

News of Women

Women-Led Businesses

(NAPSA)—When it comes to succeeding in business, women really mean business, found a recent study conducted by Babson College and The Commonwealth Institute.

The study found that despite a poor economic climate, many women-owned businesses in the country grew over the last two years—increasing their productivity along with their business growth.

“Women’s success in the business world has been remarkable,” said Nan. S. Langowitz, Babson College professor and author of the study. “The revenue growth of Massachusetts women-led businesses has exceeded the national average.”

Women-led businesses in Massachusetts contributed more than \$6.5 billion in 2002. 

Growth has been most significant in women-led construction companies; marketing, PR and communications companies; professional services, manufacturing, software and health care services.

Having entrepreneurial skills helped women succeed but so did networking. While men are said to benefit from “the old-boys network,” women credit participation in women’s networks and industry networks as a way to enhance accomplishment.

“In general, women value collaboration, networking, asking for help when they need it and they are open to differing points of view,” said Aileen Gorman, executive director of The Commonwealth Institute.

The report can be found at Babson’s Center for Women’s Leadership at www.babson.edu/cwl. Information on The Commonwealth Institute can be found at www.commonwealthinstitute.org.