



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

Women-led social ventures continue to proliferate, funding passion, purpose and parity.

### THE WOMAN'S PLAYBOOK

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for women entrepreneurs. And, check out the [podcasts](#).

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\* "...When it comes to starting a business, women are more likely than men to consider individual responsibility and use business as a vehicle for social and environmental change."

\* "We found that women are 1.17 times more likely than men to create social ventures than economic ventures, and women are 1.23 times more likely to pursue environmental ventures than economic-focused ventures."

- [Diana Hechavarría](#)

[Global Women's Entrepreneurship Research: Diverse Settings, Questions and Approaches](#)

Support systems for socially responsible ventures are expanding.



Founded in 2001 and led by [Michelle Long](#), Be a Localist or [BALLE](#) believes prosperity begins at home, that is, locally. A membership group based in Oakland, CA, BALLE helps social ventures to connect, develop solutions and attract investors. "Together, we are changing mindsets from 'every-man-for-himself' to an understanding that real security comes from community -- from sharing not hoarding...."



[Deb Nelson](#) steers [Social Venture Network](#), the pioneering platform for values-driven business founded in the late '80s. Originally

dismissed as too-good-to-grow, SVN has become a global influence dedicated to the triple bottom line: people, planet and profits. Venture members focus on business collaboration and community that fuels change and social impact.

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## **BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME**

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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