



# m u m preneurship

## Role-Model Education Toolkit





Co-funded by the  
Erasmus+ Programme  
of the European Union



**m u mpreneurship**

**The project “Mumpreneurship” is based on the values of gender equality and especially the participation of mothers in the field of innovative and social entrepreneurship.**

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<https://mumpreneurship.net>

## **Intellectual Output 1**

# **VET Trainer Learning Training Toolkit on Role-model education**



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## Introduction to the “Mumpreneurship” project

The project “Mumpreneurship” is based on the values of gender equality and especially the participation of mothers in the field of innovative and social entrepreneurship. Both Eurostat (2019) and “Women’s Economic Empowerment” (2016) report provide strong evidence that women are lagging behind men in terms of the number of female business owners, the size of women-owned businesses, and their access to economic resources. Women’s economic empowerment is a cornerstone of the 2030 Agenda for Sustainable Development and Entrepreneurship 2020 plan. Even though data regarding women's careers and life balance and women's multiple roles and their coping strategies and mechanisms has been more prominent over the past three years (Brink et al, 2001), there are still major misconceptions regarding mothers in the workplace especially when referring to disadvantaged mothers; single mothers, migrant mothers, mothers with social needs.. The role of these misconceptions is evident in the amount of companies reducing their expectations to hire working mothers. There is evidence that the care of children plays a crucial role in mothers’ and households’ labor supply decisions: European data demonstrate that in 2017, the employment rate of women with children aged 6 or less was 64.6% in the EU as opposed to 79% for women without children.

### The most important reasons for this include:

- concerns about childcare
- financial issues,
- inability to balance career and family
- attitude of their supervisor and other employees upon their return
- fear of failure
- lack of self-confidence
- lack of education and examples

Moreover, when coming to disadvantaged mothers (single mothers, migrants, mothers with social needs, disabled, unemployed etc) the challenges are multiply:

- acculturation (different language, culture, values, costumes)
- discrimination
- lack of free and personal time



- social exclusion
- financial and social dead ends
- sense of guilt
- stigma
- loneliness

### The OBJECTIVES of “Mumpreneurship” project

1. promote economical, social and gender equality in entrepreneurship
2. promote VET education accessibility on entrepreneurship education and social entrepreneurship for mothers especially the disadvantaged ones
3. encourage psychological the women that they can be simultaneously a good mother and a good professional
4. bring out the importance of working and innovating for the mother's psychological, emotional, cultural, social balance and wellbeing
5. fight stereotypes against women who want to work again after their childbirth, especially the disadvantaged ones who are migrants, single mothers, disabled, unemployed or with social needs
6. motivate and help mothers especially the disadvantaged ones, creating their own work in the new economy
7. inspire mothers through role-model education to take the risk of founding their own enterprise
8. enhance acquisition of key skills and competences to mothers
9. empower VET trainers/ educators/relevant professionals regarding mumpreneurship offer to VET trainers/ educators/ relevant professionals new tools

## Introduction of the Learning Training Toolkit

### Main Objective of the Learning Training Toolkit

The main objective of this document is to develop a Learning-training toolkit on Role-model education for promoting social inclusion of mothers in entrepreneurship and fighting stereotypes through real-life role-models and related activities.

This is the first output of the **Mumpreneurship** project, in the form of an Open Education Resource and reader-friendly Learning **Training Toolkit** addressed to **VET Trainers**. It contains the information necessary for enabling a VET Trainer to empower social inclusion of mothers, especially the disadvantaged ones which includes approaches on Role model education, seen under the perspective of social inclusion of mothers. The main objective of this toolkit is to develop a Learning-training toolkit that uses Role-model education for promoting social inclusion of mothers in entrepreneurship and fighting stereotypes through real-life role-models and related activities

### Main contents of the toolkit

- A.** A report on approaches and best practices on Role-model education and selected existing tools (internationally) which bring out the role of mothers in entrepreneurship and leadership.
- B.** Collection of Biographies and short presentations of work and life of prominent mothers-women as role-models.
- C.** A presentation (ppt) with the Biographies-photos of Role models.
- D.** Collection of inspiring videos/movies/books/talks and other references about mothers
- E.** Development of specific Activities based on Role-model education that enhance social inclusion of mothers.

### The methodology behind the development of the curriculum.

It was produced through a collaborative consortium work, and following a specific methodology:

- (1) Design of the structure of the document by the output leader
- (2) Research for references and resources by all partners regarding entrepreneurship situation of mothers in their countries

- (3) Creation of the content by output leader (Texts, Images, Graphics, Resources, Bibliography, PPT)
- (4) Review of the content by partners
- (5) Creation of the final version
- (6) Translation

## Role Modelling Theory and Benefits

### What is Role Modelling

Individual decisions to engage in a certain behavior are often influenced by the behavior and opinions of others, the demonstration of their identity and by the examples they provide. This also holds for the occupational choice of individuals and, more specifically, the decision to engage in entrepreneurship. Many entrepreneurs claim that their business start-up decision and the development of their business have been influenced by others. These 'others' are often entrepreneurs and may range from famous people such as Steve Jobs to former colleagues or family members. Such persons serve as role models.

***A role model is a common reference to individuals who set examples to be emulated by others and who may stimulate or inspire other individuals to make certain (career) decisions and achieve certain goals.***

The relevance of role models for entrepreneurs is evident in the popular business press that is full with stories of, and references to, entrepreneurial endeavors and successes that have influenced other entrepreneurs.

A role model is a person whose behaviour, example, or success is or can be emulated by others. The term role model is credited to sociologist Robert K. Merton, who hypothesized that individuals compare themselves with reference groups of people who occupy the social role to which the individual aspires.

### Usage of the training toolkit on Role-model education

According to recent studies role-modeling is a very efficient tool not only for improving social skills such as self-confidence, empathy and critical thinking, but also to educate about challenges of entrepreneurial career. Entrepreneurship has become more important over the last few decades in reducing youth unemployment, improving financial stability, and promoting economic growth. As a key part of social development, entrepreneurship not only



gets the attention of academics, but it also gets the attention of many individuals that want to change their careers. Governments and scholars have both made a lot of efforts to help people who want to start businesses, like setting up incubators, putting in place supportive policies, and setting up entrepreneurship education programs (EEPs). Many of these projects have been based on the assumption that these efforts can inspire entrepreneurial spirit, boost emerging entrepreneurs' confidence, and encourage them to start businesses. There are many studies that show that entrepreneurship education helps people become more entrepreneurial and helps them do more of it.

Most of the time, when people talk about entrepreneurs, they think of people who have gone after a dream to start a business. Many of them are role models for people who want to start a business, because they are so focused on getting their hands dirty and making things happen. We're not talking about the simple desire to copy a businessperson because of their wealth and success. Instead, we're talking about being a role model, which means having awe and respect for a person's methods and strategies for building successful and effective businesses. They do things that people think are impossible. The best entrepreneurs in the world are not really looked up to because they make a lot of money. Instead, they do three important things: they solve big global problems, they take precautions in risky situations, and they create new things with limited resources.

For mothers, especially the disadvantaged ones, the development of strategies to support the maintenance of positive life roles is an urgent need due to the discrimination they face in the job market. Entrepreneurial role model stories make people want to start their own businesses, pursue their own business plans and make it easier for them to follow in their footsteps. Using role-modelling for education is not just about learning facts and skills. It also helps young entrepreneurs think about the future and make career decisions. Many studies show that EEP is a good way to encourage people to be more entrepreneurial. Role-based teaching is often used in EEPs to help people learn about entrepreneurial role models like Sara Blakely, Emma Isaacs, and Meekyung Chung.

"Mumpreneurship" aims to fight the stereotypes about mothers, especially the disadvantaged ones, by offering tools and paradigms to them and their trainers to meet their need for positive and successful examples which will help them to overcome their fears and problems.



# TRAINING IMPLEMENTATION



## DEVELOPMENT OF SPECIFIC ACTIVITIES

### Activity 1: Role Model Mind Mapping

<p><b>Title of activity:</b> Role Model Mind Mapping</p>	
<p><b>Scope of activity:</b></p> <ul style="list-style-type: none"> <li>- Objectives: to allow learners to research different role models that they would aspire to, choose one, and then develop a mind map relating to their journey and how this could relate to their own entrepreneurial journey and personal life.</li> <li>- Learning Outcomes: Reflecting upon the similarities and differences between their own life and the life of their role model and see if anything can be learnt/ taken from the role model's life to aid the entrepreneurial development of the learning mumpreneur.</li> </ul>	
<p><b>Duration of activity:</b> 45 minutes – 1 hour</p>	
<p><b>No of participants:</b></p>	<p>A solo activity (1 learner) but can be done in a group setting to share role models, experiences and mind mapping developments.</p>
<p><b>Materials needed:</b> A4 or A3 paper Glue and scissors Magazines/printed images Coloured pens and crayons</p> <p>Access to the internet for role model research.</p>	
<p><b>Detailed description of the activity:</b></p> <p><b>Step 1:</b> The learner should find a role model they wish to create a mind map of. This role model should be a figure which they look up to.</p> <p><b>Step 2:</b> Using the paper, pens and pictures available, the learner should create a visual mind map based on their chosen role model. This mind map is very flexible, and it is up to the learner what they wish to focus on. They could look at the role model's values, work-life balance, business ventures, family focuses etc. The mind map should aid the learner in reflecting on their role model and how they could learn from them in order to develop as a mumpreneur.</p>	



**Step 3:** The learner should present their mind map to the group/VET trainer/friends or family and highlight the aspects of the role model which they look up to and what aspects of their journey the learner would like to reflect on in order to help their own development as a mumpreneur.

**Resources used:** online searches of specific role models (resources used by learners during the activity)

**Evaluation:**

- Evaluation of participants by VET trainer: A VET trainer should ask informal questions as the learner presents their mind map:
  - What have you learnt from doing this activity?
  - What aspects of your role model's life do you aspire to?
  - Is there anything you would like to implement in your own entrepreneurial journey after doing this activity?
  - Any other thoughts or comments?
- Self-evaluation of participants: learners should self-evaluate themselves by answering these questions:
  - What have I learnt from doing this activity?
  - What aspects of my role model's life do I aspire to?
  - Is there anything I would like to implement in my own entrepreneurial journey after doing this activity?
  - Any other thoughts or comments?



## Activity 2: Business pitch (elevator pitch)

<p><b>Title of activity:</b> Business pitch (elevator pitch)</p>	
<p><b>Scope of activity:</b></p> <ul style="list-style-type: none"> <li>- Objectives : Quickly getting the potential investors attention. Creating business network.</li> <li>- Learning Outcomes: Practicing how to do a quick pitch. Increasing your self-confidence and improving your presentations skills. Learning how to approach investors and their expectations from your business.</li> </ul>	
<p><b>Duration of activity:</b> 5-20 minutes</p>	
<p><b>No of participants:</b> 1-10 participants</p>	
<p><b>Materials needed:</b> No material is needed, just a business idea. (i.e. resources, tools, worksheets, etc) Note: The worksheets to be included</p>	
<p><b>Detailed description of the activity:</b> During the activity, the participants will get a quick information about how to pitch their business ideas. They will then practice it by creating an elevator pitch. After every elevator pitch a professional will help/guide them to correct their potential mistakes. The participants later will edit their pitch according to the tips they get and start pitching again.</p>	
<p><b>Resources used</b> (i.e. books, articles, OERs, etc)  <a href="https://www.youtube.com/watch?v=hGkIVxwxrCk">https://www.youtube.com/watch?v=hGkIVxwxrCk</a>  <a href="https://www.youtube.com/watch?v=Lb0Yz_5ZYzl">https://www.youtube.com/watch?v=Lb0Yz_5ZYzl</a>  <a href="https://www.youtube.com/watch?v=wVYyCUwDFhE">https://www.youtube.com/watch?v=wVYyCUwDFhE</a> </p>	
<p><b>Evaluation:</b> After the activity, the trainer will give the participants an individual feedback in a written form. The participants will be also asked to compare their first pitch with their second one and write the differences they see.</p>	



## Activity 3: Role Model Confidence Boosting

**Title of activity:**

# Role Model Confidence Boosting

**Scope of activity:**

- Objectives: To help mothers identify the personality characteristics they like in others and boost their confidence as we assist them in realizing they already have these qualities inside themselves and they don't realise it yet.
- Learning Outcomes: Recognizing your own capability for a characteristic that you like in others while also making a commitment to working toward improving your own personal quality.

**Duration of activity:** 45 minutes

<b>No of participants:</b>	One Participant, in Pairs but also can be made in groups during Stage 4
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**Materials needed:**

- A4 or A3 paper
- Pen
- Paper
- Flipchart or Whiteboard

**Detailed description of the activity:**

### STEP 1: Identify 3 Role Models

Ask the participants:

- "Who are your Top 3 Role Models?", "Who do you admire?", "Who impresses you?"

Note: Regardless of whether they are real or imagined, they might be someone they know or someone they don't!

### STEP 2: Identify 2 People Who Have Influenced You Recently

Ask the participants:

- "Who has been most influential in your life over the last year, personally, and in your career?"

### STEP 3: What About Them Impacted You Most?

Ask the participants to consider and write down:

- What about these 5 people has impacted you?
- What do you most admire about your role models above and why?
- What could you learn from them?

### STEP 4: What Qualities Would You Like to Have for Yourself?

Ask the participants to make a list of the qualities that they would like have for themselves. They should list as many as they can think of.



Note: This step is great for discussion in groups of 3-4 people. Once the group time is up, ask someone from each group to share some of the top qualities people were looking for (allow 8-10 mins, plus 3-5 mins for the group sharing piece - time depends on numbers of people). Write them down on the Flipchart.

## STEP 5: Brainstorm How You Could Bring Some of those Qualities into Your Life

FIRST, communicate the following concept to the participants: You can only see what you are capable of in yourself in others. This indicates that you already possess - or have the potential to acquire - this characteristic.

THEN have your client write down five ways you may start to incorporate some of those attributes into their daily lives.

TIPS: How might you modify what your role models do to make it more relevant to you and your life? What are some ways you might represent that attribute more in your life?

## STEP 6: Choose at least ONE Action!

To wrap up, the participants should choose one specific action that will move forwards with.

What other action steps could they take?

### Evaluation:

- **Evaluation of participants by VET trainer:** A VET trainer should ask informal questions during the various steps so that all participants can reflect. Suggestions for follow on study on the following can be made:
  - Read books, memoirs, autobiographies of people they look up to.
  - They can also watch/listen to podcasts, radio, films and documentaries about the people they admire.
  - Finally, they can journal about the qualities they admire in others and would like to grow in their lives. Example questions to explore include; where have they already used this quality in their life? Where do they hold themselves back? What would life (or a specific situation) look like if they fully embraced their capacity for this quality? How would it FEEL to embrace this quality? What excites them, what scares them?
- **Self-evaluation of participants:** learners should think from now on the following questions on given situations
  - Next time you notice yourself admiring someone say to yourself, "The fact that I'm noticing this means I have the capacity for this too."
  - Then ask yourself, "What could I do to demonstrate that quality more in my life?"



## Activity 4: FLYie in entrepreneurship

<p style="text-align: center;">Title of activity:</p> <h1 style="text-align: center;">FLYie in entrepreneurship</h1>
<p>Scope of activity:</p> <ul style="list-style-type: none"> <li>- Objectives of the game and the activity</li> <li>- to increase the visibility and bring out the role of women in Entrepreneurship</li> <li>- to fight stereotypes of society and young girls and women concerning their competences in the field of entrepreneurship</li> <li>- to inspire and empower young girls and women to become entrepreneurs through Role models.</li> <li>- Training in core subjects of entrepreneurial field (idea creation, business development, problem solving etc)</li> <li>- Learning Outcomes</li> <li>- Swot analysis training</li> <li>- (social) business model canvas</li> <li>-</li> </ul>
<p>Duration of activity: 5hrs</p>
<p>No less than 10 (groups of 3 persons)</p>
<p>Materials needed:</p> <p>Flyie game (online version) <a href="https://tabletopia.com/workshop/games/challedu3/3-6players/test">https://tabletopia.com/workshop/games/challedu3/3-6players/test</a>, final version and printable to be developed in June 2021</p> <p>swot template <a href="https://www.smartsheet.com/14-free-swot-analysis-templates">https://www.smartsheet.com/14-free-swot-analysis-templates</a></p> <p>business canva template <a href="https://en.wikipedia.org/wiki/Business_Model_Canvas#/media/File:Business_Model_Canvas.png">https://en.wikipedia.org/wiki/Business_Model_Canvas#/media/File:Business_Model_Canvas.png</a></p> <p>social business canva template <a href="https://bmttoolbox.net/tools/social-business-model-canvas/">https://bmttoolbox.net/tools/social-business-model-canvas/</a></p> <p>Pen/papers, pencil, pc or tablets or simply a mobile phone Internet connection</p>
<p>Detailed description of the activity:</p> <p>The players will play the FLYie game and then they will be introduced to educational activities deriving from the content of the game.</p>





FLYie game is developed under the ERASMUS + Programme “FLYie- Female Legends Youth innovation and entrepreneurship”. It is A cooperative card game through which young girls and women learn about important women in different fields of Entrepreneurship.

The game contains short biographies of contemporary female entrepreneurs into various fields. The scope of the game is to “play” with these role models, learn more about their work and life and empower the team of players to overcome challenges and win the game! More detailed bios of these entrepreneurs are included in projects intellectual output “Training guide on Role-model education for promoting gender equality in business and entrepreneurship”

#### Part 1 FLYIE game (1hour):

Participants will be introduced to the games story and rules. Afterwards, all the participants will play the game. It is suggested that before we divide the participants to play a test round for all the participants to be sure they have understood the rules.

After having played several rounds, the players have to identify in teams their favorite role model, the one matching with their interests or simply sparking their interest.

#### Part 2 Research on enterprise (0,5 hour):

Participants will research on information about the enterprise selected. They will create a ppt with information about their enterprise in which they will add information of the tasks to follow.

#### Part 3 Swot analysis (1 hour):

Participants will be introduced on how to conduct a swot analysis for an enterprise. Then, based on their previous research, they will create a swot analysis of the enterprise selected.

#### Break (0,25 hour)

#### Part 4 (Social) Business model Canvas (1 hour):

Depending on the type of enterprise they selected (social or regular enterprise) participants may be introduced on how to complete the relevant canvas.

#### Part 5: presentation preparation (0,5 hour)

Participants may refine their presentation at that moment.

#### Part 6: presentation preparation (0,50 hour)



Participants will present in short their enterprises.

Part 7: Discussion – Feedback - Evaluation (0,25 hour)

End of workshop

Resources used (i.e. books, articles, OERs, etc)

SWOT ANALYSIS FOR ENTERPRISES

Articles and videos

<https://toughnickel.com/starting-business/SWOT-Analysis-For-Entrepreneurs-In-Guideline-Format>

<https://technicalentrepreneurship.wordpress.com/2020/10/02/swot-analysis-2/>

<https://fullscale.io/blog/swot-analysis-for-startups/>

BUSINESS MODEL CANVAS

Articles and videos

<https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

SOCIAL BUSINESS MODEL CANVAS

Articles and videos

<https://www.coursera.org/lecture/social-business-model/the-social-business-model-canvas-ted-ladd-SScyI>

Evaluation:

- Evaluation of participants by VET trainer
  - Self-evaluation of participants
- Google forms, oral evaluation, group discussion



## ROLE MODEL EDUCATION APPROACHES

### Approach 1: 100Mirrors Inclusive

Title of Role Model Education Approach	<b>100Mirrors Inclusive</b>			
Description of Role Model Education Approach	<p>The 100Mirrors Inclusive Project is an Erasmus + project aiming to promote inclusive entrepreneurship for women with disabilities. Across the project's lifetime, the partnership will develop a methodology based on coaching, mentoring and job shadowing of women with disabilities willing to become entrepreneurs. Partners will select disabled women entrepreneurs from the 5 European countries participating (Spain, Poland, Greece, Latvia and Malta) bringing a total of 100 disabled women entrepreneurs (mirrors) serving as role models and inspiring other women to start their own business or strengthen their creative and entrepreneurial skills.</p> <p>url <a href="https://100mirrors-inc.eu/el/">https://100mirrors-inc.eu/el/</a></p>			
Practices involved	<p>Role model collection Education of women</p>			
Tools used	<p>1. A training e platform containing guide on how to teach to disabled young women entrepreneurship to VET trainers</p> <p>2. Collection of role models</p>			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
			x	x



Title of Role Model Education Approach	<b>FLYie game</b>			
Description of Role Model Education Approach	FLYie game is a game developed under Erasmus + program FLYie and is addressed to young girls and women (16-24 yo.) in order to inspire and empower them to become entrepreneurs. The game provides a collection of contemporary female entrepreneurs in various fields of economic activities. While playing, women learn on how to become entrepreneurs. In each card a short bio and description is included. Extended <a href="https://femalelegends.eu/">https://femalelegends.eu/</a>			
Practices involved	Role model collection -> game Training guide with examples of role model education and bios of role models included in the game			
Tools used	<ul style="list-style-type: none"> <li>• Game per se</li> <li>• Training guide for combining the game with</li> </ul>			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level



## Approach 2: InspireUs Project

Title of Role Model Education Approach	<b>InspireUs Project</b>			
Description of Role Model Education Approach	<p>INSPIRE US! Project is an Erasmus + project that aims to increase the visibility of the relation of internal motivation and enterprise creation. The project aims to empower women future-entrepreneurs by introducing them up-to-date knowledge, and to motivate them to take the risk to develop their own business ideas and become successful “winners” entrepreneurs.</p> <p>The project consists of various outputs, one of which is the creation of a YouTube based video gallery with interviews of successful female role models in enterprises  <a href="https://inspireus.eu/pt/intellectual-outputs/">https://inspireus.eu/pt/intellectual-outputs/</a></p>			
Practices involved	Role model collection			
Tools used	<div>1. YouTube channel</div>			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
			x	



### Approach 3: Martin Varsavsky teaching method

Title of Role Model Education Approach	<b>Martin Varsavsky teaching method</b>			
Description of Role Model Education Approach	<p>Martin Varsavsky, visiting professor of Columbia University, has developed a role-playing game based method in which play two simultaneous parts: entrepreneur and venture capitalist. All students are enrolled.</p> <p>Firstly, as entrepreneurs, each student has to create a fictional business venture to present to a group of other students, who act as VCs. The ventures are presented in a real life simulation that consists by – a three minute long elevator pitch, an investor summary, financials and also creating a video commercial as if it would be presented in channels eg YouTube. Investments take place in two rounds during the semester. The first round takes place after the short presentation (elevator pitch, investor presentation and financials). The second round happens after students have released their video commercials.</p> <p>The rest of the students have to take the place of VC and make certain investment decisions based in real life market situation</p> <p><a href="https://www.linkedin.com/pulse/20131014150348-108843352-what-a-role-playing-game-can-teach-about-entrepreneurship/">https://www.linkedin.com/pulse/20131014150348-108843352-what-a-role-playing-game-can-teach-about-entrepreneurship/</a></p>			
Practices involved	<ul style="list-style-type: none"> <li>- Teaching elevator pitch</li> <li>- Teaching on how to create investment plan</li> <li>- Teaching how to promote one's business creatively</li> <li>- Financial management</li> </ul>			
Tools used	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Online video broadcasting platforms (eg YouTube, vimeo)</li> <li>• Blogs</li> <li>• Graphic design platforms</li> </ul>			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
	x		x	x



## Approach 4: Moms as mentors

Title of Role Model Education Approach	<b>Moms as mentors</b>			
Description of Role Model Education Approach	<p>Moms as Mentors initiative main objective is to <i>help today's girls become the most powerful, confident and capable generation of women ever, helping them recognize the power of their individual and collective voices and empowering them to become influential innovators and changemakers.</i>"</p> <p>It contains various educational programs, one of them addressed to inspiring girls find their voice in entrepreneurship. It is included in our case study pool while we think that while training their daughters to become entrepreneurs may help mothers entrepreneurs at will to train also themselves in this field.</p> <p><a href="http://www.momsasmentors.org/entrepreneurship-programs">http://www.momsasmentors.org/entrepreneurship-programs</a></p>			
Practices involved	<ul style="list-style-type: none"> <li>- Entrepreneurship: Make It Count! Module: This module focuses on financial empowerment and an entrepreneurial spirit for young girls. It includes age-appropriate activities for subjects such as money values and envisioning oneself as an entrepreneur. The activities are accessible and easy to approach and require no primary knowledge in these topics.</li> <li>- Opening Doors for your Daughters' Future: session that includes practical tips on how to be a mentor throughout girls' different developmental stages. Also it focuses on finding ways to promote interest in entrepreneurship and financial confidence.</li> </ul>			
Tools used	-			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
	x		x	x



## Approach 5: Women in my life Women who inspire Women

Title of Role Model Education Approach	Women in my life Women who inspire Women			
Description of Role Model Education Approach	Each woman has a story to tell and is able to motivate many others to dare to embrace their dreams, take their fears by the hand and dress in light thanks to their talents.			
Practices involved	<p>Visibilization of these women's stories and biographies</p> <p>Social Media</p> <p>Website</p> <p>Events – when allowed</p>			
Tools used	Cultural integration activities, specially through music events			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
	It shows a big variety of women and their background	It focuses on the positive side of their stories. The challenges and the solutions.	It is personal, since shows the women as humans in constant development	It portraits the work of each women and inspire others to follow these steps





## Approach 6: Forward Ladies Leadership Programme

<b>Title of Role Model Education Approach</b>	<b>Forward Ladies Leadership Programme:</b> <a href="https://www.forwardladies.com/what-we-do/programmes/leadership-programme/">https://www.forwardladies.com/what-we-do/programmes/leadership-programme/</a>			
<b>Description of Role Model Education Approach</b>	<p>This approach supports women in businesses to develop their leadership skills, especially within male-dominated environments. This company focuses on highlighting successful female entrepreneurs to inspire others.</p> <p>Empowerment and networking are encouraged throughout. The website itself is also full of testimonials and inspiring stories.</p> <p>Whilst this particular example is not specifically related to mothers, many of the role models are mothers and the teaching of developing leadership skills, networking skills and empowerment are highly related to the skills needed as a mumpreneur.</p>			
<b>Practices involved</b>	<ul style="list-style-type: none"> <li>• Guest speakers to share their journeys, insights, and experiences.</li> <li>• Networking with like-minded people.</li> <li>• Mentoring.</li> </ul>			
<b>Tools used</b>	<ul style="list-style-type: none"> <li>• Guest speakers</li> <li>• Forums for networking</li> <li>• Group discussion – workshop scenarios</li> </ul>			
<b>Contribution of Role Model Education to growth and excellence of mumpreneurs</b>	<b>Intellectual level</b>	<b>Spiritual level (special personality characteristics)</b>	<b>Emotional level</b>	<b>Professional level</b>
	Developing new skills is an essential aspect of developing as an entrepreneur and broadening a knowledge base for that business development.		Relating to other people in a similar situation can all others to grow and realise that they are not alone in their struggles or challenges.	Networking can be a great way to develop professionally as making new contacts and networks is key to business expansion.



## Approach 7: Role Modeling as a Pedagogical Strategy

Title of Role Model Education Approach	<p><b>“Role Modeling as a Pedagogical Strategy in Entrepreneurship Education for Women and Girls: An Interactive Model of Transformational Learning”</b> – An article by the New England Journal of Entrepreneurship</p> <p>Reference:  <a href="https://digitalcommons.sacredheart.edu/neje/vol9/iss2/6/">https://digitalcommons.sacredheart.edu/neje/vol9/iss2/6/</a> </p>			
Description of Role Model Education Approach	<p>This approach for role model education describes how, through the use of student research of role model entrepreneurs, the educational development of those students increases by giving those who had not considered entrepreneurship a new perspective on this area.</p>			
Practices involved	<ol style="list-style-type: none"> <li>1. “Grounded Theory Building Process in Entrepreneurship Education” – Figure 1 of the article <ul style="list-style-type: none"> <li>• Highlighting the use of storytelling of female entrepreneurs.</li> <li>• Lessons learnt from these role models.</li> <li>• Developing Preliminary Models from what has been learnt.</li> <li>• Building Theory – research basis.</li> </ul> </li> <li>2. Direct interaction with female entrepreneurs- in the form of interviews for example.</li> </ol>			
Tools used	<ol style="list-style-type: none"> <li>1. Interactivity</li> <li>2. Interviewing</li> <li>3. Self-reflection</li> </ol>			
Contribution of Role Model Education to growth and excellence of mumpreneurs	Intellectual level	Spiritual level (special personality characteristics)	Emotional level	Professional level
		Acknowledgement of the possibilities of running businesses when having other life commitments.	Development of inspiration for future mumpreneurs by talking to female entrepreneurs at school.	Inspiration for future professional avenues to explore.



## DESK RESEARCH ON RESOURCES

### Collection of Video Resources

Online Video Resources			
Title and Description	Link	Duration	Languages Available
<b>Top Tips for Business Mums:</b> A YouTube video about business and being a mumpreneur. <i>This video has been uploaded by BTube and is about the Mumpreneur conference in 2014. Appropriate referencing required.</i>	<a href="#">click here</a>	5:11	English
<b>In search of ... the Rise of the Mumpreneur:</b> A YouTube video about becoming a mumpreneur and what it involves.	<a href="#">click here</a>	5:27	English
<b>New Zealand's Prime Minister Jacinda Ardern Talks About Being A New Mom And World Leader:</b> This is an interview story of Jacinda Ardern on how she combined leadership and motherhood.	<a href="#">click here</a>	5:48	English
<b>"Powermamas":</b> A Podcast about power mothers	<a href="#">click here</a>	67:00	Swedish
<b>"Inte bara mamma":</b> Podcast dealing with the subject of being a parent and personal development. Some episodes deals with mothers who own their own businesses.	<a href="#">click here</a>	51:50	Swedish
<b>"Så fixar du balansen föräldraskap och företagare":</b> Radio interview. How can you find balance being a mother and entrepreneur?	<a href="#">click here</a>	07:37	Swedish
<b>Talks of greek entrepreneurs:</b> A greek event in which female entrepreneurs (and mothers) share their stories to success.	<a href="#">click here</a>	104:25	Greek
<b>Motherhood is a leadership bootcamp   Ana Tampanna (TedTalk):</b> Promote the acquisition of leadership skills to mothers	<a href="#">click here</a>	05:58	English
<b>Mother as a leader(TedTalk):</b> Using her unique lens on motherhood to advance her professional and family life.	<a href="#">click here</a>	10:40	English
<b>Single Mother Entrepreneurs Rise Up   Aubrey King   TEDxRiverton:</b> Aubrey King's talk on inspiring single moms on combining motherhood and entrepreneurship	<a href="#">click here</a>	11:12	English
<b>Mompreneurs - Mothers as Entrepreneurs   Nila Kaushik   TEDxLBSIM:</b> Nila Kaushik shares her mumpreneurial journey	<a href="#">click here</a>	15:25	English



<b>TEDxNaperville - Jill Salzman - Why Moms Make The Best Entrepreneurs:</b> Jill Salzman makes the case for why moms make the best entrepreneurs	<a href="#">click here</a>	18:21	English
<b>INSPIRE US! CaseVideos Library:</b> collection of interviews with female entrepreneurs acting as role models	<a href="#">click here</a>	05:00	English
<b>11 Helpful YouTube Channels for Mompreneurs:</b> An article listing different YouTube channels to help mumpreneurs with different aspects of their lives.	<a href="#">click here</a>	Various	English
<b>Balancing motherhood &amp; Entrepreneurship:</b> Motherhood & Entrepreneurship - FINDING BALANCE  TIME MANAGEMENT STRATEGIES for ENTREPRENEUR (+MOMS)	<a href="#">click here</a>	05:56	English

## Collection of Articles

Articles			
Title and Description	Link	Year	Languages
<b>6 inspiring reasons mothers love being Mompreneurs:</b> An article explaining reasons why mothers love running their own businesses.	<a href="#">click here</a>	2018	English
<b>What Being a Mom and an Entrepreneur Has Taught Me:</b> <i>Motherhood and entrepreneurship have been a rollercoaster of ups and downs...</i>	<a href="#">click here</a>	2020	English
<b>How To Balance Motherhood And Entrepreneurship From Five Well-Known 'Mompreneurs'</b>	<a href="#">click here</a>	2017	English
<b>Motherhood Inspired These 12 Entrepreneurs To Start Companies With A Mission</b>	<a href="#">click here</a>	2019	English
<b>Mamtreprenör, visst går det:</b> Therese Albrechtson är inspirationsföreläsaren som har varit entreprenör och småföretagare hela sitt vuxna	<a href="#">click here</a>	2018	Swedish
<b>Företagare, jobbskapare och mamma – ja det går!:</b> A mother explains her experience on having small children and being a business woman.	<a href="#">click here</a>	2016	Swedish
<b>10 Mothers Share Their Tips For Running A Successful Business With Young Children:</b> tips on balancing family and work life for mothers	<a href="#">click here</a>	2020	English



<b>Mothers – Our First Example of Real Leadership:</b> an article combining good leadership skills with real life skills mothers have to acquire in order to succeed in motherhood	<a href="#">click here</a>	2010	English
<b>Influential Women Discuss How To Fearlessly Navigate the Business World:</b> description on how mompreneurs succeeded in combining motherhood and entrepreneurship	<a href="#">click here</a>	2020	English
<b>4 Mammor som startade eget under mammaledigheten:</b> Article about four women in Sweden who talk about their experiences of being mothers and entrepreneurs. They describe their process and give advice.	<a href="#">click here</a>	2018	Swedish
<b>"Deqa och Amal är förebilder i Stockholms förorter":</b> Article about two Somali women who work as business advisers in Stockholm. They created their own business that help foreign born mothers to start their own companies.	<a href="#">click here</a>	2019	Swedish
<b>Entreprenör, mamma och äventyrare...:</b> Grundare av Women Alliance, Women's Entrepreneurship Day, Women Entrepreneur Award och Women Power Day och Amaze Invest	<a href="#">click here</a>	2019	Swedish
<b>14 Business Books Every Mompreneur must read:</b> An article written by a mumpreneur which lists 14 books which are must reads for women in business who are also mothers.	<a href="#">click here</a>	Various	English
<b>"Företagare som ensamstående förälder- visst går det":</b> Article about how to manage having kids and starting/ leading a business.	<a href="#">click here</a>	2018	Swedish



## Collection of Book Resources

Books			
Title and Description	Link	Year	Languages
<b>Mumpreneur: The complete guide to starting and running a successful business</b>	<a href="#">click here</a>	2015	English
<b>The Successful Mumpreneur:</b> How to work flexibly around your family doing what you love	<a href="#">click here</a>	2018	English
<b>"Föräldraprenör":</b> A book containing the life stories of different people who are both parents and entrepreneurs. PS. Also some stories about men.	<a href="#">click here</a>	2015	Swedish

## Collection of Blogs, Communities and Training Guides

Blogs, Communities, Training Guides			
Title and Description	Link	Type	Languages
<b>FLYie project:</b> Relevant Eurostat's report on entrepreneurship (2019) and "Women's Economic Empowerment" (2016) report provides strong evidence that there is an uneven share in terms of the number of female business owners, the size of women-owned businesses, and their access to economic resources.	<a href="#">click here</a>	Project / Training Guide	English
<b>The Mumpreneurs Networking Club:</b> A blog page about mumpreneurship.	<a href="#">click here</a>	Blog	English
<b>Making Mumpreneurs:</b> Online community to support mumpreneurs.	<a href="#">click here</a>	Community	English
<b>Inspiring Mompreneurs:</b> A website for mumpreneurs, with a blog and inspiring stories about successful mothers who run businesses	<a href="#">click here</a>	Community	English