



Entrepreneur, Author & Host  
Joanna L. Krotz

**Women entrepreneurs consistently report higher levels of job satisfaction and better work-life balance after leaving corporate jobs.**

### **THE WOMAN'S PLAYBOOK**

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**It wasn't until 1988 -- yes, it took that long -- that federal legislation finally gave a woman the right to access credit in her own name. Since that hurdle cleared, "women-owned small businesses are one of the fastest growing segments of the small business community."**

**[- "Jobs and Economic Security for America's Women"](#)  
[White House Council of Economic Advisors.](#)**

**Women manage and succeed in business with different priorities.**



**Lori Gold Patterson** launched **Pixo**, a technology services provider in Urbana, IL, in 1997, after leaving a high-profile corporate systems job because "taking



care of family didn't really exist there." At weekly hour-long meetings for the staff of 30, employees each make presentations of his or her "aha moment." Daily five-minute staff meetings check on staff stress levels

and needs for on-deck projects.

**Jody Greenstone Miller** founded L.A.-based **Business Talent Group** in 2007 to provide C-suite consultants for project-based work, or "super-temps." She was inspired to start the innovative firm after writing a *Fortune* cover story called "Get a Life," which tracked the wear and tear and frequent burnout of corporate executives who worked grueling schedules. Miller was among the first to put work-life balance needs front and center for men as well as women.



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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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