

# WOMEN OWNED LAW

## February 2020 Member Spotlight



Ivy Slater  
CEO

[Slater Success](#)

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

Slater Success, a coaching and consulting company, is celebrating its 12th year in business. In transitioning industries, I used the system I feel is the golden ticket to success, which is reaching out to my professional and personal network and embracing the value of relationships. From that, I built Slater Success from a one-on-one coaching company to a leadership development organization working with high-level leaders and teams in the professional space. I facilitate roundtables with a focus on strategic planning and growth, as well as work with firms on business development.

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

It took me a long time to embrace my degree in dance because I felt it didn't help me as I entered the world of business. I realized early on the discipline and work ethic I gained from dance were actually hidden nuggets I could use as I grew my businesses. The dedication and commitment I had to show up daily to perform is the same type of dedication and commitment I bring to my business and my clients. Today, when clients find out about my background in dance it sparks interest, connection, and alignment when they realize how it has shaped me as a business leader and what they can learn from it.

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

I've enjoyed so many moments throughout my career, but the moments that bring me the most joy are watching my clients reach milestones they believed were out of reach.

**What challenge are you most proud of overcoming?**

After migrating from a successful printing company to struggling as I started a brand new coaching business, I overcame financial challenges and gained the confidence to embrace the four pillars that I believe represent a successful business. I started marketing consistently, embracing sales as a service to others, stepped into my value and began charging what I was worth and always made sure to know my numbers.

**Tell us about a recent professional accomplishment of yours?**

Publishing my second book, "From the Barre to the Boardroom," having it reach international bestseller status on Amazon and sharing the message of the book through various TV media appearances.

**Tell us about a recent personal accomplishment of yours?**

Watching my two adult children enter the workforce in their field of choice and begin living independent and happy lives.

**What advice would you offer new business owners?**

The sooner you step into the major roles of your company, like CEO, CFO, CMO and beyond, you start building an organizational mindset. By wearing hats in each department, you have an intricate understanding of the unique roles and will be ready to delegate as your firm grows.

**How can you help other Women Owned Law members improve their businesses?**

I help law firms and businesses see their long-term vision and create actionable plans to achieve it.

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

I've built valuable professional and personal relationships.

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**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 life cycle. 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 [www.womenownedlaw.org](http://www.womenownedlaw.org)