

Women Entrepreneurs on the Rise!

by Kaya Singer

Are you a woman who owns her own business?

I believe that empowered, successful women are one of the keys to causing our world to change to a more peaceful and community oriented society. Did you know that women are now contributing to nearly half of all new small businesses?.

Maybe through your business you want to make a difference and of course you also want to have prosperity.

According to the Women's Financial Network, women start businesses at two times the rate of men. While women are starting more businesses than men, they often find it harder to get things going and to sustain them over the long term. What can women do to be more sustainable in the long haul?

Business is all about relationships. You have probably noticed that women are more relationship oriented and having that natural bent serves well in the business world. Women tend to be better listeners and develop stronger relationships with customers, clients, and vendors. Developing supportive relationships is also what sustains women.

One woman I have worked with shares, " Building my business has been about creating a team and investing energy into each person, knowing that I cannot do all this alone. Men like to be the alpha male and do it themselves. But I need and want to be part of a community."

Another woman shares. "Mentoring has been crucial for me. I have enjoyed having a female mentor that shows that it is possible for me as a woman to make it."

Women need a community and to be with other women entrepreneurs. Fulfillment comes from sharing business, personal, financial and spiritual fulfillment through connections with other like-minded women.

Women's support comes from being in a circle, talking, and sharing. In the earliest women's enterprises, this is how it has worked, whether it was quilting bees or canning vegetables in the kitchen. Women have

always needed to connect with one another and talk. Women business owners benefit from sharing with each other in many ways including,

- Reducing work stress
- Confidence building
- Self- esteem growth
- Laughter
- Sharing challenging situations
- Life-work balance
- Learning from each other

Does all this sound good? Here are three suggestions.

1. Find a couple other women who own businesses in your area and set up a regular meeting at a cafe. It is a nice break from work and also can offer support and sharing of resources.
2. Join a women's networking group. Not only will you meet other women but you might benefit from the monthly presentations.
3. Join a facilitated women in business group. This has the benefit of being more focused and committed.

Whatever your business make sure you are one of those who succeed in the long run. Find support, find other women to talk to, and once you are successful be a mentor to a new business woman. Being able to give back is the icing on the cake.

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