

How Boomer Women Business Owners Do Well and Do Good by Amy Grossman

Baby Boomer women have a lifetime of experience, skills, self-knowledge, and wisdom that make them well qualified to start and grow a business of their own. Now in their 50s and 60s, this generation is ready to take charge of their lives in new ways.

Free of the time demands of raising children and confident enough to find work that inspires them, these women are turning their hobbies, passions, or professional expertise into businesses of their own.

But, this will not be “business as usual.” In a fast-changing and turbulent world, Baby Boomer women are ready to create greater meaning in their own lives and in the lives of others through their entrepreneurial initiatives. Many are committed to doing “well” by building a successful business, while doing “good” in the world at the same time.

Five Cs define the priorities of many Baby Boomers in how they will build and operate their own businesses:

- They have Concern for the world in which we live.
- They make Connections with others.
- They build Community.
- They express themselves Creatively.
- They value Character in making decisions.

Although serious about earning a living and generating a profit, Baby Boomer women see transitioning into self-employment while still maintaining their current career or after retirement as a way to give back to society and to make a difference. At this stage of life, they strive to live their values and use their strengths to create a business that reflects their authentic selves.

No longer is it contradictory for businesses to do well and do good. Watch for a growing number of Baby Boomer women-owned businesses that change the nature of our business community by leading the way with businesses that:

- Strengthen our economy
- Enrich our communities
- Address society’s social problems
- Model a new way to live life after 50.

Amy Grossman, MBA, teaches baby boomer women how to turn their interests, strengths and experience into a business of their own to generate an income, find meaning in their work, and ultimately live a balanced and fulfilled life. For FREE tips on how to create meaning and money at midlife, visit [Boomer Business Launcher](#).