

5 ways to win

Successful entrepreneurs do five key things to scale small companies into large ones. Here's how the Entrepreneurial Winning Women™ are applying these lessons to their businesses.



What is the Entrepreneurial Winning Women™ program?

It's a national competition and executive education program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale – and then helps them do it. Find out more at ey.com/winningwomen.

1

Think big and be bold

Setting higher goals

The program had a positive impact on ...



... my belief that I can grow the business



... my desire to grow the business



... my self-confidence as an effective leader

76%

significantly raised their growth targets after joining the program and being exposed to all it offers.

2

Work *on* the business rather than *in* it

Leading differently

I have made changes in ...



3

Establish key advisory networks

Making important connections

The program has ...



4

Build a public profile

Stepping into the spotlight

The program had a positive impact on ...



5

Evaluate financing for expansion

Becoming savvier business leaders

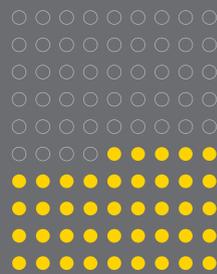
I better understand ...



... entrepreneurial growth strategies



... sources of growth capital



45%

reported that it was easier to raise funds after becoming an Entrepreneurial Winning Woman.