



#She DID IT

Where diversity meets
womenpreneurship.





#SheDIDIT

The #1 platform for ambitious girls and entrepreneurial women with diverse cultural background in Belgium



Cultural diversity

in the business environment in BE and self assesment

- #SheDIDIT
- Cultural differences in entrepreneurship
- Added value of having diversity in entrepreneurship
- Self assesment
- Attributes of an entrepreneur
- Learnings for entrepreneurs





Who are we?

Partners in crime

Lien Warmenbol

Siham Zarkan

Wendy Agyin

Zaraï De Pelsmacker

Cindy Deneyer

hello@shedidit.be





About me

Wendy Agyin





- Bachelor in business & entrepreneurship
 - Projectmanager/
businesscoach #SheDIDIT
- Founder Gold Butter

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What do we do?

-  **#SheMeansBusiness**
individual business coaching
-  **Youthpreneurs**
youngster programm 15-26 y
-  **Community**
interviews, talentpool, support
-  **Events**
networks, workshops, education



Talentspool

Google Maps of entrepreneurial women!
+ 300 ambitious vrouwen with diverse cultural backgrounds



#Shalini Groffy

f i in

SHE IS WHAT?
Ondernemerster

SHE DID WHAT?
Kleur en imago consultant: Blend-In neemt jou bij de hand en laat je anders kijken via kleur. 'Bijzonder de deur uit, daar zorg ik voor'

[Leer Shalini Groffy kennen](#)



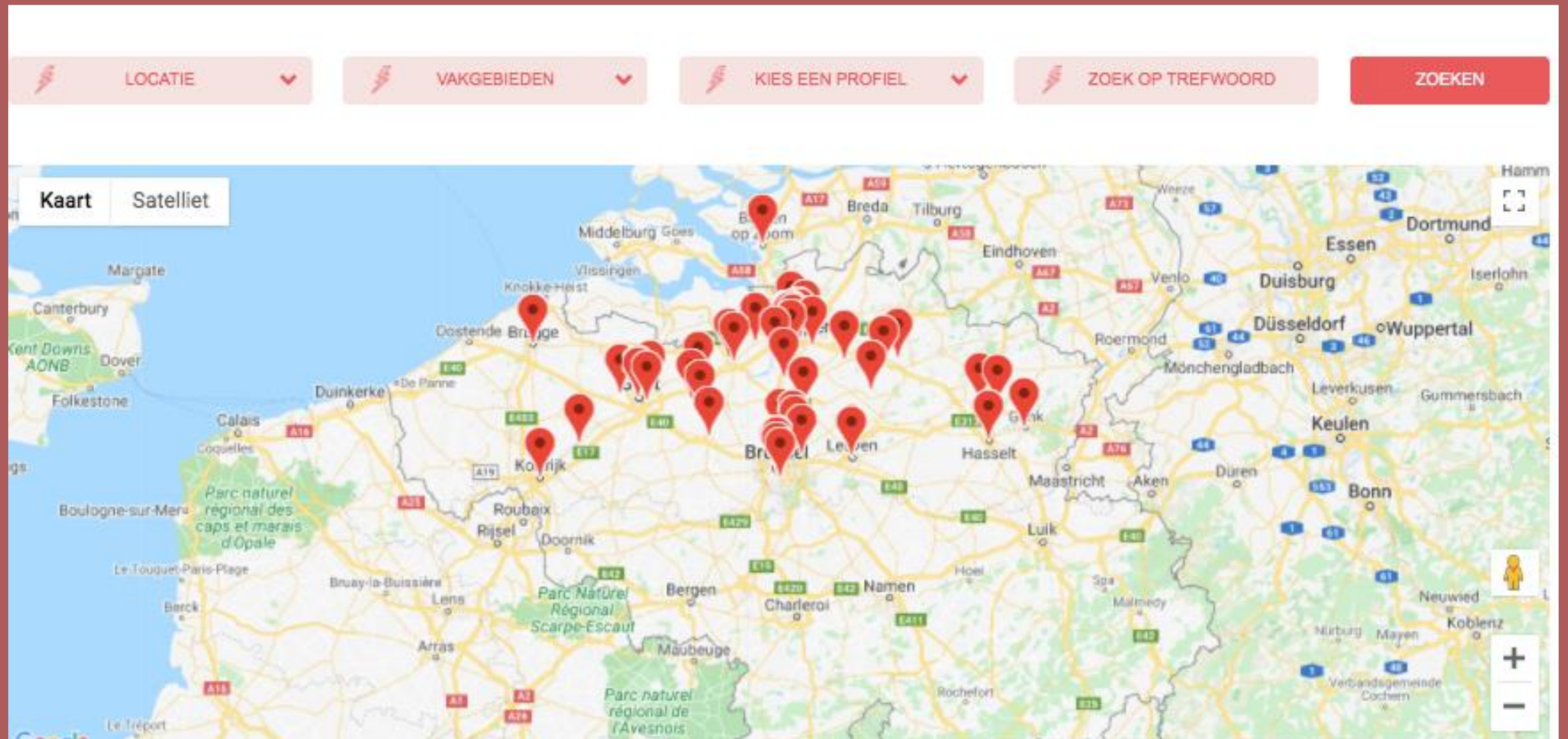
#Samia Helsmoortel

i in

SHE IS WHAT?
Ondernemerster (ook voor de klas)

SHE DID WHAT?
Co-Founder Komerbi & leerkracht islamitische godsdienst. Aanbieden van een safe space aan jongeren met aandacht voor welbevinden, persoonlijkheid en het ontplooiën van talenten.

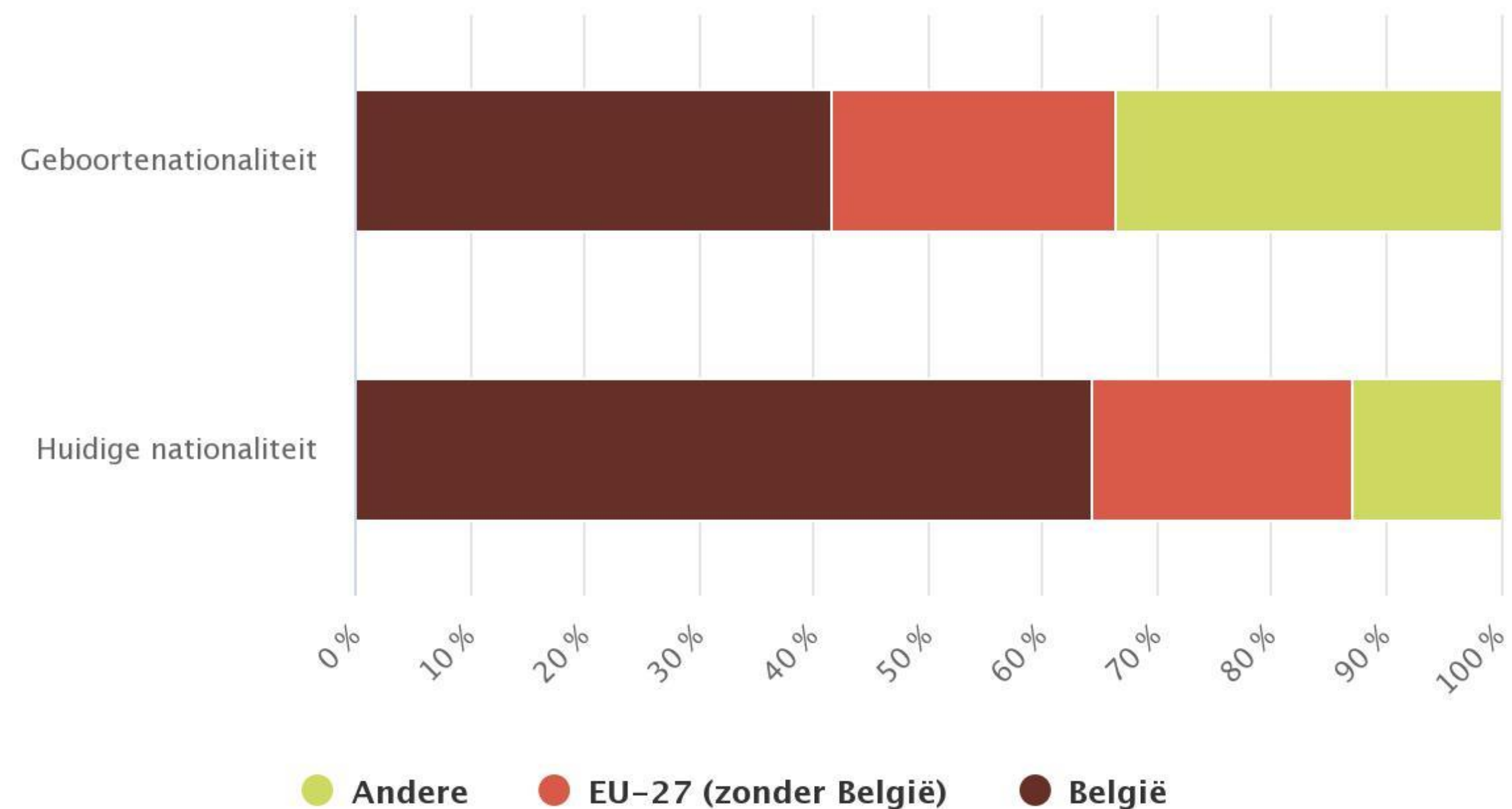
[Leer Samia Helsmoortel kennen](#)



Diversity in Brussels

Bevolking volgens huidige nationaliteit en geboortenationaliteit

Vergelijking tussen de geboortenationaliteit en de huidige nationaliteit van de Brusselse bevolking volgens nationaliteitsgroep: 2021 (in %)



Bron: BISA & Statbel (RR) © BISA



**"Diversity is not how we differ.
Diversity is about embracing one
another's uniqueness**

-Ola Joseph

⚡ Added value of having cultural diversity in business

- Shows social commitment
- Causes innovation and creativity
- Relatable to more customers
- Higher chance of retaining employees
- Creates a competitive advantage
- Evolving with current times





Case cultural differences

- A company wants to give some appreciation to their clients. So for the new year they decided to add a bottle of champagne for each order they get. How will this be perceived in different cultures?
- Do you have an example of what they can gift that is accepted throughout different cultures?



Self assessment

- What are positive attributes of your culture you can use for entrepreneurship?
- Are there any cultural barriers you have when it comes to entrepreneurship?
- Have you ever used your cultural network to progress in your business?



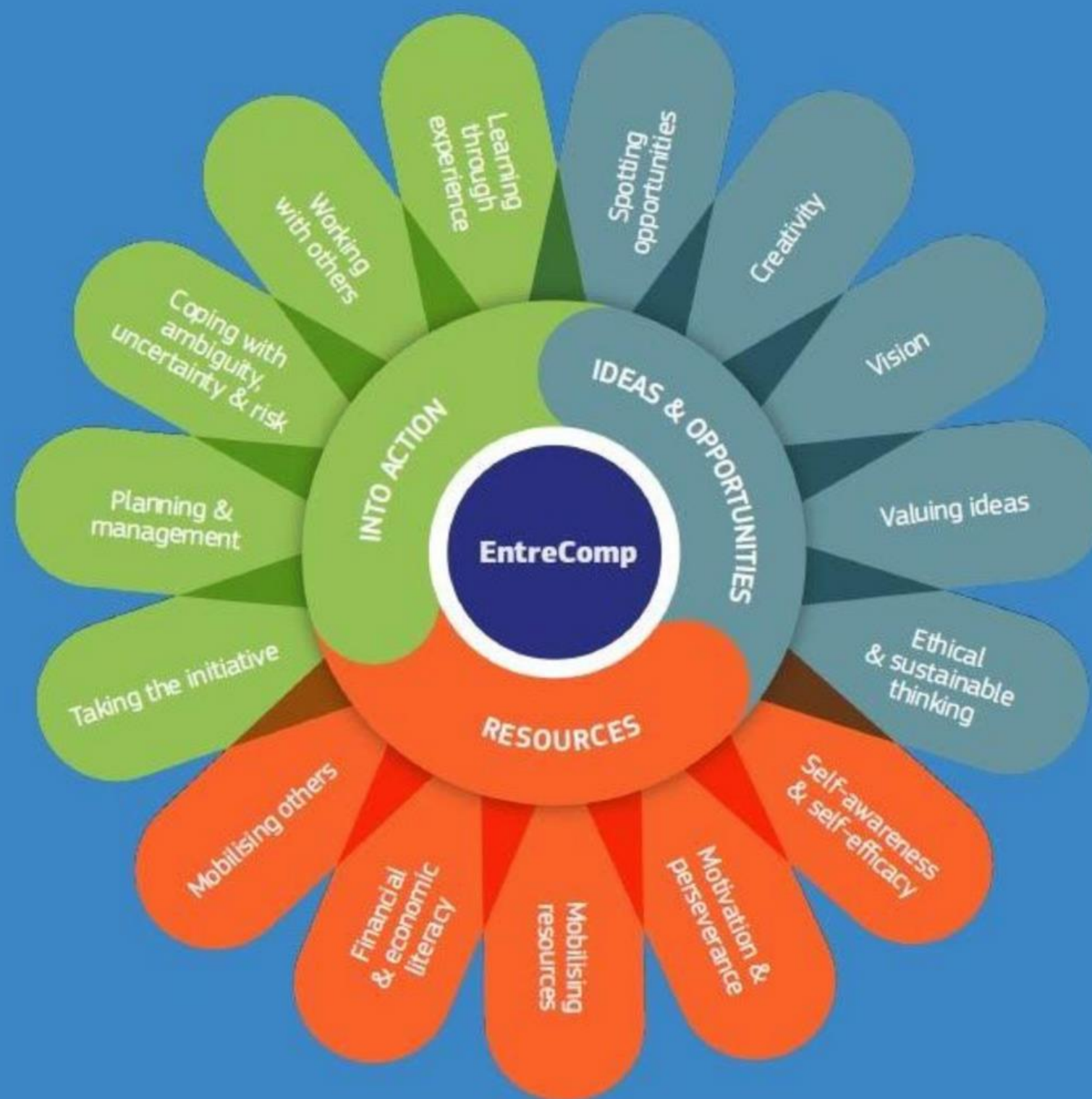
Self assessment

- What are your strongest attributes as an entrepreneur?
- What are your weakest attributes as an entrepreneur?
- How do you overcome doubts and fears in your journey as an entrepreneur?



Attributes of a diverse entrepreneur

EntreComp: The European Entrepreneurship Competence Framework





Attributes of a diverse entrepreneur

- Creativity
- Passionate about your service / product
- Problem solving
- Risk taking
- Self discipline
- Networking and good social skills
- Taking initiative
- Flexibility & adaptability
- Working results-oriented
- Perseverance



Case: Attributes of a diverse entrepreneur

- You have created a skin care line. You have completed the branding. It is called 'BeYou'. The launch is in 2 weeks time and you already received the full product. You get a call from your lawyer saying a company wants to sue you for having their name. They are the legal owners of 'BeYou'.

What do you do?



Learnings from diverse entrepreneurs



Barriers: Life

- Not everyone is raised with equal opportunities
- Negative advice from the outside world
- Difficult obstacles in life
- Little knowledge of Belgium as a s.o. with diverse background





Learnings from diverse entrepreneurs

Barriers: Mindset

- "others do it better"
- being female/people underestimating you
- imposter syndrome
- being too modest
- wanting to do everything at once/trust the journey





Learnings from diverse entrepreneurs

Barriers: Specific to entrepreneurship

- Capital needed
- Many risks
- Hiring a team
- Hard work/persistence
- What if concept with cultural approach doesn't catch on?
- Uncertain future in the industry





Learnings from diverse entrepreneurs

Drivers: Higher purpose

- Freedom
- Financial independence
- Growth
- Flexibility
- Make the world a better place by solving problems
- Being able to do your own thing
- Freedom from social expectations



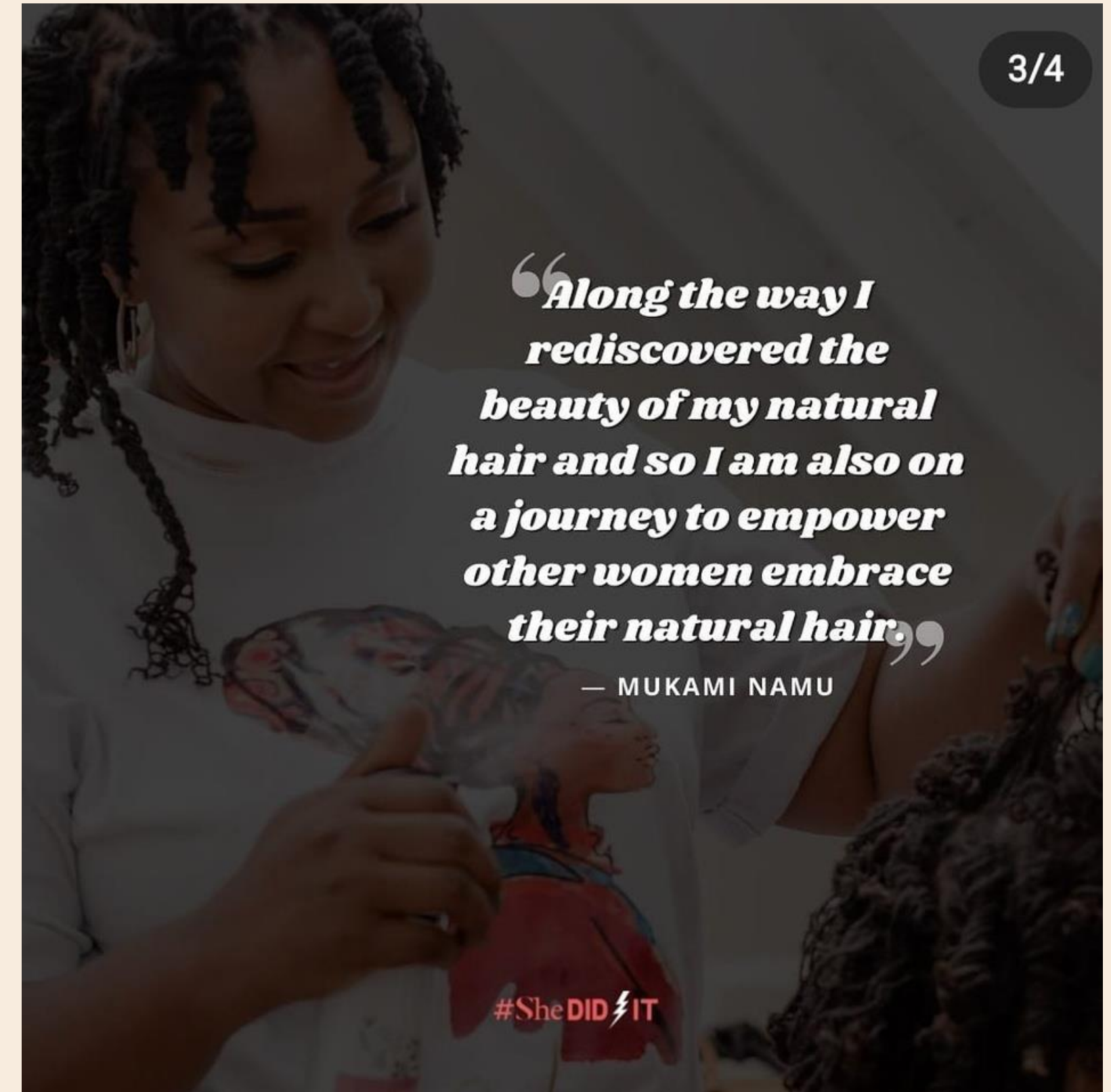
Learnings from diverse entrepreneurs

Drivers: Culture

- If you don't know where you are going, know where you came from
- Roots as a source of inspiration
- Diversify existing concepts
- Make sure your culture is represented



Learnings from diverse entrepreneurs





Learnings from diverse entrepreneurs

Drivers: Environment

- Support from the spouse
- Encouragement from the family
- Parents who have gone before her
- Making your children proud



Learnings from diverse entrepreneurs

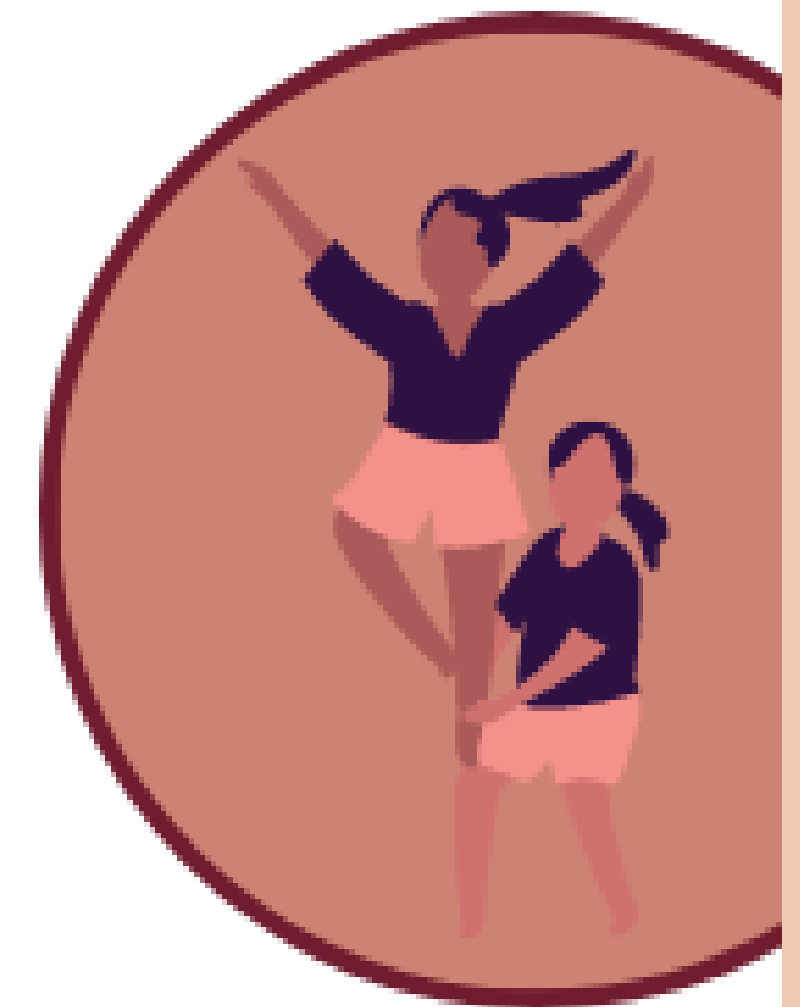
Drivers: Self motivation

- If you show it to the world, you can be held responsible.
- The fear of losing is greater than the loss.
- Breaking the circle/cycle
- Giving up doesn't exist if you like the work
- Give yourself the space to fail,



#SheMeansBusiness

“A safe (work) space where your **cultural background** is seen as a strength, your **business ideas** are heard and where your **ambitious identity** flourishes! Because it is time, time for ***#SheMeansBusiness***



#SheMeansBusiness



#SheDID IT introduces
#SheMeansBusiness

Who you are

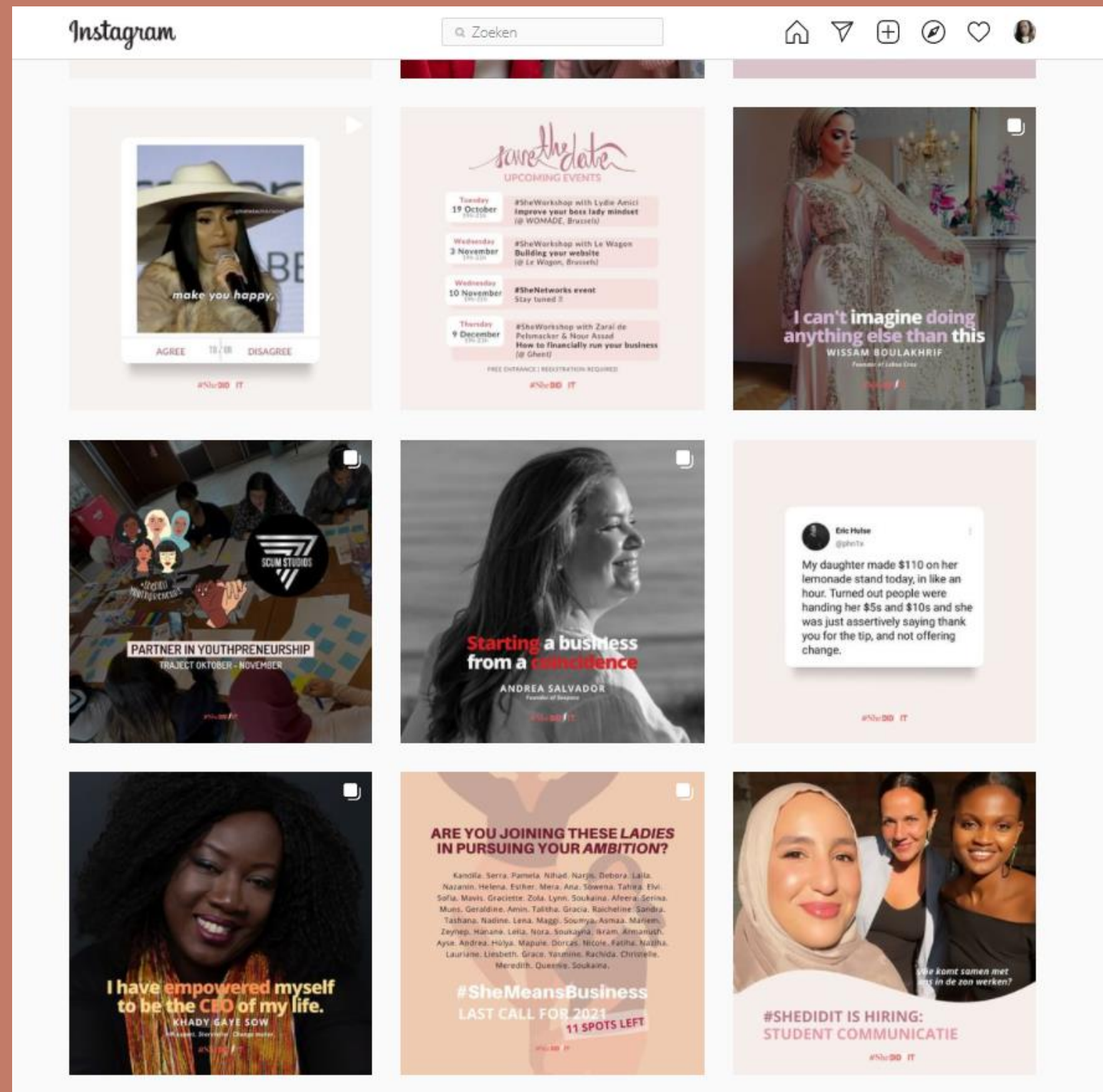
- Woman with diverse cultural roots
- Playing with a business idea & in need of help
- No idea where to start

What we do/are

- Free individual business coaching for 3 - 6 months
- One stop shop for advice from experienced entrepreneurs
- Provide a network

“A safe (work) space where your *cultural background* is seen as a strength, your *business ideas* are heard and where your *ambitious identity* flourishes! Because it is time, time for **#SheMeansBusiness**”

How #SheDIDIT promotes diverse entrepreneurship: Community & stories





Contact us:

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GIRLS WITH DREAMS
— *become* —
WOMEN WITH VISION