

Accelerating Women's Enterprise

What is my social purpose?

Welcome



Aims for today

- To welcome everyone to the programme
- To explain the format of the programme
- To identify what distinguishes a 'social enterprise' from other types of 'business'
- To use two interactive exercises to explore our dreams, visions and ambitions for our social enterprises, community projects and businesses
- To meet a 'witness' who has already established a thriving social enterprise
- To evaluate the module

Getting started

Welcome Who are we all, and why are we here?

Let's find out

Women and enterprise

Only 1 in 3 UK entrepreneurs is female:
a gender gap equivalent to 1.1 million
missing businesses.

(Rose Review of Female Entrepreneurship, HM
Treasury 2019)

Women and enterprise

We calculate that a sustained and concerted effort to help women succeed as entrepreneurs could add around £250 billion of new value to the UK economy, if women chose to start and scale businesses at the same rate as men.

(Rose Review of Female Entrepreneurship, HM Treasury 2019)

Women and enterprise

In every single economy included in the study, women have lower capabilities perceptions than men. In every region, women have, on average, a greater level of fear of failure than men.

(Global Report on Women and Entrepreneurship, GEM, 2012)

Women and enterprise

Women are less likely to believe they possess entrepreneurial skills: Only 39% of women are confident in their capabilities to start a business compared to 55% of men. This is a perceived gap in ability, rather than an actual gap in skill sets.

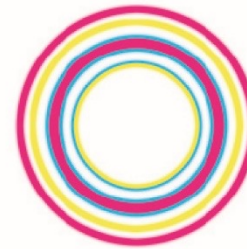
(Rose Review of Female Entrepreneurship, HM Treasury 2019)

A woman with a voice is by definition a strong woman. But the search to find that voice can be remarkably difficult.

Melinda Gates

What is a social enterprise?

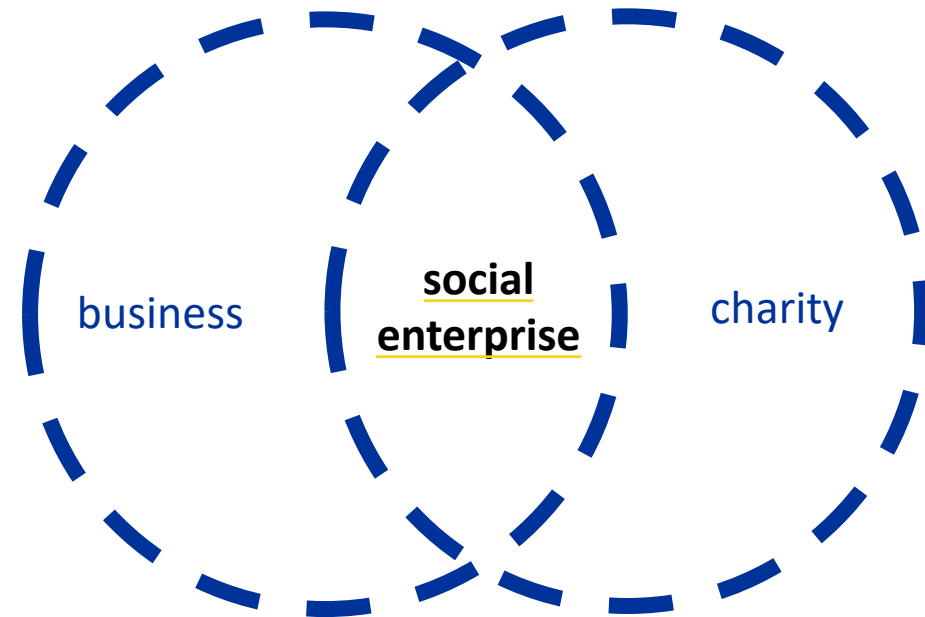
A social enterprise is a business driven by a social or environmental purpose. As with all businesses, social enterprises compete to deliver goods and services. The difference is that social purpose is at the very heart of what they do, and the profits they make are reinvested towards achieving that purpose. (School for Social Entrepreneurs)



school for
social
entrepreneurs

Understanding social enterprise

- Run like business, but profits reinvested/donated to good cause
- Create employment, while tackling social problem
- Not dependent on fundraising



Why social enterprise, why now?

Lots of urgent social issues, but funding hard to come by.

Social entrepreneurs...

- Make own money, more sustainable
- Often have personal experience of issues, so know what works
- Create innovative solutions



Success isn't about how much money you make. It's about the difference you make in people's lives.

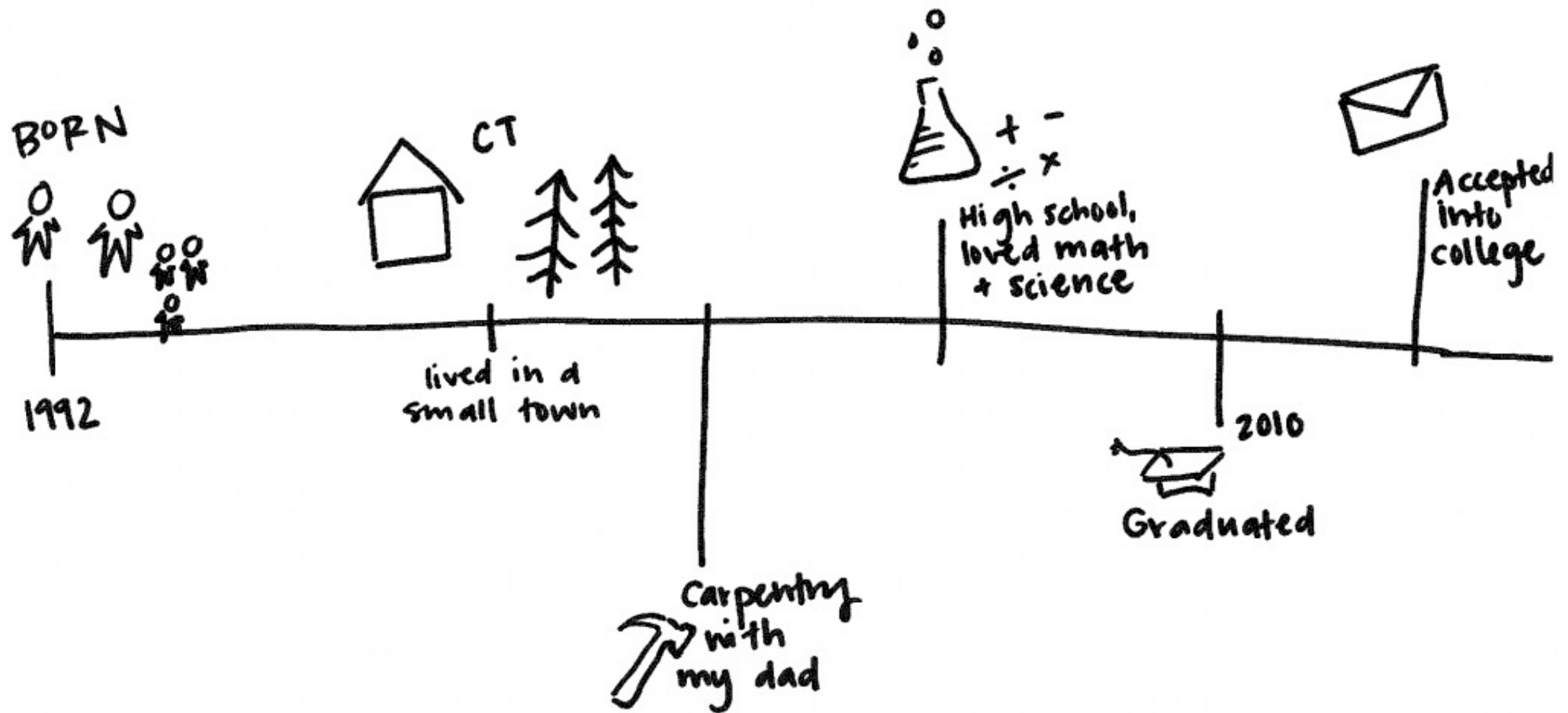
Michelle Obama

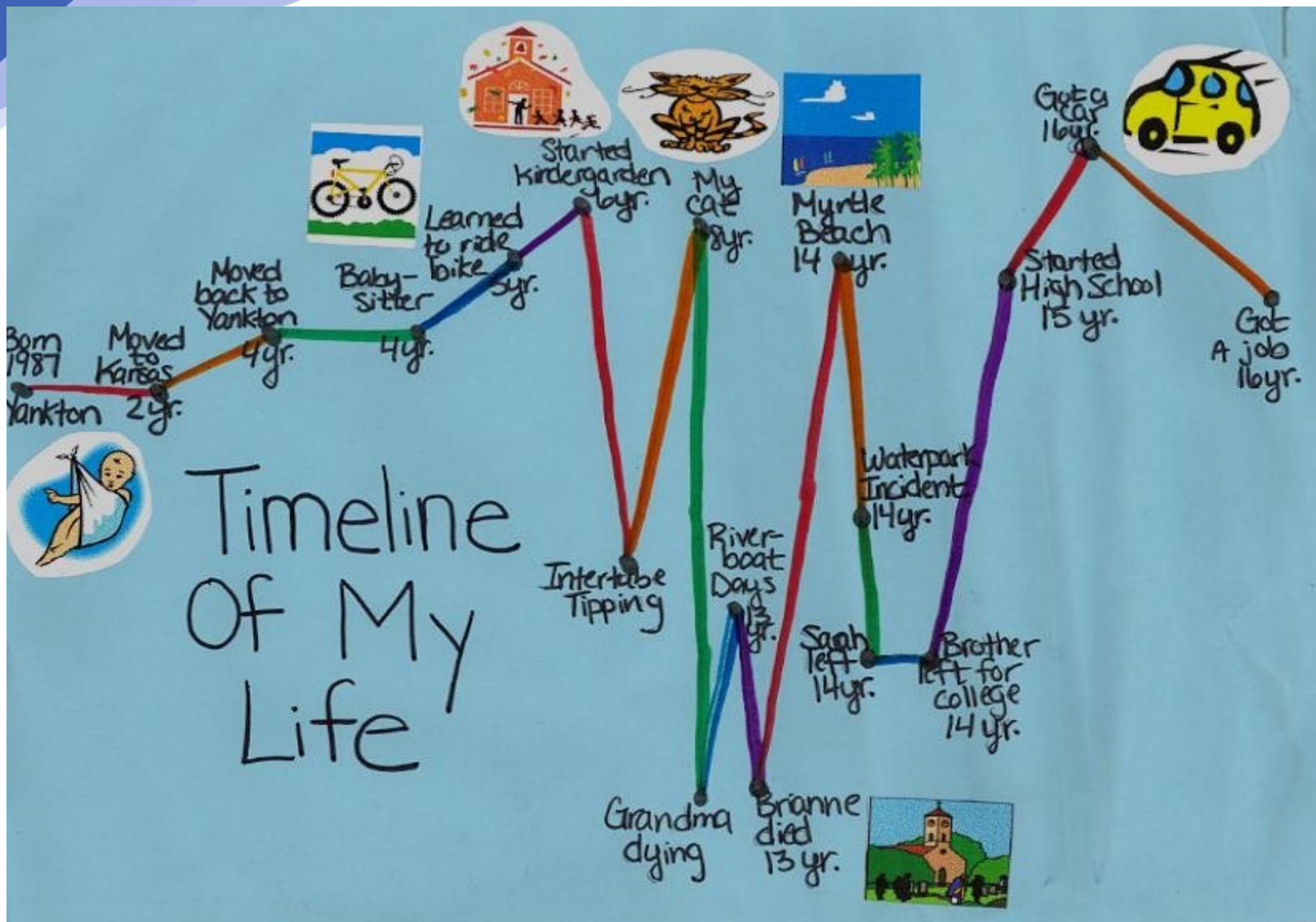
Activity: Creating a Life Map

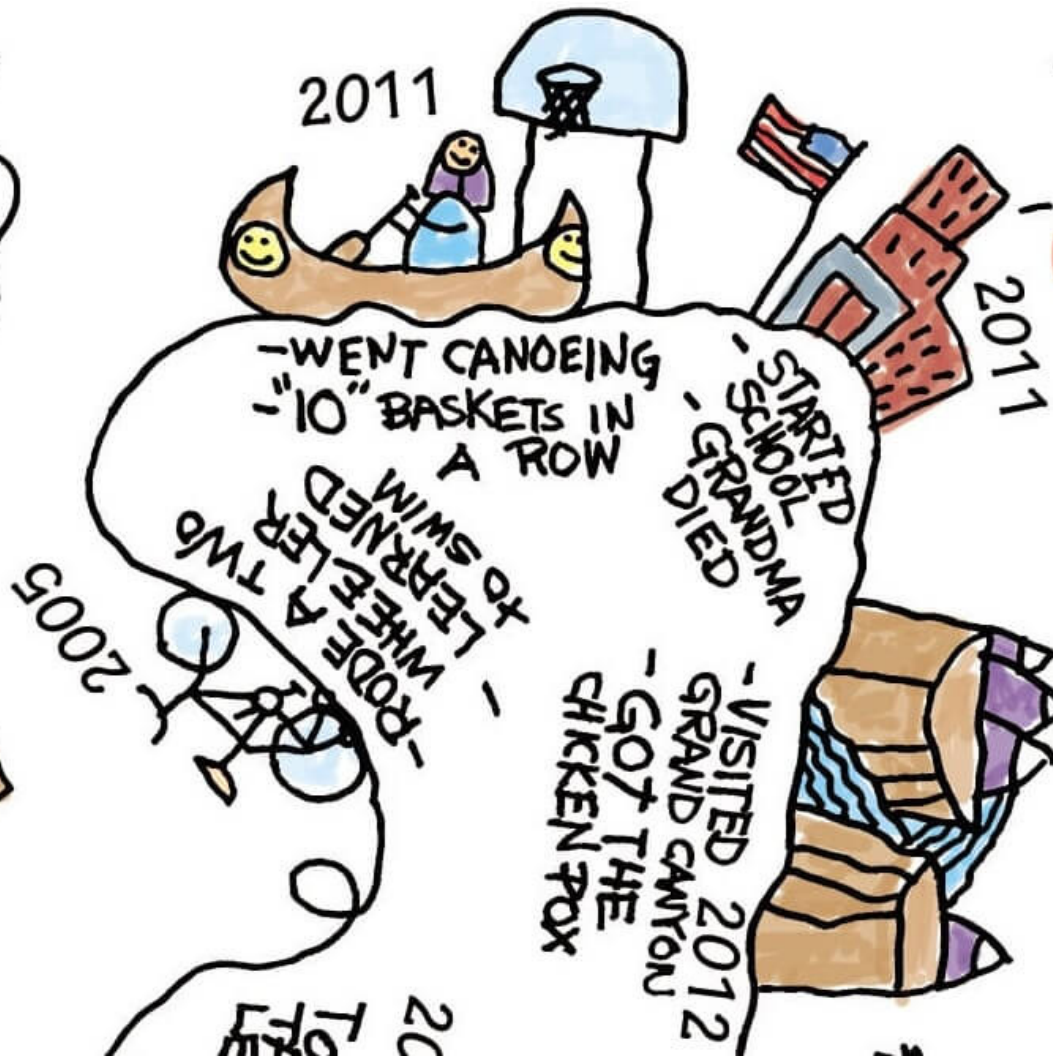
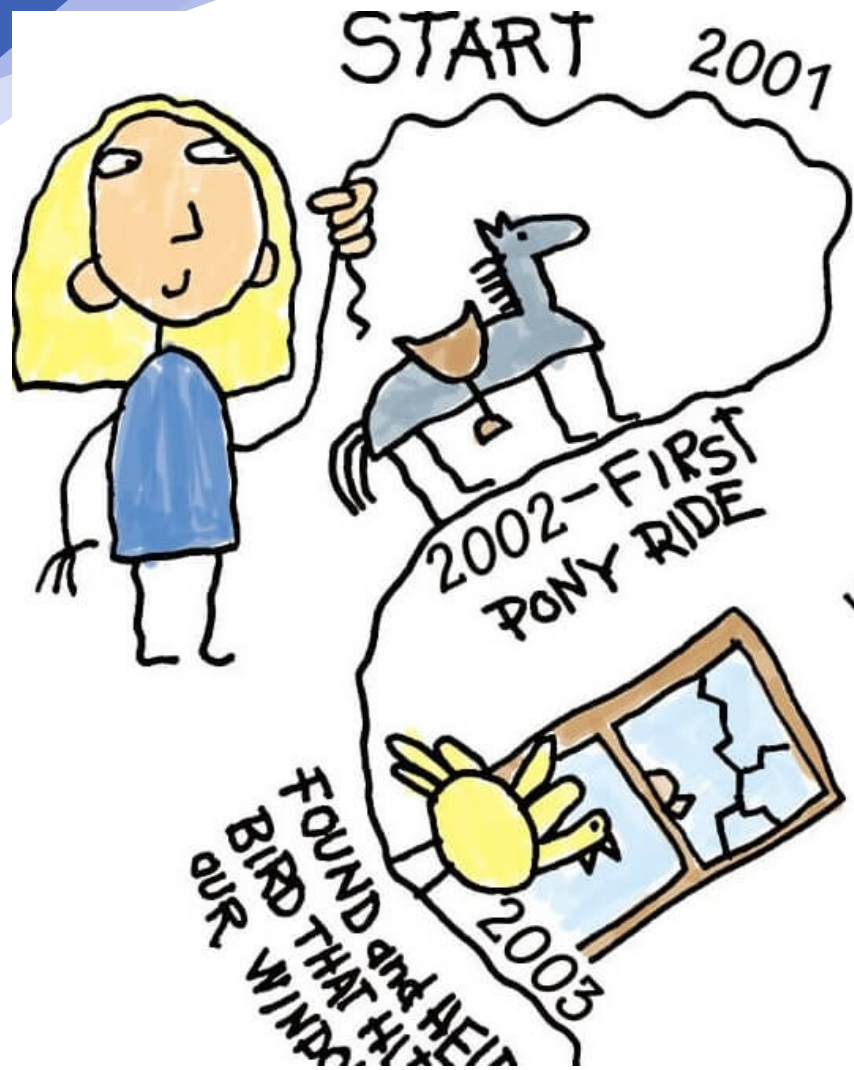
On your own:

Taking pen and paper, draw a map of your life's journey up to now. Let it flow like a stream in a wandering line around the page, from your birth up to the present moment.

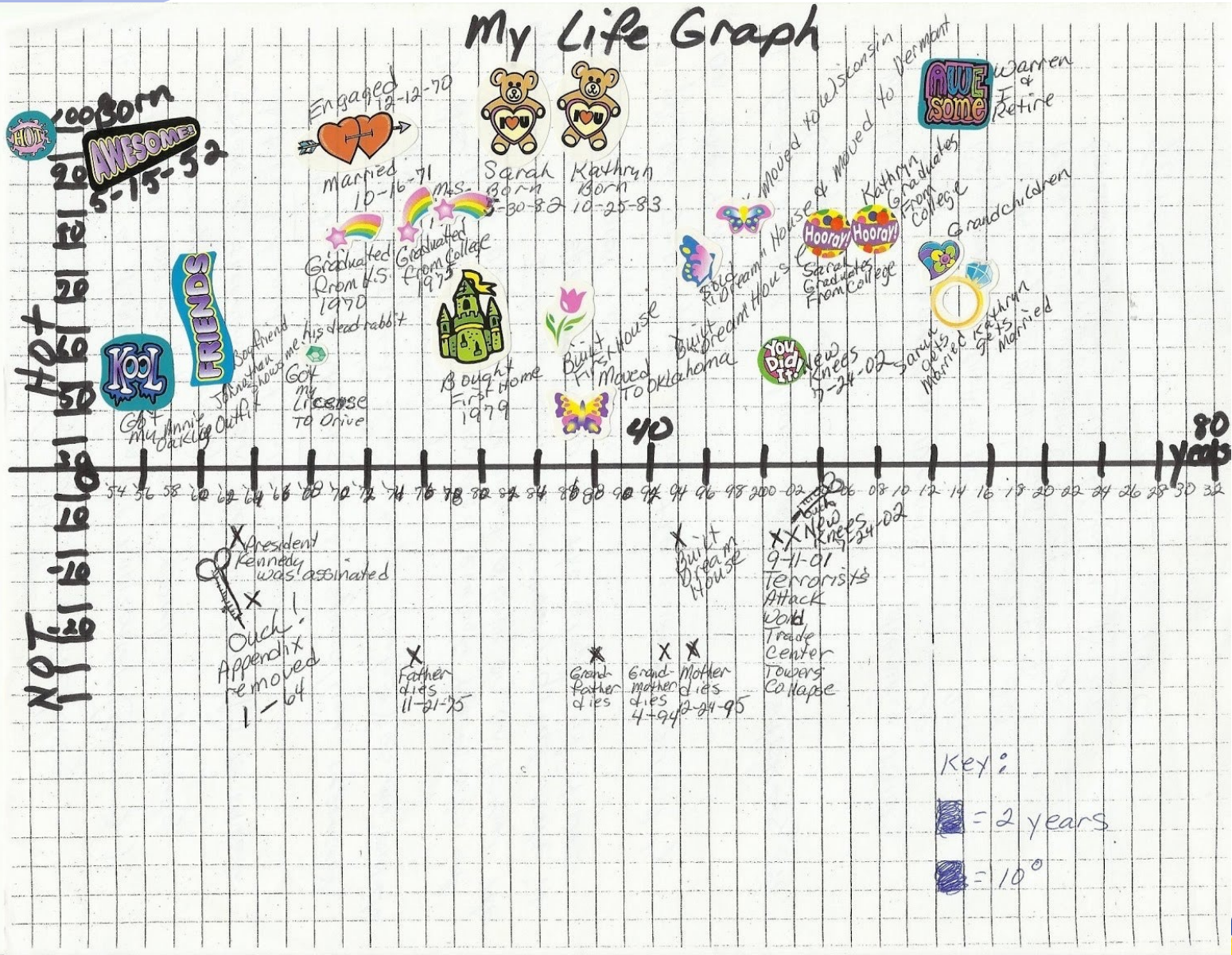
There are large pieces of paper, pens, coloured pencils, felt tips, stickers







My Life Graph



Activity: Reflecting on your Life Map ... so far

- Get into pairs
- Choose who will go first
- First person to share some of their life map (as much as they want)
- Second person to listen, listen, listen (and ask open questions if the first person gets stuck). Be interested and attentive, but do not put them on the spot or asking probing questions.
- Swap over and repeat

Activity: Reflecting on your Life Map ... what happens next

On your own:

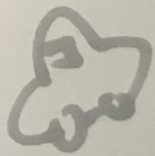
Look again at your map ...

When you get to the present, think of different trajectories you are considering taking in the future; draw them in dotted lines out from the point of Now, each perhaps with its own image or icon.

0
Now

Dream
have a
family

leave
the city and
start again
somewhere else



FF

Get a part-time
job to make
some regular
money ...
try and set up
enterprise as well

Work full-time on
enterprise for
6 months and
then review
(live on savings)

Stop enterprise
idea now!
Too hard!

Activity: Sharing our visions

In pairs / small groups:

Take turns to share some of your visions for the future. Where do you want your life to go next? What are your options?

How does your 'enterprise' or 'business idea' fit in with your vision?

Every time you state what you want or believe, you're the first to hear it. It's a message to both you and others about what you think is possible. Don't put a ceiling on yourself.

Oprah Winfrey

Coffee Break

Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive.

Howard Thurman

Activity: Exploring ikigai

Ikigai is a Japanese concept about 'reason for being'. Each person's ikigai is personal to them and specific to their lives.

The word comes from: **iki** (life; alive) and **gai** (value; worth, reason for living).

There are four key questions:
Are you doing something you love?
That the world needs?
That you are good at?
That you can be paid for?



Activity – stage 1

On your own, please fill in the ikigai template to try and identify your 'ikigai'. You might not find the bit in the middle yet!

Write whatever you want to write. There are no rules.
You can draw pictures if you prefer.

Activity– stage 2

In pairs or small groups, take turns to share what you have done on your own. Please only share what you feel comfortable to share.

Try and listen to each other without giving advice or sharing opinions.

Activity– stage 3

- Have you found a central overlap? (the ikigai point)
 - Does this activity help you to think about your enterprise idea and what is driving you to do this?
 - How could you move forward from here?

The more you can be authentic, the happier you're going to be, and life will work itself around that.

Melinda Gates

Lunch Break

Witness session

Use this to put name of witness – and possibly their photo

Insert extra slides here if the witness wants to use them

Coffee Break

What is your enterprise idea?

- Take 5 minutes to write down your ideas for your enterprise
- Each person will then be invited to take 60 seconds to 'pitch' to everyone else in the room

The more you can be authentic, the happier you're going to be, and life will work itself around that.

Melinda Gates

Feedback

**What has the witness session inspired
you to do next?**

Your challenge is to tell us – but using three words or less!

Feedback

Formal Module Evaluation Forms

Thank You

