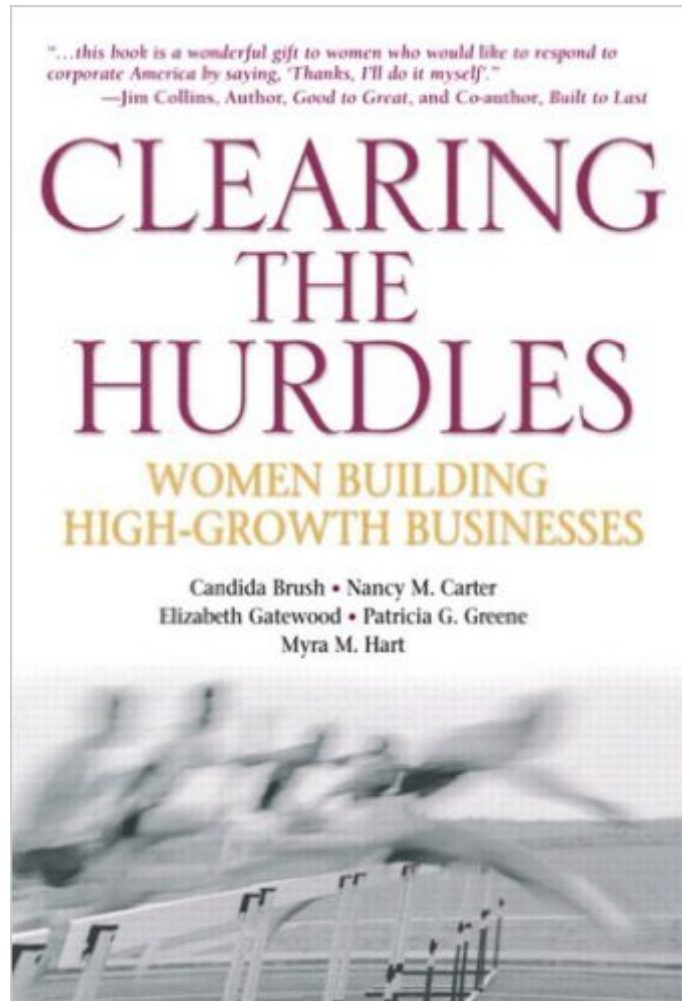


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Clearing The Hurdles: Women Building High-Growth Businesses



Synopsis

Women Building High-Growth Businesses • Even in the 21st century, much of the world still systematically excludes 50 percent of the smartest people from full responsibility. Entrepreneurship rewards excellence and results, not gender, and this book is a wonderful gift to women who would like to respond to corporate America by saying, "Thanks, I'll do it myself." • --Jim Collins, Author, *Good to Great*, and Co-author, *Built to Last* • Savvy and inspirational, *Clearing the Hurdles* is an important book for women intent on growing new businesses. The team of talented authors provides information, insights, and advice that will educate, motivate, and challenge women aspiring to become successful entrepreneurs. • --Laura Tyson, Dean, London Business School • With women creating new businesses at a faster rate than males, it is imperative that today's venture capitalists take an active role in mentoring and recruiting women to become venture capitalists, business owners, technologists, entrepreneurs, and government leaders. *Clearing the Hurdles* is not only a wake up call; it is a roadmap to start this long overdue project. • --Mark Heesen, President, National Venture Capital Association • *Clearing the Hurdles* examines all elements behind the lack of access to capital for women entrepreneurs who want to build high-growth companies. If you are a woman who has a vision for a high-potential business, this book was written for you. • --Connie Duckworth, Kathy Elliott, Sharon Whiteley, Founders, 8Wings Enterprises, and Co-authors, *The Old Girls Network: Insider Advice for Women Building Businesses in a Man's World* • *Clearing the Hurdles* debunks the myths and defines the barriers that entrepreneurs confront--a perfect roadmap for women embarking on the entrepreneurial journey. • --Kay Koplovitz, Founder, USA Networks, and former Chair, National Women's Business Council • Starting, funding, and growing a new venture are significant challenges for every entrepreneur. For women, the hurdles are even higher, due to widely held perceptions about them, their capabilities, and their businesses. Now, five leading experts on women entrepreneurs offer systematic solutions to the challenges, offering timely advice to women dedicated to achieving success and claiming the rewards. *Clearing the Hurdles* draws on five years of original research, performed as part of the Diana Project--a major initiative that explores ways women grow businesses. The authors identify key factors associated with funding, growth, and success: the founder's goals, expertise, and commitment; strategic direction; team building; effective use of networks; and access to capital. Most important, they offer concrete strategies for overcoming obstacles: strategies proven in the marketplace by women entrepreneurs. Wealth creation: Don't get left out! Learn what it takes to build your high-growth business Get credible Fill the technical and management gaps in your expertise Get strategic Choose the right business,

build the right plan Get connected Link yourself to the right resources, networks, and people Get over the funding hurdles. This book is a training manual for women who want to claim their place as winners in the entrepreneurial challenge.

Book Information

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Customer Reviews

Reviewer: Gwen Richtermeyer, Ph.D. Director, BRIDG, University of Missouri-Kansas City If having knowledge about a situation better prepares you to be successful in that encounter, then *Clearing the Hurdles* is a must-read for women entrepreneurs eager to grow their businesses. Knowing what lies ahead, including the stereotypical beliefs that many in the venture capital industry hold about women, is a giant step in our knowledge base about why women continue to lag behind men in creating and sustaining high-growth businesses. Broadly speaking, the hurdles to be faced can be clustered under the umbrella of capitals - human, social, and financial. The authors identify seven specific, major hurdles which speak to the entrepreneur's desire, education, training, management and financial knowledge and skills, strategic orientation, social and funding networks and financial resources. By reflecting upon her assets as well as understanding her areas for improvement, the woman entrepreneur will be better able to counter these hurdles as they come up in capitalizing and growing the business. *Clearing the Hurdles* is not a passive book, however. In addition to mapping the terrain and identifying the hurdles, the authors provide illustrative vignettes that bring realism to the issues that are often missing from research-based academic work. And, the authors don't stop there; they provide workable strategies to help women entrepreneurs think through the issue and

get over the hurdle. As a gender scholar, I was particularly interested in whether and how the book would address gender bias.

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