

Press Release



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Optimal Level Expands Through New Facilitator and Corporate Program

October 22, 2007 – Wheeling, Illinois – Optimal Level is proud to announce plans to hire five new facilitators this year expanding from five Chicagoland locations to ten and has also launched its new Corporate Program. Optimal Level started in 2000 with a program for individual business and professional women who want to find life solutions and go from where they are to where they want to be.

Optimal Level™ is a professional women's organization that provides members with a "personal advisory board" for women interested in empowering themselves and finding innovative solutions to life's challenges. Through a series of monthly meetings, diverse groups of women meet to share experiences, exchange ideas, contribute to others and realize their dreams.

The facilitated program requires new facilitators to have business experience, coaching or facilitating experience, sales skills to recruit new members, seek only supplemental income for part-time work, and have a love for helping business and professional women move up to the next personal or professional level

For the Corporate Program, Optimal Level works with professional women and their Corporations. The Optimal Level program helps companies attract, retrain, and develop highly qualified female employees.

According to Catalyst, 51% of new businesses that started in the past two years, were started by women. Women are leaving Corporations to start their own businesses. "Women feel unappreciated or that they are not given the opportunity to make a difference" says Linda McCabe, President and Founder of Optimal Level. Therefore she works within Corporations to enhance skills, lessen stress levels, develop positive work attitudes, and create a successful alignment between corporate women and corporate leaders.

"Women have made definite strides in business, adding considerable numbers to previously closed or limited career fields, and have greatly affected the style of doing business in America," states McCabe when questioned about her thoughts about the need for women's forum groups. "There have been a lot of "lessons learned" along the way that many women can share with each other – but they lack an appropriate forum for doing so that reflects the way that women like to interact. The roundtable format is designed to provide the collaborative environment in which many women prefer to share their thoughts."

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