



PRESS RELEASE

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TIME OUT FOR WOMEN

In the UK there are estimated to be 1 million businesses with predominantly female ownership, of which the vast majority are 'one women bands'. But only 4% of women in the South East are classified as entrepreneurs, just over half the figure for men. Yet in reality women are much more suited to running their own businesses; they are more likely to be innovative, more likely to be technology oriented and they are more natural networkers.¹

So what's the problem? Research shows that women are naturally more cautious, with greater concerns about their family's financial security, and they have a greater fear of failure than men.

Against this background, two local female entrepreneurs have set up a programme to help women be even more successful in business. Lucia Bardoul explains: "As we looked at what was available, it seemed as though there was a gap in the market. There are lots of government funded schemes for women starting up in business, and there are some events for high growth entrepreneurs, but it seemed to us that once a business is established, the support for a female entrepreneur dries up. This is one of the reasons why expansion of female owned businesses may be being limited."

It is also recognised that employed professional women facing concerns around advancement and role satisfaction, may be looking for support to overcome these barriers too. Could the issues that keep both women from achieving their goals be similar? Employed professionals may also make excellent entrepreneurs but may be holding back from setting up on their own. "We thought it would be interesting for these two groups to work together", explained Philippa Varey. "Many of these women would like to work in a different way, but cannot imagine how they could achieve it. By bringing together employed and entrepreneurial women each group can see how the other half live and work, and help them to see possibilities for change."

¹ Research from the London Business School and the Work Foundation.

If you think this programme could work for you, or your employees, speak to Lucia Bardoul on 01252 712952, or email lucia@alchemyincompany.com. Act soon, the programme starts on March 3 2007.

Notes to editors

- Alchemy in Company is a Surrey based business that helps individuals and groups develop their career, business or community activities by combining professional coaching, consulting and facilitation skills with extensive business knowledge and a tailored approach. Alchemy in Company delivers programmes, mainly for women, that address functional skills (marketing, finance, operations) and personal skills, behaviours and attitudes (motivation, confidence, networking) to develop an individuals' potential at work.
- This programme is intended for professional, employed women who feel they have reached a plateau at work and women who have run their own small businesses for at least 18 months.
- It takes place on 3rd and 11th March 2007 and costs £280 for employed women, and £175 for women in small businesses for the 2 days.

For more information please contact Lucia Bardoul on 01252 712952