

WOMEN OF THE 21ST CENTURY - BETWEEN ENTREPRENEURSHIP, LEADERSHIP AND FAMILY

IT IS HARD TO BE A WOMAN!

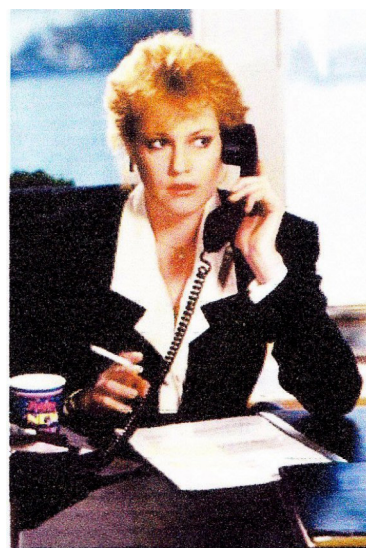
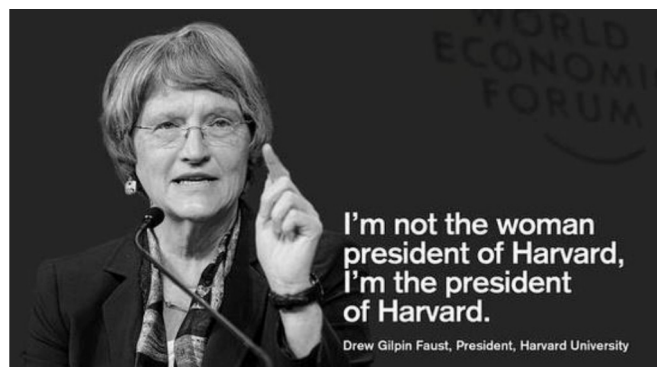
It seems to be a common belief that a woman must think like a man, act like a lady, look like a girl and work like a horse.

Speaking about man vs. women leadership, one must distinguish between **female aspect** of leadership: pull leadership, delegating, participative, encouraging, inspiring, motivating and **male aspect** of leadership: pushing people, enforcing regulations, creating obligations, setting rules, put limitations, corporate behavior. Therefore, why is the world not lead by women?

One explanation could be the statistics made by WallStreet Journal Survey stating that:

- 85% of women prefer a male boss
- 74% of women feel not completely understood by female bosses
- 89% of women, having reached top positions, change their leadership style.

Once a woman reaches the top position, she changes the way of dressing, the tone of voice; sometimes her appearance is changed by adopting monotone and strong color in order to match the masculine world.

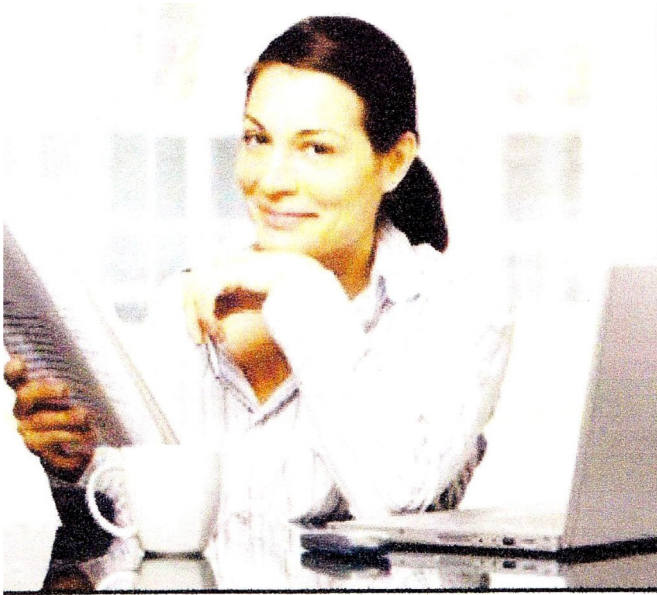


Some say that being a leader might mean to have a bad character:

"If having a bad character means: To be sincere... rebelling... taking unpopular decisions... choosing my friends... fulfilling my aspirations... and taking responsibility of my actions... then... yes! I have a very bad character."

Women have nothing to fear to be equal or better leaders than me. Furthermore, they have it in their DNA as a right to be "born leaders" simply for the way they have been made. However, the biggest threat comes from the fellow women themselves. Not believing in their ability to lead and contribute to a fair economy and a better world. Only when women work united, they have a chance for a greater impact

on society, just because they are passionate enough to believe in it.



Cristina Kirchner, President of Argentina, a true woman of the 21st century said "I rather prefer to have a very high inflation-rate in order to see our jobless rate dropping from 34% to 3.5% and that poverty has diminished of 55%, that our GDP is growing of 8.9% yearly, that our industrial productivity has increased by 300%, that there are enough job opportunities for everyone, and that I finally see my population being happy and positive about their future... than to have an inflation-rate of 2% like in Europe where people are depressed, desperate and have no positive outlook for the future."

Today, women entrepreneurs in Europe and in the USA make only 30% of all officially registered entrepreneurs and make only 4% of total revenue.(Source:<http://ec.europa.eu>)



In 2008, a study undertaken by the Commission on women innovators and entrepreneurship shows that women's obstacles to innovative entrepreneurship are of three types:

- Contextual obstacle: educational choices, traditional views and stereotypes about women, science and innovation;
- Economic obstacles: innovation sector requiring substantial investment and women being seen less credible financially than men;
- Soft obstacles: lack of access to technical scientific and general business networks, lack of business training, role models and entrepreneurship skills.

Family planning is also to be taken into account in this respect as it depends on: finding the right partner, biological clock, age, fear of lowering personal ambitions. In modern family women may be confronted with time management, implying scarcity of time, fear to fail in quality.

"Entrepreneurship is not only technical expertise, but moreover an attitude and psychological approach." It is a fact that women need to master important skills before entering entrepreneurship, such as: mental, physical and spiritual preparation, careful planning of private and business life, capacity to read and understand financial statements, fostering growth of business, learn to delegate in order to multiply, keeping and growing the joy of doing business.

Women are historically new to business; women in the USA only got access to business credit in 1974. Statistically, it can be proven, that every entrepreneur that was lucky enough to have a good starting business, who decided to hire people within the first six months of operations, has reached the Million Dollar target in the same year. For women the primary reason to become entrepreneurs is to take care of their family, but they are prone to a big mistake by keeping their business small, rather than enlarging them to have more time for the family. The moment Women Entrepreneurs understand how valuable their time is, and decide to hire people, nothing can stop them to grow further and get where they want.

YOU CAN HAVE IT ALL, AS LONG AS YOU DON'T DO IT ALL!!!

Today, women entrepreneurs are still seen as the exception: we need a radical rethinking of the women entrepreneurs: women can't be any longer 50% of the population and at the same time a special interest group! They are the majority.

There is also the myth of Work-Life-Balance and separating them will bring misbalance of

your Body, Spirit and Soul. Your body will respond with pain and diseases, your spirit will be low and negative, your soul won't believe in the good and the light anymore. A fall into a deep and persistent depression can be easily foreseen. Our generation has been experiencing the Work-Life-Balance crisis, evident mostly in industrialized countries. In such a context, psychological help is needed more than medical doctor. Most of the times, little but meaningful changes can have a great impact to find the solution. Otherwise, follow your heart and stand straight for any decision you may have taken.

Work-Life-Balance may be a turning point in one's life. Here are some rules to change your life:

- Don't let people decide what is good for you
- Find out what are you passionate about and build a Career around it
- It might cost you effort and taking unpopular decisions
- But at the end you win!

The secret of a happy life, is to live it with **Passion**. Only passionate people can make a difference for Themselves and their surrounding. "You can get it all...as long as you don't do it all."

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