



Your World, Your Business, Your Way -- It's About Time

About the Authors

Jean Brittingham

Jean Brittingham, founder of SmartGirls Way and Brittingham Partners, is fueled by her creativity, intuition, and passion. Jean established the SmartGirls Way and began creating the content to help rapidly scale the women's entrepreneurial movement that will form the critical base for the next economy. Prior to starting SmartGirls Way, Jean worked with a diverse client group that included Fortune 100 companies, innovative start-ups, local and national governments, and nongovernmental organizations (NGOs).

Interview Topics: Sustainable development, communication, leadership and culture, economic and cultural innovation, women's equality, and the future of entrepreneurship.



Full Bio:

SmartGirls Way is the vision of entrepreneur Jean Brittingham, who believes that women-owned businesses are the key to our future economic growth and a thriving world. Prior to starting SmartGirls Way, Jean founded Brittingham Partners and worked with a diverse client group that included Fortune 100 companies, innovative start-ups, local and national governments, and nongovernmental organizations (NGOs). Jean has served on the Consumer Agenda Council of the World Economic Forum, as a strategic advisor and faculty member for the University of Cambridge Programme for Sustainability Leadership, and as an expert on gender equity for the Katerva Challenge, and sits on numerous business and nonprofit boards. Her career in sustainable business has spanned over twenty years, ranging from the design of strategic collaborations to the implementation of programs across multiple sectors and businesses to promote and empower a sustainable future. While working as a consultant to some of the world's largest brands, Jean began to see a significant need for the unique views and attributes that women can bring to conversations, businesses, and economies. Fueled by her creativity, intuition, and passion, Jean established the SmartGirls Way and began creating the content— including a book uniquely focused on women's entrepreneurial strengths—to help rapidly scale the women's entrepreneurial movement that will form the critical base for the next economy. She is an expert in sustainable development, communication, leadership and culture, economic and cultural innovation, women's equality, and the future of entrepreneurship.

Article Topics

Building the inclusive entrepreneurial ecosystem: What's working and how you can gain access.



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Overcoming the disproportionate ratio of women entrepreneurs contributing to total US business revenues will require a shift. A shift in our thinking. A shift in our relationship with people and planet. A shift in our existing ecosystem that enables women to better access: capital, mentors, talent, affordable business-support services, markets and customers. If any one aspect of the ecosystem is missing, the necessary resources for starting and scaling a business are more difficult to acquire.

Jean Brittingham talks about some of the best practices that women are already achieving in this space and what we can learn from them.

Why are women entrepreneurs different from men? And why does it matter?

Women think differently than men. It's well documented and...we just know it. We discuss it, joke about it, and worry about it more than we really should. But very seldom do we celebrate and embrace our differences in thinking in the business world.

Jean Brittingham, sustainable business authority and author of *The SmartGirls Way*, explores why women's notable business intelligence is an asset to women entrepreneurs, and why a greater number of women building new companies is critical not only for the next economy but for the state of the planet.

Why the world needs women entrepreneurs.

In my years working in and with these "mega" institutions I began to notice an amazing trend—while the greatest challenges were consistently being taken on by women, the greatest credit was consistently going to men. At the same time, I began to meet and talk to some amazing women entrepreneurs—some in fields directly related to sustainability and some seemingly far afield. The problem solving skills that got us into a mess are not the skills you usually need to get out of that mess. What became clear was that no matter what business they were running, there was a thoughtfulness and intention to their design and operations approach that was very different than what I had experienced elsewhere in the business world.

Jean Brittingham explores the five characteristics we need to bring a sustainable economy into convergence with a sustainable future.



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Tracey Collins

Tracey Ann Collins is a writer and executive coach, specializing in women's leadership and organizational change management. She is a partner and Chief Creative Officer of the SmartGirls Way and also the founder and president of Mirror Group Consulting, which delivers content, coaching, and change-management services to clients in Europe and the United States. As a writer, mother, business owner, and executive coach, Tracey has a passion for helping people identify and leverage their strengths to drive positive change.

Interview Topics: Women's leadership, organizational change management, trends in the women's entrepreneurial movement, entrepreneurship.
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Full Bio:

Tracey Ann Collins, partner and Chief Creative Officer of SmartGirls Way, is a writer and executive coach, specializing in women's leadership and organizational change management. Tracey began her career in journalism and communications and spent over fifteen years working as a consultant to leaders of Fortune 500 and multinational organizations throughout Europe and the United States before launching Mirror Group Consulting in 2005. Balancing the needs of her family and an international career led to seven moves in thirteen years and a crash course on adapting to new cultures and environments. During this time, she honed an intuitive ability to identify patterns and motivations behind challenging situations, a curiosity for people, and a passion for uncovering and sharing compelling stories. Tracey has been an honorary guest faculty member at the University of Erasmus, Rotterdam School of Management, and is an ongoing contributor to various magazines and change forums. As a writer, mother, business owner, and executive coach, Tracey Ann Collins has a passion for helping people identify and leverage their strengths to drive positive change.



Article Topics

If I knew then, what I know now

While writing *The SmartGirls Way*, we spoke with hundreds of women about their strengths, the advice they received and would give others and how they overcame challenges to achieve success. Although every woman's style and business is unique, there are some common best practices that all entrepreneurs share. Author, Tracey Collins, shares the top five things women entrepreneurs wish they knew before they started.

How to leverage your strengths to overcome obstacles

Access to capital, lack of resources, a sense of isolation, the difficult balancing act of career and personal life—women entrepreneurs face these obstacles every day. How you deal with these obstacles requires creativity, a positive mindset and a strong support system. The SmartGirls Way co-author Tracey Collins discusses how women supporting women—as mentors and investors—is critical for the success of the women's entrepreneurial movement.