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Women Aren't Meant to Run Companies

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Ok, so now I have enflamed half of our population with such a heinous statement... to think a successful, female entrepreneur should speak such blasphemy while turning my back on my professional associates in kind. I am only speaking from experience. Women are just not designed to be business people, as we care too much, are meant to nurture, frequently guilt ridden, often self deprecating and always emotional. Well, I am at least... as I was raised a good Lutheran girl from the mid-west and mom taught me to always put others first and do the right thing; which frequently conflicts with my role as the key executive at Ellipse.

Business and politics are dirty, right? There is no room for social consciousness, just the almighty ROI and shareholder's value. We see it all day long. Take BP for example, implementing risky decisions and short cuts towards financial recovery for their over spent budget for the deep water drilling program in the gulf. Forging ahead while refusing to address the "what if" scenarios, as those would require additional time and investment. Add Petroleum and Ltd publicly placing blame on BP's unethical activities in justification to bypass their social and financial responsibilities to their client (ahem, the public). I mean really, when it comes down to it, "Doesn't a corporation carry the social responsibility to not poison their own consumer base?" No consumers, no company, right?

Being in the position I am at Ellipse, I would never dream of skirting our social responsibilities for the sake of the almighty dollar. Maybe because we

are a small, privately held corporation and doing the right thing is part of our corporate mantra. I could never sleep at night if I didn't always conduct my own self-checking behavior and participate in debriefing when something goes awry within our organization. Then again, my gender frequently facilitates me taking my behavior too far as I place blame on myself for someone quitting, errors being made, or poor corporate decisions I would sooner forget than later. I chastise myself when things don't go as planned and beg for forgiveness far too often. How many times have you attended your first day at work only to see your CEO break down in tears over something that occurred earlier that morning? Oh, pooh...

But then again on my good days, when I am not tired, pressed by the latest instance of unethical behavior or am able to keep my personal feelings in check, I know I am making a difference. A difference in people's lives, their careers and financial well being and I am setting an example for others. I inhale the life changing references that come in a phone call from a past employee explaining their appreciation for my brutal control, perfectionist behavior and those encouraging talks shared during our tenure. I love to participate when clients excel with business efficiencies generated with our product placements and in depth employee knowledge. And, the "like" posts shared our Facebook profile when Ellipse posts some interesting article or concept. That is when I pull out my corporate business card and disclaim "I am a successful woman of business! I am a leader with a heart, soul, and a smile."

Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry. Visit the company website at www.ellipseinc.com.

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