amazon on November 1st.

Author Yvonne E.L. Silver teaches women to flourish in business through speaking, coaching, mentorship programs and her writing. She leverages experiences in roles including HR Director, corporate VP and Executive Coach, combined with insights gathered from her recent Influential and Confident Interview Series for her book content. She received the Women of Inspiration 2018 Mentorship Award in September. Currently, she serves on the Board for The Nest Foundation, and Chairs the Canadian Business Chicks Mentorship Program (previously leading mentorship with BPW Calgary).

For further information, or to schedule an interview:

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Related Links: www.WordsWomenAndWisdom.com

<https://www.macleans.ca/society/pay-equity-statistics-canada/>

<https://www.catalyst.org/knowledge/womens-earnings-wage-gap>

Statistics Canada, "Table: 14-10-0064-01 (formerly CANSIM 282-0072): [Employee Wages by Industry, Annual](#)," CANSIM (2017).