

# Smart advice from smart women



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Special to QMI Agency

I love female entrepreneurs. They are open-minded, fiercely intelligent and willing to share their advice. In honour of International Women's Day on March 8, here are their top five tips for success:

## **Build strong relationships.**

Ann, a big data expert, told me that the ability to

develop relationships with customers which then lead to trusted business relationships is key. This will help you to retain the customers you already have, and attract new ones. And according to Judy, the best-selling author of a business book, "all the critical resources you need to get anywhere are attached to a human being."

## **Try every idea.**

Eva runs a Danish technology firm and she is a big believer in trying all the ideas. As she put it, "if you try all of them, something is going to work. I'm all for it! But remember to close them down when they don't work."

## **Work from anywhere.**

Marita is a human resources specialist who loves

the fact that in a networked society, there are greater opportunities for women. As she explains, "We have the opportunity to work from anywhere and we want to have flexible business lives. Technology will support women and their career possibilities. Becoming an entrepreneur is now easier — you can create your own company using a social site and you can be innovative and leverage trust."

## **Control your destiny.**

According to Kathleen, a risk management consultant, "Many women feel the need to have a hand in their own destiny. There is a huge trend in the UK to start your own business. Consulting in your area of

expertise means that you can have more control over your time and energy. This also means managing your own approach to your financial well-being."

## **Ask for money.**

Leah, the founder of a start-up software company feels strongly on this issue. "Undervaluing your worth is bad! I have become very matter-of-fact talking about money — it is not embarrassing in any way. I have value, and value in our society comes with a price tag on it.

For example, I was asked to speak for a non-profit women's group conference and I said 'Lovely — what's your budget?' They said they were hoping I would



volunteer. My lesson? Our time is valuable. I never work for free. You are undervaluing the thing from the get go. You can never be too direct about money! It will be a better world when

we are all direct about what we are worth, what things cost and what we want."

Thanks for the great advice, ladies! And a happy International Women's Day to all!