



DIANA INTERNATIONAL RESEARCH INSTITUTE

at Babson College

SURVEY 4: PERSONAL LEADERSHIP FROM CRISIS TO OPPORTUNITY WOMEN ENTREPRENEURS IN A TIME OF COVID-19

TOP PERSONAL CONCERNS



“ Stress levels have been incredibly high but more on the personal level than from a business perspective. My business does well in an economic downturn. The stress is more from concern for our health and safety and the loss of a family member. ”

- Survey Participant

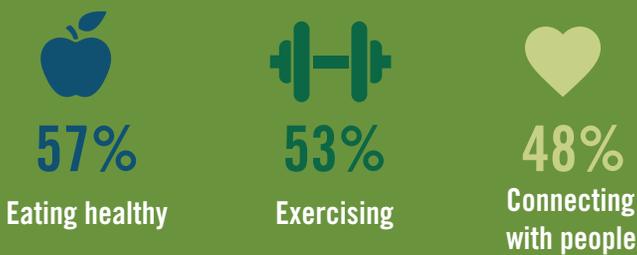
“ The highs and lows have been more intense. Smaller gems that I didn't notice previously are now much more meaningful, along with any negativity or hardship can sometimes feel more intense. ”

- Survey Participant

TOP THREE PERSONAL CONCERNS



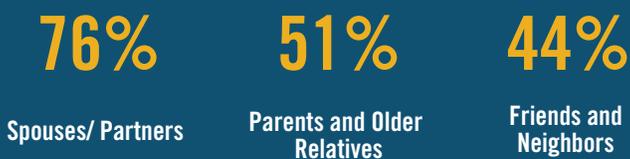
MOST EFFECTIVE COPING STRATEGIES



“ I enjoy zoom "meetings" I've done with my siblings and friends near and far. And just like after 9/11, people are friendlier and kinder. So many people are out walking in the evening and most people greet the people they are passing. I do hope we hold onto that once things return to whatever normal is going to be. ”

- Survey Participant

STRONGEST SOURCES OF SUPPORT



ONE WORD TO DESCRIBE HOW YOU ARE FEELING



Note: n=61; 91% USA-based firms; 56% in Wholesale/Retail Trade and Financial, Professional and Consumer Services; 88% with <\$1 million revenue; 21% solopreneurs; 79% with <50 employees; 53% less than 5 yo; 12% VC-funded and 26% essential services; survey ran May-July 2020