#SheDIDIT

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 assessment

- #SheDIDIT
- Cultural differences in entrepreneurship
- Added value of having diversity in entrepreneurship
- Self assessment
- Attributes of an entrepreneur
- Learnings for entrepreneurs
Who are we?

Partners in crime

Lien Warmenbol
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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
Google Maps of entrepreneurial women!

+ 300 ambitious vrouwen with diverse cultural backgrounds
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 %)

Geboortenationaliteit

Huidige nationaliteit

Andere • EU-27 (zonder België) • België

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 & adaptibility
• 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 so. 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

"Africa is who I am, what I aspire to be."

— Mukami Namu

Founder of Mukami Namu

"Along the way I rediscovered the beauty of my natural hair and so I am also on a journey to empower other women embrace their natural hair."

— Mukami Namu
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,
"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

#SheDIDIT introduces #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

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

www.shedidit.be/shemearsbusiness
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How #SheDIDIT promotes diverse entrepreneurship: Community & stories
Contact us:

www.shedidit.be
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www.facebook.com/shedidit.be

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Contact me: Wendy@shedidit.be
GIRLS WITH DREAMS become WOMEN WITH VISION