



MIND YOUR BUSINESS

By Andrea Zeller

Women Breaking Through in Business

One hundred and ninety-three individuals have completed entrepreneurial training courses with Mission Community Services in collaboration with Women's Economic Ventures and the Small Business Development Center since 2003. Most of these graduates are women and about 75% are low-income. Three out of four graduates completed business plans. About a fourth of our graduates breaks through the proverbial glass ceiling and earns a good income through self-employment.

A "can-do" attitude, more than any other single factor, opens the glass ceiling to success for women.

Those who break through carry a powerful persona of persistence, nothing blocks their progress. They can do anything! They find a way around, a way under a way over or through each and every barrier that rises in their path towards their vision. Passion fuels energy and determination. When open to possibilities, amazing things happen.

Barriers continually pop in front of us as we pursue our vision, mission and goals. Life circumstances can drain our energy, pull our focus off target, and in severe situations, can even knock us totally off our feet.

We have a choice at that point – you simply chose to focus on the barrier OR you chose to go over, around or through it. If we focus on possibilities, the barriers of today that limit us will eventually dissolve and become faint memories. If we focus on the barriers, they grow larger, blocking any view of possibilities, and like a magnet, suck us into a collision with failure and/or pain.

So focus your attitude on the positive pathways and refuse to let barriers and negative thinking constrain you. **It is a choice.** It is as simple as asking "Do I want my thoughts to be on this, or do I want my thoughts to be on that." You can chose the positive thoughts. Chosing positive thoughts is the first step to breaking through.

When you chose to start or grow your own small business, a "can-do" attitude is essential. Positive attitudes are contagious, others will want to support you and help you flourish. The Women's Business Partners' Mentor Circle is an incredible resource of

accomplished seasoned professional local women that coach problem solving skills and offer expertise in all areas of business management to help our community's new business owner *Protégés* refocus and succeed. With positive attitudes, women-owned businesses start and/or grow and contribute more to the Central Coast economy.

“You are what you think and with your thoughts you make the world.” -- Buddha

Andrea Zeller, Executive Director of Mission Community Services, coordinates Women's Business Partners (WBP) to ensure all community resources are leveraged and optimized to support entrepreneurial women. WBP serves everyone interested in establishing self-sufficiency through small business ownership while primarily focusing assistance towards socially and economically disadvantaged women. WBP can take you step by step towards success and can help those who speak only Spanish. Visit www.MCSCorp.org or call 595-1357 to find out more.