

Business

Fit
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Ismael Cala's
**EXPONENTIAL
LEADERSHIP**

Michelle Malo • STOP MAKING YOUR BOSS RICH!

INCREASE YOUR

Libido
THROUGH EXERCISE

SUSTAINABLE
**WEIGHT
LOSS**

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Interview

A portrait of Michele Malo, a woman with long brown hair and glasses, smiling. She is wearing a dark top and a necklace with a circular pendant. The background is a soft, out-of-focus bokeh.

Business

A close-up of a yellow measuring tape with black markings, coiled and resting on a dark surface. The background is a warm, orange-toned gradient.

Mindset

A blue piggy bank with a simple, stylized design, including two small eyes and a snout. It is set against a light blue background with a subtle gradient.

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Women have a different way of doing business than men. What is so different?
66% of the women do not make a plan.
60% of the women do not create a financial budget plan.

I am Tineke Rensen, former sports athlete and a business owner for 28 years. For 22 years I operated in a niche with male competitors. I learned to do business their way. I saw that women used a different style, and I concluded that their approach was less successful.

After I sold my international business, I wondered why female-owned businesses, remained so small. I decided to research the female way of doing business, and wrote a thorough report about my study, called "How Women do Business" a must-have for every female business owner.

What women need to know

to grow their business the feminine way



I now work with female business owners to accelerate their business. I am the author of the book "Maximum Business Growth for Women, 8 Secrets From a National Champion to Accelerate Your Business". I also speak about this topic. From nature women miss the skills that make men successful in business. Women who also operate with their male energy are often more successful.

What are typical male skills that make businesses successful?

In general men:

- Like to compete.
- Have focus.
- Are system thinkers. A business is a system if you manage it well.
- Are not afraid to take risks.
- Are goal oriented.
- Like the speed of implementation because they are action-oriented.
- Dare to promote themselves.
- Say yes before they know how to do it.
- Like to negotiate.

Apparently, this behavior works, although most women don't like these skills, or don't know how to do it well.

What my male opponents often said about female business owners was:

- Their businesses are too small
- They don't dare to position themselves
- They don't seem to have faith in their product or service because they are insecure
- I cannot level with them in a conversation.

And ladies, sorry if I offend you, as I was doing business the masculine way, I was thinking the same. Maybe this is why only 1% of the big business deals in the world are going to female-owned businesses.

I discovered something shocking about doing business. We think everybody has equal chances in business, but I strongly disagree.

- The language of men is spoken.
- Their behavior is accepted.
- And their way of doing business is common.

I discovered that there is a feminine way of doing business too. Most business books (often written by male authors) endorsed my opinion of doing business in a successful (male) way.

Female-owned businesses need to grow!

- They hardly ever go bankrupt.
- They ALWAYS deliver. (A woman will not say yes if she is not convinced she can do so).
- The staff likes to work for female-owned businesses.
- They don't always need to have facts; they can trust their gut feeling.
- For them, the relationship is more important than the money.
- They can easily find consensus. They are not convinced that their way is the best.
- Details are important.

It is these kinds of skills that are needed more in the world right now.

Why women should learn from men

The things we don't like much about men in business are precisely those skills; we need to adopt. We can still do this in a feminine way.

We can make a year's plan and take into account our relationships and work on a better service or product at the same time.

We can grow our businesses faster if we brag more. We think it's bragging. Women just underestimate themselves.

We have to spend the time to understand finances. In general, our brain is not wired around money. If we make a financial plan, we can speed up faster, because we also focus on numbers and not only on relationships.

Focus! We are aware of everything that is going on around us, this doesn't mean we need to act on everything we see or feel! We tend to forget our goals when we get specific or too precise.

