

Vision Quest Retreats



CHALLENGES FACING WOMEN IN BUSINESS

All professionals face certain challenges, but women, because of gender roles, often have additional challenges and obstacles that their male peers are less likely to encounter. Women are often the caretakers in their household, balancing their own children, husband/partner, other family members and friends, experiencing even more demands on their time, energy and resources. But, this doesn't mean women are less successful than men, in fact, statistics show that women are starting businesses at more than twice the rate of male-majority-owned businesses. What *is* different, however, are the reactions to men and women entrepreneurs, and the type of encouragement - or discouragement - they receive. Many women are playing small when they have the potential to be BIG.

SOLUTIONS—GIRL POWER!

To face these challenges head on, women professionals and entrepreneurs must support each other and embrace their inner warrior in order to dispel societal myths of what it means to be powerful. Women connect with each other differently than men and provide support systems that help each other deal with stress and life experiences. Research shows that highly successful professionals reach their potential through mentoring, networking and knowledge; however success coaching is an untapped resource that can provide a structured plan, improvement in quality of life and guidance. According to the International Coach Federation, using a success coach can increase one's profit margin by an average of 46 percent; however, nearly half—42 percent—of businesses don't use one.

WHAT'S NEXT?

Although the economic recession caused many people to experience transition career-wise—whether voluntarily or involuntarily—real opportunities exist to do what you love and love what you do and prosper while doing so. Vision Quest Retreats, a subsidiary of Cutts Consulting, LLC will host their 2nd annual Women's Conference on Saturday, January 15th, 2011 in Washington, D.C. This year's theme, "*Taking your Dreams from Design to Destiny: The Next Level*," is timely, as many enter the New Year refreshed and inspired. Attendees will leave the conference with three takeaways: 1) **Success Plan** to help women achieve clarity, define their dreams, ideal vision of success and action plan 2) **Dream Book**, which lays out financial steps to help one reach their vision of success and 3) **Identify one's 'inner personalities'** to learn how to make them work together in order to achieve one's dreams.

*To learn more or register for the conference, visit: www.visionquestretreats.com.
Vision Quest Retreats is committed to helping women clarify and achieve their visions of success*