

ZENA NEWS

Lead the Change You Want to See

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ZENA CONSULTING

International Women's Month: Progress, Power, and Challenges



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Founder / Owner

Women's Day is March 8th. It's part of a much larger movement launched in the 1800's by labor activists who wanted better working conditions, fair pay, and voting rights for women. The first large-scale International Women's Day events were held in 1911, drawing more than a million participants across Europe and the USA. The momentum has built steadily since.

Women's organizations worked to expand this day to a month every year. It's a time to celebrate, acknowledge our accomplishments, and reflect on goals that remain elusive. For example, worldwide women still have only about 64% of the legal rights afforded to men. *Source: World Bank.*

Female Entrepreneurs are an Economic Force Nationally & Locally

Women own about 14 million businesses today, or 1/3 of U.S. companies-increasingly in professional services, healthcare, retail, education, and technology. They employ 12+ million workers and generate \$3 trillion in annual revenue- despite the significant barrier of uneven access to capital.

**WOMEN'S
RIGHTS
ARE
HUMAN
RIGHTS**

In Washington state the outlook is even more promising:

- About 36% of small businesses are women-owned
- Women entrepreneurs own 42% of employer businesses

Source: National Women's Business Council, U.S. Census Bureau.

Glaring Leadership Gaps at Corporate Levels Persist

Women dominate nonprofits but lag far behind in the corporate world. They hold only about 30% of corporate board seats and comprise an estimated 11% of Fortune 500 CEOs. *Source: Forbes.*

Turn Awareness Into Action

Progress doesn't happen by accident—it takes intentional leadership, curiosity, and flexibility. Contact me (below) if you want to explore how better communication and clear strategies can help you build an inclusive organization designed to attract and keep more talented women.

EVENTS



3/8

International Women's Rights Day

The struggle for gender and pay equity in the USA began in the 1700's. See a timeline, compiled by *The National Women's History Alliance* [here](#).



3/18

SBDC Celebrates National Small Business Day

SBDCs / *Small Business Development Centers* are collectives focused on growing economic development and business communities. They offer free virtual and in person classes for small business owners year round. [Learn more.](#)

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