

What matters is changing

Study shows that women believe the American Dream is less about needs, more about deeds.

By Dori Molitor

The American Dream has not gone away, but it has changed, according to a recent multi-generational study of 800 women across the United States conducted by WomanWise. Women are recalibrating their dreams, moving away from a sense of entitlement and moving toward the pursuit of happiness and personal choice.

You may recognize yourself in what was uncovered:

Women today are more realistic and less idealistic. Visions of the classic suburban home, 2.5 kids and being financially supported by a successful husband are a thing of the past. Women today are more self-reliant and independent.

Our American Dream is to have the same options as men. We expect equality and won't let anyone tell us we can't do something because we are women.

The Golden Rule and moral compass are very strong. Women are taking responsibility for making the world a better place, with 97 percent rating community service and giving back as moderately or extremely important to a happy and fulfilling life. The American Dream is less about needs, and more about deeds.

Faith, spirituality or religion are important in our lives. Friends and family are what matter most. It's less about having things and more about the people in our lives giving us personal fulfillment and joy.

Individuality reigns. Society no longer dictates how women should live our lives.

We're feeling responsible for speaking out and gaining support for the things that matter most. We're joining with other like-minded women to influence change in the world.

Taking care of our health and wellness is our No. 1 priority. More than ever, we realize that true happiness lies within, and it all starts with loving ourselves first. It's about following our dreams and passions, and never settling.

The pursuit of happiness for women today doesn't equate to an endless AmEx credit line or a McMansion at the end of the block. Women are looking for the freedom to choose, to make a difference and to pave the way to our own destiny.

Women today believe that business has an obligation to bring about social change. We are attracted by the idea of being a part of something that makes the world a better place. For businesses it's no longer about the "what"—your brand's features, benefits and promises.

It's now about "why"—why your brand is relevant to our self-discovery and empowered world.

Women want to join together with shared ideals and values. We're looking for people, ideas and brands that we can trust. We want to feel that we've made a difference.

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