



Ivy Slater
CEO, [Slater Success](#)

Tell us about your firm or business including history, specialization, and years in business.

We are coming up on 15 years in business and our work has evolved greatly over the years. I knew I wanted to support women business leaders and I started Slater Success with the goal of working with them to build their businesses and careers and design a life they wanted to live on their terms. From networking and professional development, I began welcoming even more clients and now coach, consult, train and speak all over the US, working with both entrepreneurial and corporate clients in sectors such as legal, finance, marketing and more. I specialize in helping companies scale, build exceptional teams, expand their vision and take consistent actions toward long and short-term goals.

What's an interesting fact about you or your firm that most people don't know?

I was a dance major in college and after an injury, I had to switch my career goals and ended up in business. I never lost the dancer mentality and it has been a huge asset in my work ongoing. I have a dedication to practicing my craft daily. There is a dance in how we network, follow-up and follow through with people; there is both inner and outer work we need to do to be successful. Just like dance, in business we have the creative side and we have the execution. I even based my second book off of my dance background and the theme of choreographing business relationships.

What's a favorite moment of your career so far?

My favorite moment was when I saw that I had built a business that could actually pay the bills. Take away the glitz and glamour of being your own boss and doing what you love, it simply felt amazing. I had transitioned from owning and operating a successful printing company for what was referred to as a pipe dream by many. When I saw I was able to create and scale a company that did not have a product as the transaction, which was the business model per my 20 years of experience, I was beyond thrilled. At this time, I was able to feel that I was a full contributor to our family again.

What challenge are you most proud of overcoming?

I always swore I would not write. I never felt I was good at it; it was always so hard for me to sit down and convey what was in my head on the page. But, I am now an author of two books, with a third on the way, and I have embraced my own writing process. I enjoy writing blogs, presentations and articles and through my collaboration with other writers, I have learned to be more confident in my own abilities.

Tell us about a recent professional accomplishment of yours.

Through diligent work and staying true to my goals and vision, I recently signed my biggest client to date and it feels incredible. I know the power of the work of Slater Success is making a difference to companies, and most importantly, to the people in these companies.

Tell us about a recent personal accomplishment of yours.

Planning my daughter's wedding during the pandemic was quite a challenge, but all turned out perfectly. And I have also enjoyed a more bi-coastal lifestyle, working with clients on both coasts and getting to visit my son in LA. I often talk about stepping into what is possible and, in these accomplishments, I feel I truly have.

What advice would you offer new business owners?

Focusing on long-term vision and taking action toward your goals is always paramount. Don't get caught in the day-to-day. In the legal field, it can be very easy to get caught up in details and deadlines. The bigger picture must always be top of mind.

How has Women Owned Law been of value to you and your career?

Immensely! I have had the opportunity to connect with amazing women leaders in various parts of the industry. The conversations and connections made have been helpful in both my professional and personal life. I have also really enjoyed speaking and presenting for this group and have learned just as much from others, as I hope they have learned from me.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit <http://www.womenownedlaw.org>