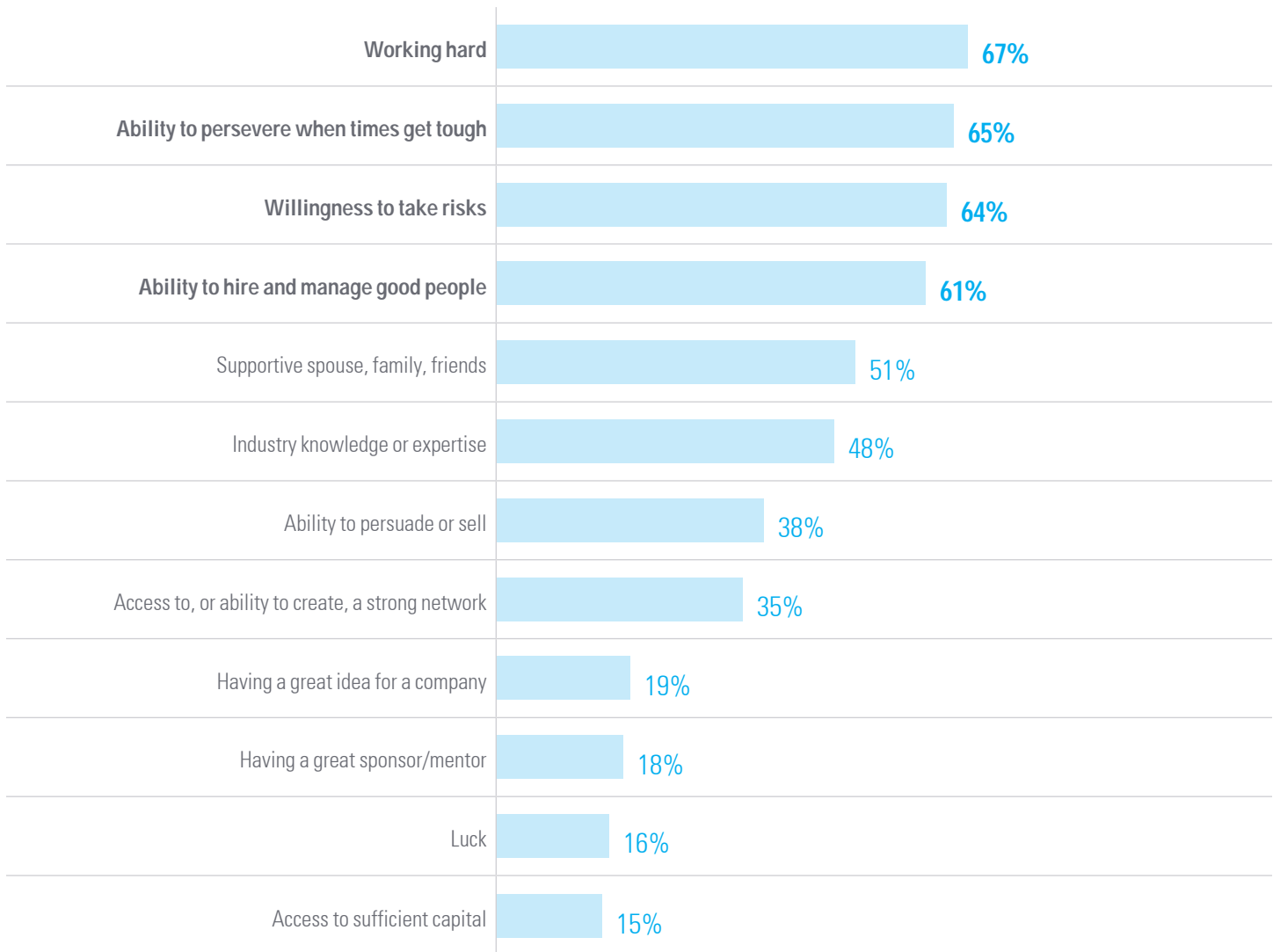


Success factors

Traits, talents, and other factors female business leaders say are most crucial to their business success.



Multiple responses permitted

Growing pains

Biggest challenges in building their companies sorted from most challenging to the least challenging.

- ① Hiring the right people
- ② Time management
- ③ Managing cash flow through lean times and/or to fund additional growth
- ④ Developing sales forecasts and hitting those targets
- ⑤ Creating the right technology infrastructure
- ⑥ Access to cash/credit/funding
- ⑦ Deciding whether a change of direction is needed
- ⑧ Attracting customers and building market share
- ⑨ Dealing with licensing, regulatory, and other bureaucratic requirements
- ⑩ Developing a strategy and executing it successfully