



# ATARA MALACH

Atara Malach is a renowned parenting expert and certified executive business coach with thirty years as a successful private practice therapist. Blending her professional expertise with her real-life experience as a working mom raising her six children, she has developed a proven parenting system (GPS) to provide working moms with the skills and confidence they need to find calm in the chaos of their work/life struggle and to be able to succeed both at home and at work. Atara holds several advanced degrees and professional certifications and is the Founding Director of both the Parenting

University and the Advisory Center for Adolescents. She is considered one of the pioneers in the field of parenting, by using mommy guilt as a roadmap to success instead of allowing it to color the parent/child relationship with frustration and stress. She is a dynamic and inspiring keynote speaker who has served thousands of professional women and working parents through lectures and workshops around the world. Her new book is *A Working Mother's GPS: A Guide to Parenting Success for The Modern Working Mom*.

## ATARA'S MOST POPULAR MEDIA TOPICS

- ✓ **How to use mommy guilt to prevent burnout** - Effective solutions for overwhelmed working moms.  
**Value add for the audience** - Your audience will learn how to embrace and utilize mommy guilt instead of allowing it to ruin their pride in their careers and their self-esteem as moms
- ✓ **How I used mommy guilt to build my career** - Your audience will be empowered and galvanized when hearing my personal story of how I created a business empire by recognizing and maximizing mommy guilt instead of denying or being defeated by it.
- ✓ **There is no "work/life balance"! The hype, the myth, and what you can learn from it** - Your audience will finally be able to stop trying to achieve the elusive, non-existent, work/life balance and learn about the GPS skills which can be implemented both at home and at work to achieve success in both arenas simultaneously.

## PRAISE

"If you're a working mom .....get this book and create a life of better balance, more fulfillment and a happier family!"

—**Jack Canfield, author of the *Chicken Soup for the Soul***

"I have not met a coach and advisor as passionate as Atara is about helping people have creative insights to get great results quickly. She cares deeply about her clients. For each one, she finds the perfect path to help them achieve amazing things in their lives and careers. I can't recommend her highly enough."

—**Andrew Neitlich, Prolific Author and Founder of Internationally Acclaimed Center for Executive Coaching**

## CONTACT

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