



Entrepreneurship4All

# Women's Academy Tools and Resources Guidebook



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Welcome to the Entrepreneurship4All Women's Academy Tools and Resources Guidebook.

In this guidebook you will find links to a variety of tools, websites, podcasts, blogs, videos and more to support your entrepreneurial journey. This is, of course, just a taster, there is a whole world of resources out there, especially through the [Entrepreneurship4All Learning Pathways](#). If you find something interesting why not share it in the [Entrepreneurship4All Academy Community](#) on LinkedIn.

The Entrepreneurship4All  
Project Team

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[Website](#)



[Learning Pathways](#)



[Academy Community](#)



[Events](#)

Scan the QR codes or click the links to access each resource.



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## Entrepreneurship4All: Women's Entrepreneurship

Deepen your knowledge and learn more with these courses on women's entrepreneurship from Entrepreneurship4All. All courses are free to access, you can also earn a digital badge for each course you complete.

Please note that you must [register for an account](#) to access the courses.



Course 1.5  
**Women's  
Entrepreneurship  
and Start-ups**

[Go to the course!](#)



Course 2.5  
**Women Leading  
Small Businesses**

[Go to the course!](#)



Course 3.5  
**Accelerating  
Women's  
Entrepreneurship**

[Go to the course!](#)



Course 4.5  
**Successful  
Women's  
Entrepreneurship**

[Coming soon!](#)



## Entrepreneurship4All Women's Academy

### Redefining Success: Women Entrepreneurs Share Their Journeys

Success is more than just financial gain. It's about impact, resilience, and personal growth. This interactive session provides a space for women entrepreneurs to share their success stories, challenge traditional definitions of success and inspire each other. Through open discussions and reflection, participants will celebrate their own achievements and redefine success on their own terms.

#### Meet our hosts



**Lisa McMullan**



**Roz Dean**



**Yan Miao**

**enterprise  
evolution**



The Women's Organisation

#EntreprenHERship



#enterprenHERship Share

# Rise above the stereotype

Watch on YouTube

WATCH NOW

JOIN THE  
CAMPAIGN

## Entrepreneurial Training – Build Your Mindset with E4A11



What if everyone, regardless of their area of expertise, had the opportunity to receive entrepreneurial training? Beyond our professions, adopting an entrepreneurial mindset is key when launching independent projects – especially if we aim to be creative and achieve meaningful outcomes.

Read about the importance of building your entrepreneurial mindset with this article from psychologist Cynthia Flores.



## Support for Women Entrepreneurs

### WEgate

To help women create and run successful companies, we launched the Europe-wide online platform [WEgate](#), continuing to support women entrepreneurs during the Covid-19 pandemic.

WEgate unites all initiatives supporting women entrepreneurship into one platform dedicated to women entrepreneurs and their needs related to starting, financing, and managing their businesses. The intention is to create a hub for connecting women entrepreneurs with support organisations at local, regional, national and European level, thus facilitating their access to mentoring and business networks across Europe.

### EEN for Women

The [Enterprise Europe Network](#) (EEN) has a dedicated group of experts working on women's entrepreneurship that gathers numerous partner organisations in multiple countries in Europe and beyond. The group connects women entrepreneurs to the network's business and innovation support activities and provides concrete services, such as business partnering, access to foreign markets, cooperation with local networks, as well as access to EU funding.

### ESTEAM Fests and Communities

Empowering women and girls through digital and entrepreneurial competences with [ESTEAM Fests and Communities](#). The European Commission and the European Innovation and SMEs Executive Agency (EISMEA) implement a project together with Deloitte, the European Women Association and Vlajo to empower women and girls in particular by boosting their digital and entrepreneurial competences and increasing their confidence to choose STEM career paths.







Entrepreneurship4All  
**Session 1 -  
Redefining Success**



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Entrepreneurship4All Women's Academy

## **Redefining Success: Women Entrepreneurs Share Their Journeys**

Success is more than just financial gain. It's about impact, resilience, and personal growth. This interactive session provides a space for women entrepreneurs to share their success stories, challenge traditional definitions of success and inspire each other. Through open discussions and reflection, participants will celebrate their own achievements and redefine success on their own terms.

### **Meet our guest speakers**



**Lorraine Acheson**  
[Women in Business Northern Ireland](#)



**Lola Onipko**  
[Invest in Bravery](#)



**Joanne McCormick & Sara Burgess**  
[Ava and Harrison Children Hair Salon](#)

# Entrepreneurship4All Women's Academy

## Redefining Success: Recap



### Redefining Success for Women Entrepreneurs

- Success is not just about financial gain but includes fulfilment, balance, freedom, and community impact.
- Lorraine from Women in Business Northern Ireland highlighted their 22-year-old network supporting 10,000+ women.
- The importance of celebrating women's achievements through initiatives like the Women in Business Awards was emphasised.

### Women Entrepreneurs' Journeys & Challenges

- Joanne and Sara shared how their children's hair salon rapidly grew due to demand and community support, in part thanks to their unique selling point of inclusivity and accessibility.
- Lola spoke about her global experiences and the need to support women entrepreneurs in diverse ways.
- A major challenge for women-led businesses is raising finance and managing cash flow, with organisations like the Women's Organisation providing crucial support.

### Encouraging Women to Define Their Own Success

- Participants were encouraged to create personal success vision boards, reflecting on their aspirations.
- Resisting societal pressure and embracing bravery and ambition were key themes.
- The Entrepreneurship4All learning platform was introduced as a resource for entrepreneurial women.

### Next Steps & Upcoming Sessions

- In the next sessions we will be looking at Future Proofing Women's Leadership and Women's Health at Work
- Finally, we reflected on the evolving nature of success and the importance of community and peer support.





## Reflection: Vision Board

Take a moment to reflect, and create your own success board. Think about the questions below and add your responses. It's up to you how you complete the board, this page can be completed digitally, in print, or simply making a list in a note book. Remember, your answers might change as your entrepreneurial journey develops, and that is OK. Come back to after a some time has passed to see how your answers compare.

**What does success mean to you?**

**How do you define success in your own journey?**

**What is your ultimate vision for your life and your business?**

**What are your personal goals, beyond business, that you want to achieve?**

**What does work-life balance look like for you?**

**How do you want your business to impact your community or the world at large?**

**What values do you want your business to represent?**



# Entrepreneurship4All Women's Academy

## Redefining Success

**Success is personal**—you define it, and you own it!  
Success is about **fulfilment, not just financial gain.**  
Success is **ever-changing.** What works today may evolve tomorrow.  
Success is about **staying true to your values.**

Here are some additional articles and resources to read:



### Transforming Tomorrow: The Entrepreneur's Role in Redefining Success

In the vibrant tapestry of our modern economy, entrepreneurs emerge as not just business founders but as architects of change. Their...

Medium / Nov 15, 2024



### Redefining Success

Have you ever pondered what lies beyond the traditional career path? This post peels back the layers of my post-corporate odyssey – a tale of experimentation, exploration, and redefinition.

Mother of Invention / Mar 25, 2024



### Women's entrepreneurship: Its evolution in Spain

As a woman, how can you get started in the business world? If you are in this situation, let me tell you that you are not alone and that you can be part of the growing occurrence of women's entrepreneurship in Spain.

MicroBank / 27 Feb 2024

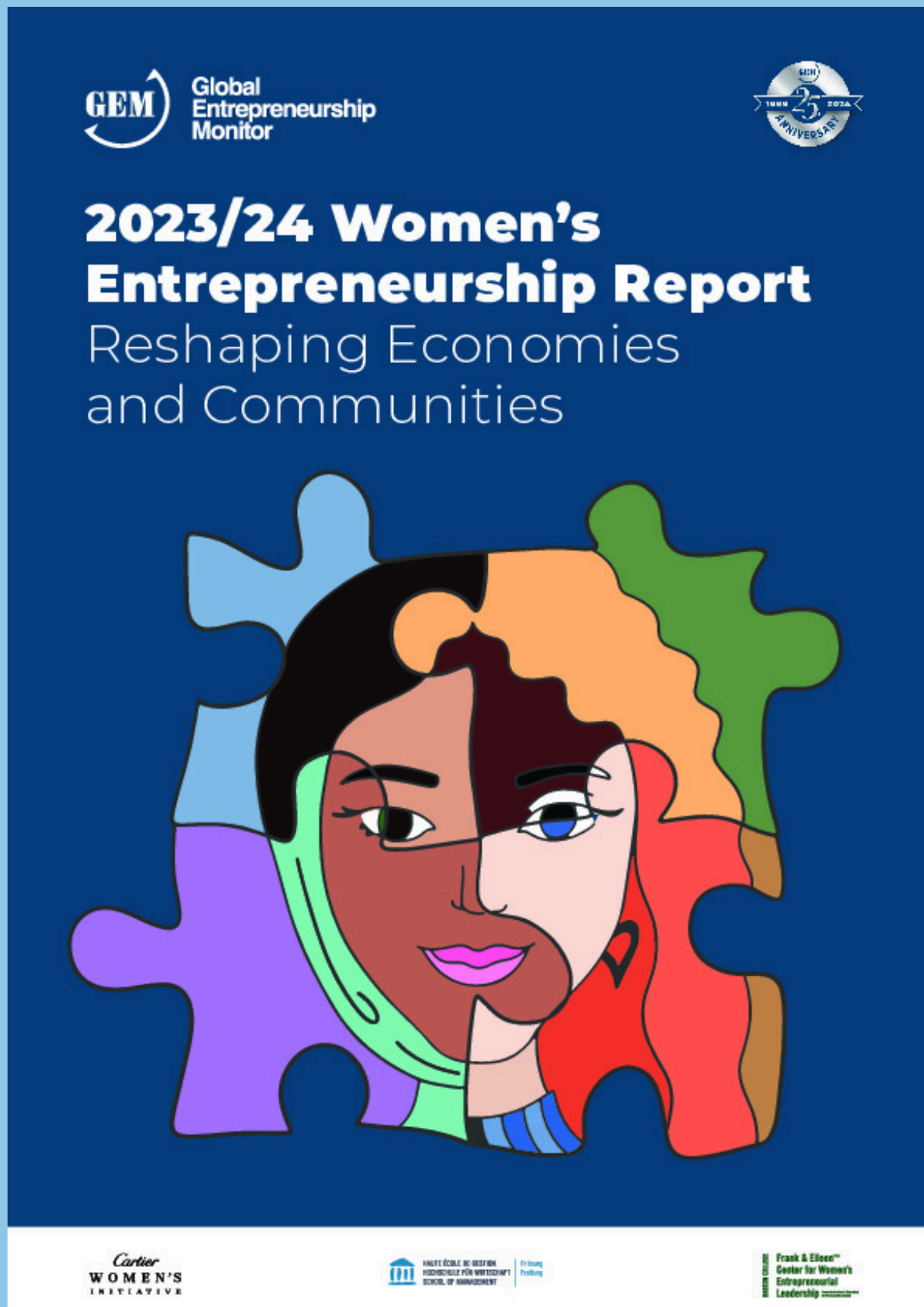


## 2023/24 Women's Entrepreneurship Report Reshaping Economies and Communities

The Global Entrepreneurship Monitor (GEM) 2023/24 Women's Entrepreneurship Report: Reshaping Economies and Communities highlights an upward trend in women's startup and established business ownership (a business in operation for more than three and a half years) over the past quarter century. GEM has provided insight on the state of women's entrepreneurship since 1999.

The 12th edition of the GEM Women's Report highlights the following important trends:

- Women's startup activity rates have risen from an average of 6.1% between 2001-2005 to 10.4% for the 2021-2023 time period across 30 GEM-participating countries. While one in 10 women started new businesses in 2023, compared to one in eight men, several countries such as France, the Netherlands and Hungary saw women's startup rates more than double over the past two decades. However, high-income countries continue to report the lowest rates of women's startup activity and display the largest gender gap.
- Women's established business ownership rates across the 30 countries compared have also gone up from 4.2% to the current 5.9%. High rates were particularly strong for women in South Korea, Saudi Arabia, Lithuania, Puerto Rico and Thailand.
- Entrepreneurial perceptions among women have improved significantly over the past two decades, with a 79% increase in perceived business opportunities and a 27% increase in startup skills. Fear of failure rates have also risen by over half among women, posing new questions for researchers and policymakers.





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# Session 2 - Future Proofing Women's Leadership



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Entrepreneurship4All Women's Academy

## **Future Proofing Women's Leadership: Entrepreneurship, AI and Sustainability**

This dynamic session examines the challenges women leaders face and how they turn them into opportunities. As the business landscape evolves, adaptability, technology, and sustainability are key to long-term success. Through AI, digital transformation and sustainable innovation, women entrepreneurs can future proof their businesses and drive meaningful change. Participants will gain practical insights on staying competitive, embracing new opportunities and leading with impact in an ever-changing world.

### **Meet our guest speaker**



**Anne-Charlotte  
Joubert**  
[Wonderfund](#)



**Chiara Menini**  
[EIT Food](#)





## Entrepreneurship4All Women's Academy

### Future Proofing Women's Leadership: Recap

#### Challenges & Opportunities for Women Entrepreneurs

- Key barriers include access to funding, gender bias, lack of leadership representation, and imposter syndrome.
- Solutions highlighted:
  - Building strong networks and mentorship to overcome leadership gaps.
  - Exploring diverse funding options (women-focused grants, alternative finance).
  - Developing a CEO mindset to combat self-doubt and imposter syndrome.
- Entrepreneurship4All platform offers learning pathways and funding resources to support women entrepreneurs.

#### Future Trends: AI, Digitalisation & Sustainability

- AI and digital transformation help automate tasks, optimise operations, and enhance competitiveness.
- Sustainability is increasingly demanded by consumers and investors, making it a critical business priority.

Women entrepreneurs must adapt to these trends to build resilient and future-proof businesses.

#### Guest Speaker Insights

- Anne-Charlotte specialises in EU funding and innovation to help businesses access finance.
- She shared her journey of building a support network in Sweden and co-founding the European Female Founders Forum, and encouraged women to acknowledge their strengths and seek mentorship.
- Chiara focused on education and leadership development in sustainable food innovation.
- She also highlighted the importance of entrepreneurial learning and skill development for business success.

#### Reflections & Next Steps

- Participants were encouraged to share personal challenges and strategies for overcoming them.
- Key takeaway: Success is built on continuous learning, adaptability, and strong community support.



Entrepreneurship4All Women's Academy  
**Women Entrepreneurs Past and Present**



**Challenges**

**Access to Funding & Financial Challenges**

**Gender Bias & Stereotypes**

**Lack of Representation in Leadership & Decision-Making**

**Imposter Syndrome & Self-Doubt**

**Solutions**

Networks, Apply for Women-Focused Grants & Funds

Surround Yourself with advocates, combat bias, know your rights

Expanding Networks & Finding Mentorship

Charging your worth & negotiating with confidence, adopt a CEO mindset, reframe failure as growth





Entrepreneurship4All Women's Academy

## **Practical Steps to Future Proof Your Business through a growth mindset**

Read each statement and decide which one you agree with the most.

- 1. Your entrepreneurial competence is something very basic about you that you can't change very much**
- 2. You can learn new things, but you can't really change how entrepreneurial you are**
- 3. No matter how much entrepreneurial you are, you can always change it quite a bit.**
- 4. You can always substantially change how entrepreneurial you are.**

*Adapted from Dweck, Carol S. Mindset: The new psychology of success. Random house, 2006*

### **Developing a Growth Mindset**

My/Our .... (product or service)

Helps ..... (your target, customer, user)

That wants ..... (objective of the customer/user)

Reducing, eliminating ..... (customer pain)

Increasing, enabling ..... (customer gain)





# Entrepreneurship4All Women's Academy

## Future Proofing Women's Leadership

Here are some additional articles and resources to read:



### Embracing AI and Strategies for Future-Proof Leadership

Artificial intelligence (AI) isn't some far-off sci-fi concept anymore; it's here, and it's changing the way we live and work every day.

Brainz Magazine / Mar 4



### Future-Proof Your Career: How Women Can Lead the AI Revolution

Generative AI is reshaping the professional landscape, but a significant readiness gap leaves many women behind. According to NDTV Profit, only 35% of women feel entirely prepared to use generative AI tools,...

LinkedInEditors / Nov 22, 2024

## EMPOWERING WOMEN INNOVATORS

#internationalwomensday

EUROPEAN INNOVATION COUNCIL AND SMEs EXECUTIVE AGENCY

**Empowering women innovators: business and innovation support programmes for women entrepreneurs**

On this international women's day, we are highlighting all the programmes managed by the European Innovation Council and SMEs Executive Agency that support women innovators, entrepreneurs and...

European Innovation Council and SMEs Executive Agency (EISMEA) / ...



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# Session 3 - Women's Health at Work



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## **Women's Health at Work: Creating Supportive and Inclusive Workplaces**

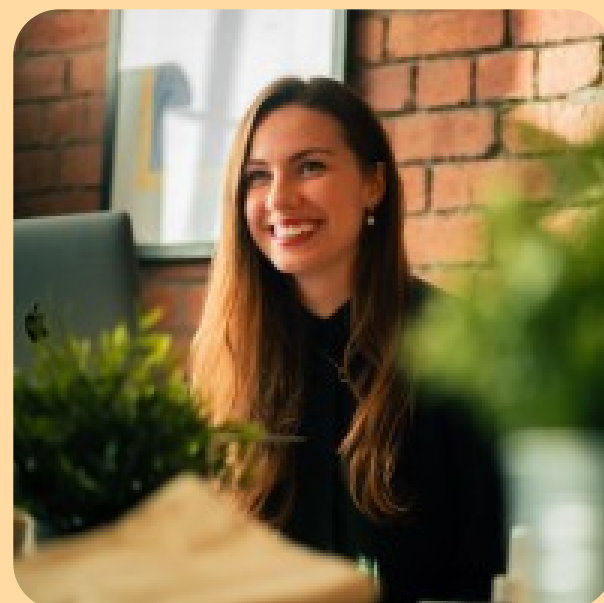
Women's health is a crucial yet often overlooked aspect of workplace well-being. This session explores how businesses can create supportive environments that address key issues such as flexible working, menstrual health, maternal health, menopause, and overall well-being for women at work. Through open discussions and practical strategies, learn about creating more inclusive workplaces, advocating for supportive policies, and fostering a culture where women's health is openly addressed.

### **Meet our guest speakers**



**Niamh Gaffney**

[Directionality](#)



**Caroline Welsh**

[Leafyard](#)

# Entrepreneurship4All Women's Academy

## Women's Health at Work: Recap



### Creating Inclusive Work Environments

- Niamh emphasised the importance of trust, psychological safety, and gender bias awareness in the workplace.
- Leaders should model inclusive behaviours, provide flexible working arrangements, and create a culture where women feel safe to fully participate.
- Women often struggle with self-minimisation, and leaders should actively encourage them to take up space and have their voices heard.

### Addressing Women's Health Challenges in the Workplace

- **Menstrual Health:** Women often experience workplace discrimination related to their menstrual cycles. Providing flexible working options, menstrual products, and appropriate facilities can improve wellbeing.
- **Menopause:** Symptoms like hot flashes, fatigue, and memory issues affect work performance. Flexible work policies, temperature control, and supportive leadership help retain experienced female employees.
- **Maternal Health:** Many women experience pregnancy discrimination and a lack of flexible working options post-maternity. Employers should ensure fair treatment, rest breaks, and support for returning mothers.

### Mental Resilience & Workplace Wellbeing

- Caroline highlighted that mental resilience is a skill that can be developed, not just an inherent trait.
- Companies should prioritise mental health as much as physical health, offering safe spaces, flexible schedules, and stress management resources.
- Encouraging open conversations and reducing stigma around women's health issues can lead to healthier, more productive workplaces.



# Entrepreneurship4All Women's Academy

## Three key stages of women's health



### Menstruation

- Endometriosis, which causes pain and heavy bleeding, is estimated to affect approximately **10% of women**
- Around **7 in 10** experienced a negative impact at work due to their menstrual health
- **7% of women** feel discriminated against at work because of menstrual symptoms
- Just **1 in 5** tell their manager if menstruation is the reason for being off work



### Pregnancy, pregnancy loss, fertility and post-partum

- In a recent survey **12% of women** reported being unfairly dismissed or made redundant during pregnancy or maternity leave.
- **16% of pregnant** employees say how they were treated at work while pregnant impacted their mental health
- **37%** were NOT offered flexible working to fit around childcare when they returned to work
- and **9%** said they didn't return because of that reason (Culture Shift)



### Menopause and perimenopause

- **16% of women** said that giving menopause as a reason for taking time off work negatively affected their career
- **40% of women** with menopause symptoms work through pain without taking time off (Deloitte)
- **1 in 8 women** have left their job due to severe menopause symptoms.
- **23% of working women** have considered quitting due to menopause or menstrual symptoms (Simplyhealth).
- **1 in 2 women** say menopause made their work life harder (Pfizer, 2014).





## Menstruation

- Provide regular access to toilets
- Provide disposal bins
- Consider providing products in the toilets
- Allow women to bring in a hot water bottle if needed
- Provide access to fresh air and drinking water
- Support flexible working - some women may choose to work from home if their periods are painful or heavy
- Consider providing quiet spaces for rest or management of symptoms
- Allow access to open windows or fans
- In "Hot Desking" spaces consider keeping seats near windows reserved
- Provide opportunities to stand up and move around if seated for long periods
- If standing for long periods provide opportunities to take seated breaks



## Pregnancy, pregnancy loss, fertility and post-partum

- Provide regular rest breaks or longer lunch breaks
- Enable flexible working for those experiencing difficulty with sleep or morning sickness
- Allow working from home, particularly if nausea & vomiting is severe
- Provide seating
- Consider providing quiet spaces for rest or management of symptoms
- Allow access to open windows or fans
- Think about strong scents or odours (e.g. someone eating at their desk)
- Restrict lifting and handling requirements of the job



## Menopause and perimenopause

- Create a culture of openness - women are more likely to reach out for support if they feel confident in their manager
- Workplace Adjustments: Provide fans, Good ventilation & temperature control, Cold drinking water, Easy access to toilets, Rest Areas, Extra comfort breaks
- Occasional Working from home when symptoms are severe
- Flexible start and finish times - particularly if sleep is affected by symptoms
- Record absence from work related to symptoms as an "on going issue" so it doesn't negatively affect employment records.

# Entrepreneurship4A1 Women's Academy

## Case Study 1 - With input from our audience



- Hannah works on helpline for insurance company
- It is a pressurized role, and she has call related targets and deadlines
- Has erratic heavy painful periods and is taking sick days on a regular basis - seems to be a monthly pattern.
- As Hannah's manager – what adjustments would you make?

Plan realistic deadlines together with Hannah	inhouse/online consultations	being flexible	consider more flexible working hours	suggest a doctors note spnit doesnt affect her work history	Inform all colleagues of all genders what is available	Create a feasible timeline that works for both parties	Before making any adjustments I would ask Hannah what she needs, I would not assume
check in more often about the progress and needs	Assign some her less-important tasks to her workmates	Consider WFH options	check our sickness policy - this shouldnt be considered as 12 different incidents of sickness in 1 year	adjust work charge	Try to manage her schedule	Have a one to one to understand the issues	
When would be appropriate to suggest it's not the right role for her?	Can she WFH? what will be helpful to Hannah?	Flexible hours - e.g monday she feels awful so she can make up the time later	reduce stress by changing the target of the call	work from home	Talk to Hannh	see if anything can be done from home - move hours around.	

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## Case Study 2 - With input from our audience

- Elaine works is a senior designer for a digital agency and is struggling with joint pain.
- She is also struggling with sleepless nights due to restless legs and hot flushes
- Elaine wants to know if any adjustments to her work are possible.
- As Elaine's manager – what adjustments would you make?



standing desk or ergonomic chair	In office: Have hot compress readily available in case of joint pain	Connect her to the health team - options	Speak to workplace health specialist	Hybrid work	get her health also monitored	Share "therapeutic" conversations
offer cofinanced specialized tranings	ensure we provide the right kit / equipment - is the chair set up right	encourage lunch time walks to gently get her moving	Work from home Flexible working options	talk to Elaine what will be helpful? WFH? Flexible hrs?	Talk to Elaine and decide best work-hours	



## Women's Workplace Wellness Advocacy Development Programme: Self-Paced

Are you ready to make a real difference in your workplace? The Advocacy Development Programme is a fully-funded training initiative designed to equip employees in SMEs with the knowledge and confidence to advocate for women's health at work. Neglecting women's workplace health costs the UK economy £20.2bn per year! Addressing issues like menstrual, maternal, and menopausal health improves engagement, reduces absenteeism, and creates a more supportive, inclusive work environment.

### Who is this for?

- SME employees (businesses with  $\leq 250$  staff)
- Business owners, managers, team leaders
- Anyone passionate about workplace wellness

### What you'll gain:

- Open Awards Badge of Excellence Certificate – boost your CV & LinkedIn profile!
- Access to the WWW Advocates Network – ongoing support & resources
- Mental Health First Responder Training – 5 free places for your organisation!
- Free trial of Leafyard Web App – science-backed mental health support





## **Toxicity in the workplace: How to spot it, and what employers can do about it**

Is Your Workplace Toxic Without You Even Realizing It? Many employees unknowingly work in toxic environments, normalising negative behaviours that should raise red flags. From unclear expectations to exclusionary decision-making and hyper-competitive cultures, workplace toxicity can quietly undermine both well-being and productivity.

🔍 How can you recognize it?

💡 What can employers do to fix it?

💬 Why is open communication the key to a healthier, more successful work environment?

Find out what organisational psychologist Niamh Gaffney has to say about spotting and addressing workplace toxicity. Read the full article here: [Business Post](#)





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