

What does it take to become a woman entrepreneur? I'd like to tell you how I did it!

Throughout history, until more recent times, women have tended to be homemakers, undertaking the greater share of raising children and keeping the home together — they simply did not have the time to start a business!

Well, times have changed, and statistics show that more women than ever before are becoming entrepreneurs and starting businesses! In the U.S.A nearly 10.4 million firms are owned by women (50% or more), employing more than 12.8 million people, and generating \$1.9 trillion in sales. *



And I'm proud to tell you, I'm one of them! As a woman entrepreneur and professional, I built a successful, and award-winning, dental practice from the ground up! A practice, that I recently sold, that employed thirteen people, including five other dentists — and I did this while raising three daughters, writing two books, traveling the world, and buying and selling real estate! I am a past President of the Women Entrepreneurs of Canada, and a member-at-large of the National Association of Women Business Owners in the U.S.A.

I'd like to share my stories of how any woman, or man for that matter, can become successful by applying some simple success strategies, being aware of what's going on around them, and taking advantage of networking opportunities. I take pleasure in helping other women achieve success and I am now available for speaking engagements on subjects including:

- Women as Business Entrepreneurs
- Building a Successful Business Via Networking
- The Power of Synchronicity
- Creating a Positive Mindset for Success
- Making Transitions in Business and Life
- Building a Powerful Support Team
- The Feminine Principle in Business

...as well as many other topics that I think your organization will find very interesting and most rewarding.

To book a speaking engagement, please contact me at friedman@motivationalnetworks.com ...or see my websites at: www.motivationalnetworks.com and www.drpirjofriedman.com

My books: *Awakening the Entrepreneurial Spirit in You — Embracing Synchronicity* and *Pushing Your Boundaries — The Feminine Principle in Business*, are available from www.amazon.com.

* Centre for Women's Business Research

Dr. Pirjo Friedman, D.D.S — A Short Biography

Pirjo Friedman graduated from the Faculty of Dentistry in Turku, Finland, and practiced first in Finland, then in Israel, and now in Toronto. She taught dentistry at the Faculty of Dentistry of the University of Toronto and at the Temple University in Philadelphia. She also took several courses from world-known Deepak Chopra in Mind and Body Medicine.

A mother of three, she is an accomplished skier, horseback rider, sailor, Kung Fu practitioner and a Reiki master.

Despite her busy schedule she has found time to serve on several boards of directors; including the North Toronto Dental Society as President. She has also been a Councilor for the Ontario Dental Association, as well as a representative for the Academy of Dentistry.

She served on the Women Entrepreneurs of Canada Board for three years as the Chair of the International Committee and as President.

After over 30 years of experience in private dental practice she recently sold her thriving practice in Toronto's fashionable Yorkville District and has founded a new business — Motivational Networks.

She is the author of two books: *Awakening the Entrepreneurial Spirit in You — Embracing Synchronicity* and *Pushing Your Boundaries — The Feminine Principle in Business* and is currently working on her third book.

***Pushing Your Boundaries—The Feminine Principle in Business* — a Synopsis:**

Dr Friedman's new book, *Pushing Your Boundaries — The Feminine Principle in Business*, follows her first book, *Awakening the Entrepreneurial Spirit in You, Embracing Synchronicity*. Dr Friedman, a successful business entrepreneur, attributes her business success not only to her openness to the feminine principles of life that have guided her to be in the right place at the right time but also to the team that she has invested in the process of building herself and her business.

Pushing Your Boundaries is a fascinating in-depth look at the team who has provided various aspects of coaching and guidance through the physical, energetic, mental and spiritual realms of creating, managing and developing a successful business; how to make the shift from one paradigm to the next when changing professions as well as the transformation of relationships that takes place through these processes. The professions of the team members span the gamut in terms of their experiences and approach to life; from the Master Strategist, Business Coach, Mediator, Financial Planner and Photographer to the Yoga Instructor, Psychic, Astrologer and Body Energy Worker. The distinction between analytical and creative disciplines of work dissolves the boundaries as each member of the team has undergone some form of transition in their lives

that has raised their awareness to a more spiritual attunement of life and for the most part career change has been the result of the shift in focus.

At the same time, the feminine approach to business is more open, sharing and accepting in its principles and allows you to trust and be in touch with your intuitive abilities as your guide. Together with the team, Dr. Friedman illustrates how working and sharing her wealth of knowledge, expertise and success with others creates a gateway for even greater success and expanded potential. Dr. Friedman invites the entrepreneur in the reader, whether female or male, growing their business or looking to change the way they do things or their profession, to open and expand their horizons in going beyond the structure that the business world has created; push the boundaries in the rediscovery of the emergence of the feminine principles operating in the business world today.

Recent Speaking Engagements:

Pen Women Authors and Artists of Boca Raton

National Assoc. of Women Business Owners of US,
Fort Lauderdale Chapter



Women Entrepreneurs of Canada Event

North Toronto Dental Society Member Event



HSBC Bank Client Event

Finnjoy Festival in Toronto

What others say about Dr. Pirjo Friedman:

I met Dr. Pirjo Friedman as a Board member of the Women Entrepreneurs of Canada over 5 years ago and through this association have gotten to know her personally as well.

Pirjo Friedman is a most remarkable woman. She is a compelling storyteller, sharing pearls of wisdom of how she overcame numerous obstacles, built a successful business, and how she has based her life and work on a few core values.

Dr. Friedman is an outstanding female entrepreneur example. She is a model of how to balance business, family, contribute to the larger community and grow as a person.

It is my privilege to highly recommend her as a speaker and for leadership roles.

Marcelene Anderson

President and Founder of Raven Strategic Management