

## Real Women, Real Work

Emerging chatter on the web of late is honing in on the uniqueness of women – female, lady, mom, feminine – entrepreneurs.

What does it mean to be a feminine entrepreneur in the 21st century?

[Dr. Jessica Vera](#), author of [Rise Up](#), is a 21<sup>st</sup> century feminine entrepreneur. She has surrounded myself with strong professional women all her life. But when this question was asked of her, she admits, it initially stumped her. She had not really stopped to think about it in specific detail. She just knew her own experiences.

But, the question made her think. More and more women are evolving in today's workforce, in a marketplace that has dramatically changed.

For example, right now there are countless and growing virtual marketing opportunities. All types of goods and services can be accessed worldwide with a few clicks. Businesses can be automated. Board rooms have been replaced by home-based work spaces or natural outdoor settings. In essence, the playing field has become more leveled, if one chooses to learn and engage.

At the same time, divorce rates are climbing, parenting seems all the more challenging, and we are wearing more hats today than in the past.

Intrigued by the question, Dr. J. decided to complete some anecdotal research of a sample of feminine entrepreneurs over the age of 30 to identify their personality preferences and to see if any emerging similarities could be drawn.

### **Here are the four top preferences shared by the majority of feminine entrepreneurs surveyed:**

- 1. Extroversion** – They are drawn to the outside world (people, places etc.) and are rarely drained by interacting in it.
- 2. Altruistic** – Their decisions are somewhat global, visceral, harmonious, and value-oriented, with particular attention on the impact of their decisions on others.
- 3. Intuitive** – Their information is drawn from more abstract, conceptual, big-picture, and imaginative possibilities for the future.
- 4. Perceptive** – They have sensitive insight and keen discernment.

The results are by no means scientific or all inclusive; but they serve to confirm her experience and the reality that women today can vitally contribute to the marketplace and influence others in unique ways.

Women are innate multi-taskers, nurturers, relational (not transactional), others-centered, and are more concerned with the journey than the destination. These are a

few of the lead characteristics that have been ingrained in women since the beginning of existence. Adam, although superior to all other species created on the earth, was unhappy being alone. Eve was created from a part of Adam, but differently, in order to compliment him, and to collaboratively live in the world.

So now it's your turn to participate. Be uniquely you!

“Work is something we do, it is not who we are.” – Dr. Jessica Vera

For more information on ways you can refine your life plan and promote balance and fulfillment in your life as a woman and an entrepreneur, visit [www.drjvera.com](http://www.drjvera.com).

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Read more about [Dr. Jessica Vera](#), her story, and her newly published book, [Rise Up](#), at [www.drjvera.com](http://www.drjvera.com).