

## **To all mums: It's time to invest in yourself!**

Today is International Women's Day and we celebrate the economic, political and social achievements of women past, present and future. There is one group of women that does the most important job of all: Mums, and their day, Mother's Day, is on Sunday. To all mums: do not think about the school run, helping with homework or what you have for dinner today. It's time to invest in yourself!

We talked to Judith Baxter, Professor of Applied Linguistics at Aston University. She is author of the book "The Language of Female Leadership" and is mother of two daughters, aged 25 and 27. Asked how she was able to pursue her career when her daughters were younger, she said, "It requires lots of determination and hard work. I got back to university in my early fifties; I took time out to raise my children. Even as a mum at home I paid full-time child care to give myself some quality time to invest in what I have a passion. At home I used the time to write a book, which later would pave the way back into university life."

Judith Baxter has recommendations for all mums out there: "Invest in yourself while you are a mum at home and nurture the link with your profession, work part-time and preserve your visibility and connection to your workplace". With advancements in technology, women have better opportunities to balance a hectic family life alongside careers, business start-ups or even developing skill sets in preparation for returning to work. Flexible online courses like the interactive language solution TOTALe from [Rosetta Stone](#) makes it easier for busy mums to achieve their professional and personal goals.

[Judith Baxter](#) explains her findings in her latest book: "I speak to many female leaders in business, who use 'double-voiced discourse' in communications, thus, they always reflect upon how and what they say. Women constantly think of the agenda of people they are speaking to and are constantly aware of the other person's point of view. They adjust what they have to say accordingly. " It seems that women not only have the sensitivity and expertise to manage, but combined with additional language skills they have the possibility to stand out, too.

Having this in mind, make the transition a little smoother before heading back into the workforce. Learn a new language and feel your confidence boost! With Rosetta Stone, you learn a new language in a way similar to how you learned your first language. You start speaking from the very first lesson and build confidence quickly as you progress through the course. Start now to build up your language skills and get ready for your career!

### **About Rosetta Stone:**

Rosetta Stone provides cutting-edge interactive technology that is changing the way the world learns languages. The company's proprietary learning techniques—acclaimed for their power to unlock the natural language-learning ability in everyone—are used by schools, businesses, government organisations and millions of individuals around the world. Rosetta Stone offers courses in over 20 languages, from the most commonly spoken (like English, Spanish and Mandarin) to the less prominent (including Swahili, Swedish and Tagalog). The company was founded in 1992 on the core beliefs that learning to speak a language should be a natural and instinctive process, and that interactive technology can activate the language immersion method powerfully for learners of any age. Rosetta Stone is based in Arlington, VA, and has offices in Harrisonburg, VA, Boulder, CO, Tokyo, Seoul, Sao Paulo. The office for Europe is in London.

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