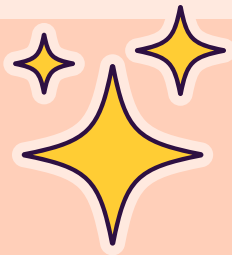


BOSS

WOMEN IN FAMILY BUSINESSES

newsletter

WOMEN ENTREPRENEURS & FAMILY BUSINESS



KEY COMPETENCIES FRAMEWORK



Women running family businesses face numerous challenges, especially in marketing and sales management. If you are new to the role, or have limited experience, industry networks, resources, and regulatory hurdles can be daunting. In addition, sometimes, balancing multiple life challenges and circumstances, including caregiving, or being new in a city adds difficulties. Overcoming these obstacles requires tailored strategies and support systems.