

## Maximising the Female Factor for Business Success

### **If you've got it, flaunt it!**

Women who want their businesses to thrive and not just survive will need to capitalise on the strengths that women bring to the business arena. They will also need to develop strategies to overcome some of the female factor weaknesses like talking confidently about price!

In this practical, fun session Linda shares the secrets of successful women in this light-hearted look at how you can use girl power to get ahead.

- Find out how women are changing the face of small business
- Find out how the female factor can be used in marketing
- Discover the eight competitive advantages all women have
- Learn strategies to overcome our four biggest failings