

5 most challenging pain points for women-owned small businesses

In a recent survey, ADP partnered with the National Association of Women Business Owners (NAWBO)¹ and identified five primary challenges: Hiring, financing, access to growth resources, employee experience and access to payroll and HR tools.



1 Hiring is a top pain point

Hiring continues to remain a challenge for NAWBO members. Of those who said it was harder to hire than last year, respondents noted that finding people with the right talent and skills remains an issue and note that they are now increasingly losing top candidates to competitors.

57%
of those trying to hire said it was harder than last year



applicant skills don't match business need



losing candidates to competition



2 Financing remains a challenge

Most small business owners are using their personal savings to support business operations — and use of savings is up from last year (especially among the smallest/sole prop companies). Around 10 percent of respondents used an SBA loan last year.

Although NAWBO member companies have been in business many years, fewer than a third have a credit rating.

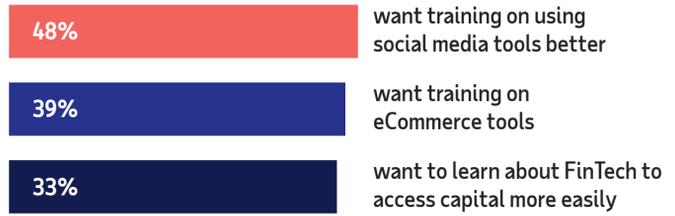


65%
use personal savings to support their business

3 Small businesses need help with growth tools and training



Tech training on tools to help with growth is a top priority for micro businesses. Larger businesses are interested in tools and training related to hiring.



4 Employee experience is now an important factor for small businesses

Those with employees are also interested in systems that would make them more desirable to employees such as retirement, employee recognition, engagement, and Employee Assistance Program (EAP).



have/are interested in Retirement Plan Management (401k, simple IRAs, SEP)



have/are interested in an employee recognition program

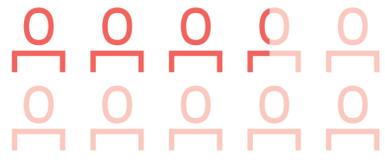


have an EAP

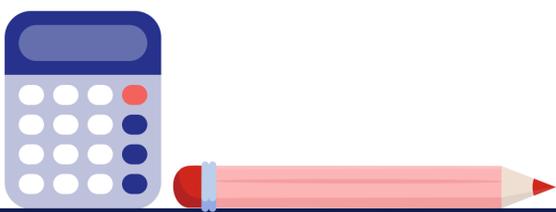
5 Small businesses want better HR and payroll tools

More than half of surveyed small businesses with one or more employee use third parties for payroll and accounting assistance. This number rises to 70 percent for small businesses with 10 or more employees.

A significant portion are also still handling payroll manually or through the use of an accounting software. Using a third party for payroll would optimize the process and save time.



42%
still run payroll manually or use basic accounting software



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Source: The National Association of Women Business Owners, 2022.

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