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Women business owners often pursue mission over money. That's good news for making business more accountable - not so hot for scaling values-based businesses.

THE WOMAN'S PLAYBOOK

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"Definitions of success also influence goals. Many women business owners believe that they cannot both grow a business and fulfill their values-based goals. So, they often default to focusing on the mission rather than growth goals."

- ["Launching Women-Owned Businesses on to A High Growth Trajectory,"](#)
[The National Women's Business Council](#)

By contrast, men view business as a competition. Success flows from big hits and money is the primary yardstick. As a result, men prepare for bigger risks. Women need to become comfortable with both profits and purpose.



WOMEN ENTREPRENEURS' Influence on U.S. Economy

46% — IS THE AMOUNT THAT WOMEN-OWNED FIRMS' REVENUES INCREASED BY, WHILE FIRMS OVERALL HAD REVENUE GROWTH OF **68%**

➤ Women business owners are a growing economic force. From 1997 to 2007 (according to U.S. Census Bureau Data):

IS THE AMOUNT THAT WOMEN-OWNED FIRMS' REVENUES INCREASED BY, WHILE FIRMS OVERALL HAD REVENUE GROWTH OF

➤ Women-owned firms tend to remain relatively small. In 2007, women-owned firms accounted for:

16% — OF ALL FIRMS
3.5% — OF TOTAL SALES
6.4% — OF TOTAL EMPLOYMENT
4.5% — OF ANNUAL PAYROLL

88%

➤ Percent of U.S. women-owned firms in 2007 that were sole proprietorships

➤ Women-owned businesses' small size has implications for raising capital. In the first year of operation, men raised about 80% more capital than women did.

Women \$71,000 | Men \$134,000

- [Rising Tide, Kauffman Foundation](#)

[B Corporations](#), new type of company structure, harnesses business to solve social and environmental challenges. Patagonia, Cabot Creamery, Etsy and Ben & Jerry's are among the 1,100 B Lab certified firms - and counting. [Katie Kerr](#), PR director, says B Corp is "an open community for women entrepreneurs to help them focus on the larger mission and a full life" with access to peer groups, shared agendas and other entrepreneurs.



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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

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Joanna L. Krotz, offers nationwide
practical advice and real-life strategies to help
women succeed in today's markets.

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