

# HER HIGHNESS OF THE HOROSCOPE

## How do Women Define Success in Business? Men May not Understand, but Gender and Sign do Make a Difference!

By Beth McDonald

Like most entrepreneurs, when I first got in to my business, I had no idea what I was getting in to. And being Gemini, I wasn't too concerned. I was just happy to be doing something that was fun, helped people, and brought in some money. One of my many, early misconceptions was I thought my practice would be made up mostly of tourists and desperate housewives.

Au contraire.

From the very beginning, the vast majority of my client base has been higher educated professional women between the ages of 30 – 65. It took me awhile to understand the dynamics of that. A long while. Part of it is that most women absolutely have to work out side the home. It isn't an option. Another part of it is there is really no difference between the successfully running a home and successfully running a business. The skill set is the same. You have to be able to keep everyone motivated and clear so that they work together as a team, and you have to keep it running in the black. Quelle surprise!

Like their male counterparts, biggest questions women ask have consistently been about their careers. But they asked different sorts of business questions than their male counterparts. For example, in general, women are more interested in investing energy in cultivating deeper, more sophisticated professional relationships with peers. So women tend to ask more questions about how to do that effectively with the specific individuals in their lives.

But most interestingly, women seem to define success differently than men. Regardless of their career, of what they actually do for a living, women seem to have a more well-rounded view of success. For most women it is not just about their status or tax bracket, they want to have their hearts filled, too. Both at home and at work. From watching these women and from my own experience, I have drawn some conclusions about how to be successful in business. Here are some of them:

Firstly, the happiest women in my practice are those are doing something they are passionate about for a career. I truly believe in the concept of right livelihood, but over the years I have had to take it one step further. I think your right livelihood is connected to your karma and your reasons for being here in the first place. I like to help women identify that connection between their careers and their karma, and I get the best results for those who can use that as a foundation for success. The bottom line is, "why did you reincarnate, and what did you come here to do?" In astrology, those answers are easily answered. The placement of the

North Node, as well as the activity in the 6th, 10th, and 12th houses will give you a very clear picture.

Secondly, the happiest and most successful career women have both a business plan and marketing plan. And they use them. Regularly. I am consistently amazed at the number of people who walk through my door with questions about business problems who either don't have these two crucial tools or have them and don't use them. This is just not an option, and the lack of these two fundamental tools is probably the biggest cause of business failure. If you are employed by someone else rather than being self employed, you need to have some sort of parallel set of goals and a plan to achieve them. And you need to use it.

Thirdly, the happiest and most successful career women have learned the ropes. Not just the ropes of their particular passion, which in and of itself is huge. But they also have some very solid, very basic, very generic business skills. No matter what your chosen profession is, you have to know about a lot of other things that are crucial to success in your field: legal issues, financial issues, marketing issues, and management issues.

Fourth, these women usually have some serious people skills. Honestly, ladies, it may sound like a no-brainer, but this skill is exceedingly underrated. You need to have the patience of Mother Teresa with the sickest of the sick, the poorest of the poor, and the craziest of the crazy. A big part

of it is just knowing the difference between being gracious and being a doormat. Another big part is knowing the difference between being assertive and being aggressive. If you don't have rock solid people skills, get them.

And lastly, the business aspect of your life has to be a place where you are actively integrating your spiritual values. Not your dogma, your values. In your business, you've got to walk your talk. Your professional life is a powerful crucible where you forge the ability to channel your higher self. But it takes time. You have to be patient. You have to be dedicated. You have to be committed. You have to be relentless. You have to get up every day, say a prayer, take your best shot, let go of the results, and trust in the divinity of each moment. If you get stuck, call me, we'll figure it out.

My friend Beverly says we are all the queen of something. What follows is a brief description of how each sign of the zodiac views and defines business success, given what is its Queenly domain.

## The Very Generic and Experiential Zodiac-Based Guide to Business Success

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**Aries: Queen of Damn the Torpedoes, Full Speed Ahead!**

your Aries gal loves a challenge and has an amazing capacity to adapt and overcome. The woman is bulletproof. Success in business is sweeter for her if it she had to work for it, if it is hard won.



**Taurus: Queen of Due Diligence,**

your Taurus gal knows that slow and steady wins the race. She is in it for the long haul, and will take each and every step with grace and style. For her, business success is measured by both the quality of process and the results.



**Gemini: Queen of Hey Wow! Looky There!**

your Gemini gal is infinitely distractible and can generally be counted on to take the long way home. Thank God she's so smart, otherwise she would be a Small Business Administration statistic.



**Cancer: Queen of Home and Hearth,**

your Cancer gal isn't in it for the money or the glory. She measures business success by how well her career enables her to provide for her family and how well it preserves the sanctity of her family life.



**Leo: Queen of Do I Have To?,**

your Leo gal is ambitious but conflicted. A fierce competitor, when work is fun and creative she is virtually unstoppable. But her disdain for the tedium of the work kills momentum and makes her road to success rather uneven.



**Virgo: Queen of Serving the Greater Good,**

your Virgo gal has no desire for fame or fortune. None. Her career must help others in some way, have some clearly defined spiritual component to it, and bring her closer to God.



**Libra: Queen of Ethics,**

your Libra gal's road to business success is paved with good intentions, is aesthetically pleasing, and is fair to all involved. Because of this, it may take her a little longer to get there, but she leaves no ugly karma in her wake.



**Scorpio: Queen of Long Range Strategy,**

your Scorpio gal understands that this success thing is most accurately measured over the long haul. She's got a plan, she's not afraid to use it and you'd better not get in the way.



**Sagittarius: Queen of Girls Just Wanna Have Fun,**

your Sagittarius gal doesn't do plans, ambitions or work ethics. Business success isn't a part of her vocabulary or core values. As long as she has gainful employment and isn't overdrawn, life is good.



**Capricorn: Queen of the Diversified Portfolio,**

your Capricorn gal knows that smart girls finish rich. For her, material success is the top priority. The keeper of traditions and established conventions, Capricorns prefer tried and true careers and business methods.



**Aquarius: Queen of "One World,"**

your Aquarian gal is hardworking and somewhat ambitious but is more concerned with larger, humanitarian issues. Her definition of success is having enough for herself and to invest in making the world a better place.



**Pisces: Queen of "All you Need is Love,"**

like her Sagittarian sister, your Pisces gal is running on an entirely different operating system. Pisces doesn't have a competitive bone in her body, and money is meaningless unless you have loved ones to share it with (and they would by far rather have that).

