

WOMEN'S SMALL BUSINESS COURSE

DESPITE HURDLES, WOMEN SMALL BUSINESS OWNERS SAY IT'S WORTH IT

The 2016 Bank of the West Small Business Growth Survey revealed some key challenges women small business owners face, and the benefits that keep them going.

WOMEN BUSINESS OWNERS DON'T JUST LEAN IN – THEY GO ALL IN

87% OF WOMEN SMALL BUSINESS OWNERS SAY THEY PUT EVERYTHING THEY HAVE INTO THEIR SMALL BUSINESS



TOP HURDLES IN HER WAY

Respondents were able to rank multiple challenges they face. Here are the top 4 they selected.

LIVING WITH THE **UNCERTAINTY** THAT COMES WITH OWNING YOUR OWN BUSINESS

52%

ALWAYS BEING ON THE JOB **45%**

TAKING ON MULTIPLE ROLES **42%**

AVOIDING BURNOUT **40%**

«« FINISH »»

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WOMEN SMALL BUSINESS OWNERS CLAIM MAJOR REWARDS



87%

DESPITE ALL THE HURDLES THEY FACE, WOMEN SMALL BUSINESS OWNERS SAY EVERYTHING THEY'VE SACRIFICED FOR THEIR SMALL BUSINESS HAS BEEN WORTH IT AND THE JOB IS MORE REWARDING THAN THEY EVER COULD HAVE IMAGINED.