

Success Becomes Growth Barrier for Women Entrepreneurs

Isolation and lack of skills development can lead to long-term stagnation in women-run businesses

(Ottawa – July 6, 2007) – After several years, successful women entrepreneurs begin to notice their business is finally getting easier and begin to think about growing it.

“Many women entrepreneurs feel overwhelmed by what it will take to grow,” says business and life transition coach Gwen McCauley. “After throwing themselves body and soul into creating their initial success, they begin to question whether they have the energy and skills to move from primarily being a ‘doer’ to becoming a ‘manager.’”

Enter **BizSavvyWoman™**, McCauley’s new professional development organization for women business owners. More than a networking group, BizSavvyWoman brings together small groups of women who own incorporated businesses and who manage the work of others for professional development, companionship, learning and leadership. The premise behind BizSavvyWoman is simple: it is lonely running your own business and you need to grow your skills if you want to grow your business.

Women entrepreneurs experience isolation. There’s no one to talk openly to, no one who understands the pressure they experience, no one who can help them weigh the pros and cons. That’s where BizSavvyWoman can help, says McCauley.

BizSavvyWoman clusters meet monthly for confidential, professionally facilitated meetings which include a skills-building seminar. Members also receive monthly one-on-one coaching sessions.

“Joining BizSavvyWoman is like getting a board of advisors, peer mentors, support group and training program all wrapped into one.”

McCauley points to Marie Jose Raymond, operator of a successful translation business, and a typical BizSavvyWoman member. Raymond has so much repeat business and so many sub-contractors she is being snowed under by the administration work. Raymond wants to expand but struggles with letting someone else manage her sophisticated administrative processes.

This is a sensitive paradox for many entrepreneurs,” says McCauley. “Her administrative processes are a key reason for her high level of customer satisfaction and repeat business, but she wants to grow her business and needs support and assistance to make that happen.”

McCauley points out more than 850,000 women run their own businesses in Canada and that’s growing rapidly. Studies have show the special needs of women business owners are not currently addressed by either private or public sectors. BizSavvyWoman is committed to addressing those needs with its unique formula of training, peer support and coaching.

Currently being launched in Ottawa, McCauley expects to take BizSavvyWoman national by 2009.

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To arrange an interview, please contact: Gwen McCauley at 613-864-4557 or gwen@bzsavvywoman.com. Further information is available at www.bzsavvywoman.com

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