

# Coaches Female Strengths And Weaknesses

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**Abstract-**Becoming an entrepreneur will require financial sacrifices and lifestyle changes for those who undertake it, and without careful management it may become a life-consuming obsession. But going it alone also offers flexibility, particularly for women with families, that is not available in the corporate world. Entrepreneurs who set their own hours are better able to care for elderly relatives or attend school events at time that would be in the middle of the corporate working day, leaving the entrepreneur to complete his or her business tasks when family demands subside. But aspiring entrepreneurs must be under no illusions about the financial risks they are taking and the impact such a decision will have on their lifestyles.

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## I. BECOMING AN ENTREPRENEUR

In the current period, the maintenance of a house can be done very rarely from a single salary. While men are not the only ones that earn the bread in the house, there are increasingly more women in managerial positions, or women who lead their own business. We will debate latter this position, analyzing the reasons that cause them to become entrepreneurs. The biggest advantage to running your own business is the opportunity it gives you to set working hours. With the need to take care of children, pets or elderly relatives who can not take care of themselves, this becomes extremely important. Secondly, an extremely important thing is that you can do what you love. From this idea, get started as a hobby and not because you are tired of the current situation; to a quote Sharon Fordham, chief executive of an impressive online company, "everything that matters is where you are going, not where you came from." There are many moments, especially when put up a business, in which personal life has suffered greatly. To become entrepreneur requires a certain amount of sacrifice: to give up a lot of free time, to pray and to borrow money from everyone who listens, to mortgage your house, and so on. Often, when the decision to start a business is not very good analysis of both partners of a couple, their relationship is sacrificed too. Considering all these risks, if you do not have a passion, becomes very tempting to give up when it encounters such obstacles. Passion beyond Reason must then exist. Many aspiring entrepreneurs, start wearing business optimism and passion but forgetting to take into account the costs involved in such a decision. So often invest too many resources in general space and personal irrational choice, hoping in big revenue

that is usually only half done. A tip from Ellen Weber, vice president of international consulting firm, gave it the status of women aspiring entrepreneur, the Annual Conference of Femi Contractor, read: "One way to test the viability of your business idea is to get you asked yourself if the business could survive with only half the projected profit in the business plan." Having a viable idea, rational and started from personal passion for that activity, there is virtually no impediment to get started on your own. Literature comes to the aid of those who have the courage to start on this path, offering a wealth of useful tips for effective management of resources, both financial and especially the human ones.

## II. HUMAN RESOURCES MANAGEMENT BY THE ENTREPRENEUR

In recent years, all successful managers recognize the importance of the various human resources in a company. Has greatly expanded the role of human resources, the organization mode of recruitment, seeking people with knowledge both for the field, but with an open personality, positive, eager to assimilate and integrate new knowledge into organizational culture. Numerous studies have demonstrated the direct relationship that exists between the performance of a company and the management of emotions. We know the type of negative peers, who have never anything good to say, always complaining, always sigh and ill prepared, no matter that lies at the weekly meetings to lunch at the cafe shop. Without necessarily aware of this, "negative ones" leave their mark on those who come into contact, sometimes making it look bad even the best news. Sigal Barsade, professor of management at Wharton, emphasizes that "Emotions travel from person to person like a virus", so the mood of employees, their emotions and their disposal general have a great impact on job performance, decision making, creativity, turnover, teamwork, negotiations and leadership. A negative employee can absorb all the energy of a brainstorm session; using "just a few critical responses." Emotional moods will be transmitted independently of individuals. Endowed moods and bring their personal experiences at work because they bring their brains with them. Even if some believe that failing to hide his emotions well, these are compromised by facial expressions, body language, or sometimes just on. Some emotions, which we do not realize that we have them, can influence our behavior and thoughts. Knowing these aspects of personality effects of an employee, a entrepreneur must train their team of positive people, because they fellowships energy they are transmitted more efficiently, seeing the bright side can extract the gain from that situation and are ready to face a new problem, aware of a solution. Of course there are very good professionals, but who suffer from this negative tendency. They can not be changed by the

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entrepreneurs who come into contact with them, but the latter must have emotional intelligence, so not to get influenced by those around negative mood.

### III. ADVICE FOR ASPIRING WOMEN ENTREPRENEURS

In the world there are many associations of women entrepreneurs, which organize conferences and courses for those who want to start their own business. An important emphasis is on trying to find that idea that comes to meet a need that is not satisfied on the existing market. The spotlight must remain constant need consumers to shape the product or service so as to better satisfy the need for which is requested. As an entrepreneur you must not ever lose your vision, target it goes. Outside the corporate environment, those who want to open their business needs to carefully determine the purpose and implementation strategies, they need the ability to transmit what follow both employees and partners, customers and suppliers to be able to make financial and personal sacrifices, not least the ability to take risks that are present in relatively safe environment of employment in a corporation. At a session of entrepreneurship, Ellen Yin, patron of a bar-restaurant in Philadelphia, has revealed the story of her business. Yin, who initially worked as a consultant in the pharmaceutical industry wanted her own restaurant. To lead on the plane, she had to make some adjustments according to what was asked, so she had to find a head chef who would become her partner, as the owner to lease space for restaurant called this. She found a chef willing to take an associate position but he was not experienced in cooking dishes that Yin was willing to serve in the restaurant. Also she underlined the importance of the ability to send others to the list of priorities that are to make sure that all team fighting for the same objectives. Entrepreneurs must be ready to seize, to work, to make sure that things are done as it should. However, it is at least as important as when your goal should not ignore the reality around criticism of the more experienced and market signals. An important thing to remember is that a successful business means not necessarily a business that makes the most money. Often a job in a large corporation can make more money than their own business. If an entrepreneur decides after a few years to be reinstated in the world corporate, the experience and entrepreneurial spirit shown by the setting of a business, recommends him or her as an employer with risk-taking ability and many skills learned.

### IV. MEN, WOMEN AND MONEY

While increasingly more women are heads of family and those that bring money into the house, however, is currently kept a notable difference between the amount that wins a man and a woman for the same work conducted. And now American women earn 75 cents for every dollar won by American men. Where is this difference coming from? In their book, "Women do not ask: Negotiation and the gender divides," Linda Babcock and Sara Laschever show different negotiating styles of the two sexes, which is the basis of this differentiation. Women simply do not negotiate as often, strong and efficient as men. This has profound

implications for economic, social and professional, explaining the continued existence of gender differences, even after they were eliminated by legislation. To support this we will take the above few examples to illustrate.

One year after graduation Faculty of Letters, was a survey of graduates and while the majority of their courses were boys, the girls were just assistants. To study the matter in detail, Dean has been consulted in this matter. Dean's explanation reflected very different style of negotiation of the two sexes. Faculty offers the opportunity to take courses to everyone who came up with a better idea of course, the ability to teach and some of that budget process. Males were those who came with such requests, women simply did not ask. To further support these hypotheses, questionnaires were applied on the 100 subjects, men and women, who were asked to indicate the last negotiation that they took part. While women had difficulty remembering and most have reported a story some months or years old, especially when purchasing a car, the men recounted recent events, such as: negotiating with his wife for watching TV, with colleague to share the tasks of a project. This survey showed that men consider negotiation as part of their daily life, a common process that involves frequent. At first glance all this seems to have insignificant impact on the lives of both men and women. But if we make a brief analogy, how the two will negotiate salary, we see significant footprint that leaves a single negotiation. Thus, suppose that a company offers a salary of 1,500 um for a young graduate of the Faculty of Economics. To interview two people appear, one woman and one man. While the man negotiates his salary and receives 2000 um, the woman accepted the 1500 um salary. Even during those two, in years would evolve in pace with wage increases of 3% (which is unlikely given the fact that man will know to ask for rights in another way), at the age of 60 years difference between the two is considerable, without taking into account that man can save additional money received from the bank, thus earning and interest. Prove as, after negotiating one other, the man has a financial background to make it safe for pension period, or allow them to support children, while the woman who carried out the same work under the same conditions, does not have these financial resources. However, paradoxically, it is recognized that women have certain advantages which make them much better negotiator than men are. Many courses are negotiating and slogan: "Let women learn to negotiate."

Although adoption of aggressive bargaining positions, such as preferred by men can lead to winning a short term negotiations, attitude of women in the negotiation process, namely focusing on cooperation and building a relationship can be a huge advantage. Recently it was recognized that addressing corporate to finding positive effects for both parties at the expense of trying to win simply, lead to results that are objectively superior to all those from other aggressive negotiating techniques. We can thus say that women often negotiate but when they do they have their strengths that make them invincible. This dilemma of economic differences between the approaches of the two sexes has been discussed and studied widely, both by economists, human resource specialists and psychologists.

Approach at least as interesting is the Utei Ehrhardt, BA in psychology, in his book "Good girls go to heaven; bad girls go wherever they want." Under this approach, a very big impact on what we do, what we think and what it has become the cultural baggage that each of us shall inherit the family. Thus it is considered that many young women learn from the family that "a good girl" should not offend anyone, and then live their entire life trying to please everyone forgetting their own needs. In the sphere of professional life, these women have the courage to ask what they deserve, to negotiate rights making efforts more often than their male colleagues, but who can ask what is their and of course as the first. Reached as to the assumption that woman undervalues her's work results.

#### V. CONCLUSION

In a society that promotes gender equality, with law prohibiting gender discrimination, yet with a different psychological structure, the emergence of women in economic life treat different appearance compared to men.

When you manage to overcome some mental barriers created by culture inherited from the family, women can easily reach in leading positions of some corporations, or to open and manage their own affairs, having those advantages which bring success. Both economic and political life offers enough female personalities, stories of success to come in support of what was said. In recent years the number of women who were involved in business in various fields has increased significantly. Many of the areas that until recently were the exclusive playground of men have become a source of money for women. What are the secrets of successful women? Strategic thinking, organizational spirit, courage and strength of conviction and conscience of their particular values are features that can positively influence the professional development of women.

#### VI. REFERENCES

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