



m u mpreneurship

LEARNING TRAINING TOOLKIT ON ADVOCACY SELF -ADVOCACY AND PUBLIC AWARENESS TOOLKIT

Intellectual Output 2

M U M P R E N E U R S H I P . N E T





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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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1 CHAPTER

INTRODUCTION & OBJECTIVES OF "MUMPRENEURSHIP" PROJECT

INTRODUCTION OF THE "MUMPRENEURSHIP" PROJECT

"The project "Mumpreneurship" is based on the values of gender equality and especially the participation of mothers in the innovation and social entrepreneurship field. The project aims to create innovative educational tools, fight stereotypes against women, and especially against disadvantaged mothers in entrepreneurship. The objective of this project is to support mothers to start new careers. The different expertise of partners ensures that both the quality of the tools that are designed and the dissemination of the project to the target groups are met.

This study is based on desk research done by all the partner countries (IKF Malmö, Standoutedu, Inova, and Challedu) related to entrepreneurial mothers. In the desk research, the aim was to find out the most useful events and workshops that will contribute to the mother entrepreneurs' business or business ideas. By considering the findings, we aim to create advocacy, self-advocacy, and a public awareness toolkit: for step-to-step organization and implementation of events/workshops/networks/other activities aiming to encourage the mothers' return to the labour sector, and fight stereotypes and discrimination against them within the community.

THE OBJECTIVES OF "MUMPRENEURSHIP" PROJECT

OBJECTIVES

- 1** promote economical, social, and gender equality in entrepreneurship
- 2** promote VET education accessibility on entrepreneurship education and social entrepreneurship for disadvantaged mothers
- 3** offer psychological encouragement to women that they can be good mothers and good professionals at the same time
- 4** bring forwards the importance of working and innovating for mother's psychological, emotional, cultural, social balance and wellbeing
- 5** fight stereotypes against women who want to work again after childbirth, particularly those in disadvantaged positions, such as migrants, single mothers, disabled, unemployed, or with social needs
- 6** motivate and help mothers to create 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 competencies to mothers
- 9** empower VET trainers/educators/relevant professionals regarding mumpreneurship and offer VET trainers/educators/relevant professionals new tools

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INTRODUCTION OF THE LEARNING TRAINING TOOLKIT

INTRODUCTION OF THE LEARNING TRAINING TOOLKIT

In order to activate an awareness path, it is important to give voice to one's needs, attitudes, and wills, in a word self-advocacy. As defined by the dictionary, advocacy is speaking on behalf of or advocating for another individual, place, or thing. A non-profit organisation that works to assist victims of domestic abuse who are afraid to speak up for themselves is an example of advocacy.

Among the priorities that are stimulated in an advocacy process, we find empowering, social inclusion, gender equality, and inclusion in the labour market/entrepreneurship for mothers.

Speaking up for oneself means being able to request what you need or want and express your feelings. As a term, it means being able to get what you want. This includes knowing your rights and responsibilities and making decisions. As a self-advocacy goal, it's about deciding what you want, then planning how you'd like to achieve it. It is common to struggle with this a lot. Sometimes it is problematic telling people how we feel and think and part of this stems from thinking people see the big picture, but not conveying all the contexts they need.

People who possess strong self-advocacy skills are able to decide what they want and what is possible for them to achieve. This gives them more control and allows them to make the right decisions in life.

These skills are useful and self-advocacy helps to empower people, to speak up for themselves and make decisions about their life. It can help people to find their voice and express their needs.

Among the various self-promotion tools that exist, LinkedIn was chosen because it sets in motion a self-awareness mechanism designed to achieve one's goals through advanced networking tools. LinkedIn's primary purpose is to organise your goals through a series of operations where your account is central. The mechanism develops by answering a series of questions, who I am, what I do, why, and how I do things, thus setting in motion a path of self-knowledge and responsibility.



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MAIN OBJECTIVES OF THE LEARNING TRAINING TOOLKIT

MAIN OBJECTIVES OF THE LEARNING TRAINING TOOLKIT

In this toolkit, best practices will be presented for organising workshops and festivals that promote the inclusion of mothers in work and entrepreneurship.

The main objective of this toolkit is to strengthen advocacy and self-advocacy skills for mothers and women, particularly disadvantaged mothers such as migrants, single mothers, mothers with social needs, victims of abuse, low skilled mothers, unemployed, mothers with disabilities, and also VET trainers, educators, mentors, career coaches, relevant professionals, VET centers, educational institutions, women and mothers associations, entrepreneurship associations, and other relevant stakeholders, people, and stakeholders who are interested in Gender equality and advocacy (eg. NGOs, Universities, schools, Ministry of Gender equality, etc).



ADVOCACY



Only a small percentage of women are promoted above middle management despite accounting for nearly half of the workforce. More women are working now than ever before, however, it is still more common for men to hold high-level management positions and roles. It is frustrating for women to be unable to break the glass ceiling. For many years, there have been advocacy programs developed specifically to benefit women. The majority of women have never heard of these programs even though they are not new. Formal advocacy for women can be beneficial from the perspective of human resource development, especially if the program is effective. Advocacy programs can be established to help women succeed in the workplace by reducing the barriers they face. Breaking through the glass ceiling can be done with formal mentoring programs. By providing encouragement and supporting self-advocacy, a career barrier can be overcome and success can be achieved. There are many women who have both the education and the drive to be great leaders. Although they regularly work long hours, self-promote, take on new projects, and are always available, these workers are not considered for leadership positions because they do not conform to the ideal vision of an ideal worker.

Women's lack of self-efficacy is a result of workplace disparity that has created barriers to success. Female role models are few and far between for women which makes advancing a difficult task. Lack of self-efficacy can be caused by this. Networking and self-promotion are crucial for women to succeed professionally. Nevertheless, many women find this challenging. Among women, 50% reported high levels of confidence, while 70% of men reported high levels of confidence.

By participating in a mentoring program, women will develop skills and knowledge that help them get to the next level. An employment network can be established that offers career guidance and advice at each stage of the employment process. Women should feel engaged, productive, and empowered by a strong mentoring program.

Even when an organisation realises its full potential, it can consider advocacy programs as essential functions. The implementation of advocacy and mentorship programs in corporations and throughout human resource development should become a standard. As well as providing opportunities for women to succeed on a long-term basis, advocacy and mentorship programs can mitigate the problems experienced by women. Women face numerous obstacles to career advancement, including a loss of self-efficacy, the lack of advancement opportunities for women, and a disparity in how women are perceived at work. It is possible to solve these problems through the introduction of advocacy programs for women within organisations, since they provide the resources necessary to help put women on the same footing as their male counterparts.

A successful advocacy program is more than just establishing a mentorship program. In order for the program to be successful, robust procedures must be developed that provide more support than simply assigning women a mentor and then moving on. Organisations and participants must work together to provide participants with adequate opportunities for leadership development, training, and contact development support. Women can be more successful at work if properly supported. Women in senior leadership roles will serve as role models and inspire other women to pursue their own leadership roles and career advancement. Women can rise to positions of leadership through mutual support and appropriate resources.

SELF-ADVOCACY



When we are self-advocating, we are telling people what we think and feel as well as asking for what we need. In business and entrepreneurship, women constantly have to overcome challenges posed by systemic biases and a lack of an equitable environment.

We're always working on carving a path for ourselves, and making our voice heard through our work, success, and accomplishments.

No matter what kind of business we run or position we hold as an employee, we will have to negotiate at some point. Developing relationships and business strategies are heavily reliant on negotiation. Skills in negotiation will prove essential for women's business and personal success, whether women are attracting clients or building their customer base, or requesting a promotion or salary increase. Moreover, acquiring knowledge of negotiation is an invaluable life skill for anyone, whether they are entrepreneurs or not.

The factors include their education, socialisation, and upbringing, as well as the barriers they encounter in their cultural and organisational context. We must challenge on all of these fronts despite all the obstacles. There is an urgent need to change each of these paradigms.

Self-advocacy skills are notoriously lacking among women. Ironically, they are excellent at advocating for other people. As a parent, they are responsible for their children, direct reports, and coworkers. Women will make sure that others in their sphere are valued and appreciated. By creating better opportunities for those they represent, they actually excel at what they do. In the end, women should speak up more on their own behalf. The premise around deserving needs to be the starting point for every woman. The key to self-worth is to take care of yourself.

The act of self-advocacy is necessary to express women's accomplishments to others, such as peers, superiors in your organisation, customers, and members of their wider professional community, such as conference organisers or editors of publications

There is something special about self-advocacy. The purpose is to let people know who you are, what you do, why you do it, and to position yourself so that your organisation will benefit from your efforts.

The motivation when self-advocating is to inform others about your work so you can help them. There is no difference between what your inner voice is saying and what your outer voice is saying, it's about authenticity. The lack of progress for women is created when they hold back. Additionally, it hinders the development of the company, since employees' talent and resources are not tapped into fully.

PUBLIC AWARENESS



We're missing an opportunity when women remain underrepresented in business, both economically and socially. Women represent the largest market opportunity, spending \$20 trillion annually. As a result of investing in women, communities, states, and countries prosper. These effects have a multiplier effect and set a positive example for future generations. Women who earn an income are actually more likely to invest 90% of that income back into their communities. It is not easy to become a successful businesswoman, particularly for women, who face many challenges men do not. These issues include cultural and political barriers as well as a lack of funding and mentoring.

Being a female entrepreneur has significant importance and implications for public perception. Making people aware of issues and disseminating information does not mean telling them what to do - it means explaining to them so that they can make their own decisions.

When there is strong public awareness of the importance of women in business, this means that a significant proportion of society agrees with this notion. Second, self-awareness is elevated when women recognize how their work affects their own lives.

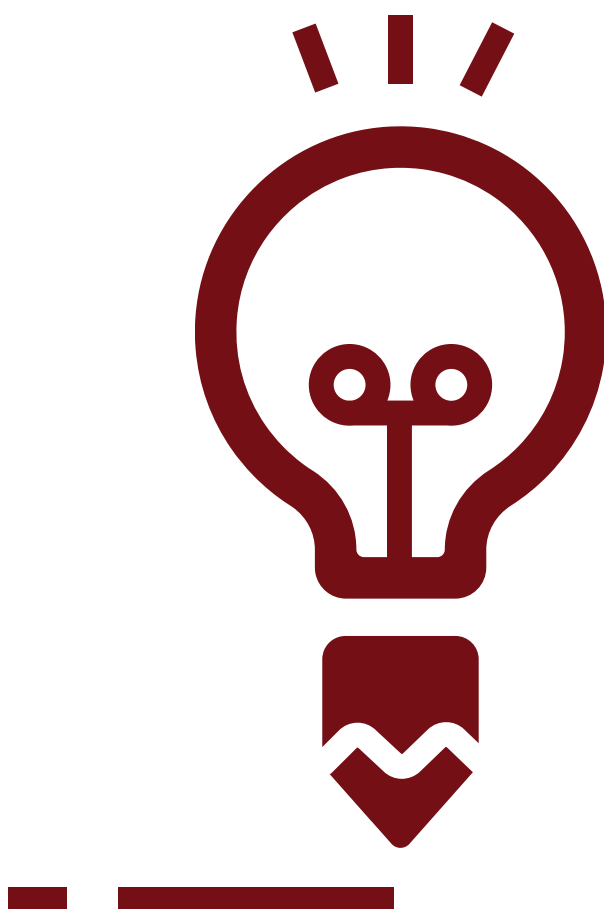
The public is aware of these issues on a social and professional level. The public can be made aware of female entrepreneurs in a variety of ways. There are various examples of strategies for raising awareness. A variety of events, posters, websites, documentaries, newspaper articles, as well as forms of media that are publicly available, can be used to raise awareness. Each of the strategies would be tailored to the specific needs of the population at large and the priority groups identified by the programme partners.

A combination of a methodologically sound approach and adequate exposure has been shown to affect knowledge, attitudes, and behaviour, based on social science research. Creating long-term awareness campaigns can be more effective than launching large, short-term campaigns. This is due in part to the fact that campaign themes become normalised - they become a part of people's everyday lives. It is also important for the public to believe and share values on the importance of women's work and careers in the community in order to be able to work together.

4 CHAPTER

THE MAIN CONTENTS OF THE LEARNING TRAINING TOOLKIT

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A An overview of the festivals, networks, and relevant activities advocating the rights and abilities of mothers in partner countries (especially in terms of Entrepreneurship) and worldwide.

B Specific Activities that take place during them to enhance inclusion of mothers in entrepreneurship. The activities will be presented in a way that is easy to implement and evaluate the results effectively (title, scope of activity, number of participants, participant selection, description of activity, specific materials needed to implement it, templates for promotional material, evaluation sheets for the VET trainers, evaluation sheets for participants). Examples of such activities are:

- “Mumpreneurship” talks. During this event mumpreneurs, activists, and everyday people present the challenges and opportunities of mothers in entrepreneurship.

- “Lifestyle with Value ’ campaign; awareness campaign through the creation of a graphic design in different materials (Canva, t-shirt) focusing on making citizens active ambassadors by conveying the message through a graphic creation.

- Presentation of short films about mothers and self-advocacy.

C “Lessons learned” by experience. Partners will implement pilot public awareness workshops with a view to find the best approaches and practices to motivate mothers and communities. Specific results, challenges, material will be presented in order to better illustrate the key points of the lessons learned.

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CHAPTER

THE METHODOLOGY BEHIND THE DEVELOPMENT OF THE CURRICULUM

THE METHODOLOGY BEHIND THE DEVELOPMENT OF THE CURRICULUM

THE METHODOLOGY APPLIED IN IO2 WAS;

1

Design of the structure of the document by the output leader

2

Research for references and resources by all partners

3

Creation of the content by output leader

4

Pilot implementation of awareness activities

5

Review of the content

6

Creation of the final version

7

Translation

A.

Overview of the festivals, networks, and relevant activities advocating the rights and abilities of mothers in partner countries.

The research started in the partner countries has allowed us to identify a total of 50 events, workshops, and relevant activities that aim to stimulate advocating processes for mothers. These activities are mainly aimed at stimulating and creating networks which aim to promote and motivate mothers who face difficulties once they are out of pregnancy.

The topics addressed are multiple and cover many areas useful for new mothers: motherhood protection policy, how to balance work and life, support and encouragement for women and female entrepreneurs, skills development, taxation, marketing, generating new ideas, cooperation, gender equality, emotional support, pay gap, and workplace discrimination among others.

The main theme of these multi-faceted activities is to create tools that can give mothers a new awareness, from which to start or restart. Each country analysed presents different quantities and qualities, both in the form of the number of events and themes presented. It should be kept in mind that the number and quality of events could be linked to the background of the partner country, and the pre-existing situation should not be underestimated.



In Greece, most of the events have networking, gender equality, and pay gap as their main theme, alongside, business development tools combined with practical information such as e-commerce and mutual support. Making connections and networking are the most recurring themes, because networking, as a tool, is considered important for two reasons, obtaining information and finding a place for inclusion. The goal of giving concrete examples, finding motivational elements, and empowerment are the characteristics that unite the Greek effort.

Most of the events and workshops took place digitally, due to Covid-19. The number of participants varies, from small groups of either 10-4000 or ten to four-thousand.

In the UK, the events aim to develop business-minded networking between mothers, providing additional tools to achieve their goals, raise awareness of the ongoing pay gap, and exchange knowledge. Connecting with similar people seems to be the favoured way to help the target group develop their potential, accompanied by education on how to face challenges. The workshops following the same strategy aim to provide ways of improving their soft skills, being self-confident, and have knowledge related to the tax system.

The target groups are entrepreneurial business-women or mothers, and single mothers. The events are mostly developed digitally in small to medium-sized groups of up to 20 people.

In Cyprus, the events and workshops aim to help women entrepreneurs and women in general with the creation of a marketing toolbox, hard and soft skills to re-enter the world of work and implement collaborative and motivational methods. In particular, events that aim to reduce the gender pay gap should be noted. Equal opportunities and empowering women entrepreneurs seem to be political goals, which can be deduced from phrases such as "call for action", "demand equal opportunities", and "strengthen women".

The workshops, on the other hand, focus on soft skills and knowledge useful for developing one's own ideas and person to face challenges and acquire self awareness.

Events and workshops involve an average of 10-20 people, digital activity is preferred, but there were also a good 40% of events in attendance.

In Sweden, there were fewer events and workshops than in other countries. The themes developed to involve the participants were the creation of networks to obtain useful information for the development of a business-friendly environment and how to help women to work in tech environments.

The workshops were held both digitally and in person, focusing on integration issues, informing participants about the Swedish business culture, transmitting marketing tools and brand strategy, and finally the generation of ideas and cooperation to innovate successfully.

Events and workshops an average of 10 to 20 participants.

See ANNEX I

Overview of the festivals, networks and relevant activities advocating the rights and abilities of women and mothers worldwide.

Regarding the activities that taking place in the world, about twenty have been found among them that aim to give support to mothers and women who already have a business, or want to create it, or who work in sectors mistakenly considered "masculine" such as STEMM (Science, technology, engineering, mathematics, and medicine). In recent years, more women have chosen to embark on entrepreneurial careers than men. As one of the key drivers of innovation and growth, entrepreneurship is critical to the nation's well-being, economic prosperity, and global competitiveness. Increasing the representation of women, particularly in STEM professions, is essential.

The main support themes can be summarised in macro groups which include: self-advocacy, public awareness, networking, sharing experiences, empowering and supporting women in business, and developing new skills. Most of the events are designed to raise awareness among women and mothers that their dreams can become reality, through a change of culture and approach. For example, self-advocacy is mentioned in at least 75% of the events as an important skill that women need to possess.

It is very common that events that arise to educate self-advocacy are then linked to networking and sharing of experiences. To increase public awareness, you need to know the problem, overcome it, and do it by sharing stories, both positive and negative, approaching the problem and its solution. In fact, many events are made to meet examples of women who "made it", but also "forge bonds with fellows".

For women entrepreneurs or those who want to open their own company, there are events that want to to give ideas, solutions and to follow their dreams. These events are organised in a highly complex way: meeting with female leaders, finding new ways to shift and do business, investing in yourself, and growing professionally.

In countries, such as the United States, many events are dedicated to sectors where the number of male individuals is notoriously higher such as STEMM environments. Events dedicated to these specific sectors are planned to encourage women to implement self-advocacy tools. Mainly to ensure that women can play a central role and enter a cone of visibility that they often deny themselves, to make room for humility. The goal is to motivate, therefore, with new strategies and continue their career without restraintment.

The Mediterranean region faces a variety of challenges, more or less, but the main focus is to strengthen regional cooperation and identify best practices to promote gender equality and women's empowerment. During these conferences, the aim is to explore how women can overcome cultural and social barriers to create change and lead in the region.

In all events there is a very varied use of terms, synonyms, of self-advocacy, some talk about how to advocate / lobby for yourself and your own development, for others the attention is placed on empowerment, taking the reins of your career and growth, or raise your voice and share experiences. There is a common denominator in telling women to stand up themselves and that they aren't alone. There are networks, role models, programs, events, workshops, and people interested to make change on every level.

See ANNEX II



B.

Activities to enhance the inclusion of mothers in entrepreneurship

1

Meeting mumpreneurs, role models, working in various fields to build networks, taking career advice on balancing work and life and skills development.

2

Developing a visual identity for a business. Providing opportunities to try out online design tools to improve your personal or business marketing/visual identity. Introducing Canva and Piktochart as tools.

3

A workshop focused on problems when starting a business and the ways to overcome issues.

4

Understanding the importance of LinkedIn and creating a network for business purposes.

Training Implementation

Participants and trainers from each of the partner organisations selected and tested one workshop from their desk research. In this section, we present four different activities that help self-advocacy and awareness.



ACTIVITY N.1

Title: ROLE MODELS AS AN INSPIRATION TO IMPROVE YOUR BUSINESS

Scope of activity: Introduce contemporary mumpreneurs working in various fields such as networking, career advice on balancing work and life, and skills development.

Number of participants: 10-20

Participant selection: For recruiting participants, it is possible to use your social media to spread a registration form and send a newsletter as well relative to entrepreneurship and female entrepreneurship social media groups or contacts. The aim should be to broaden the audience of the project and to recruit mothers from disadvantaged groups such as migrants, unemployed, disabled, carers for disabled family members, etc.

Description of activity: Welcome, presentation of project Mumpreneurship, Mumpreneurship talks, short break, coaching interactive session, discussion.

Specific materials needed to implement it: Jamboard, Zoom

Templates for promotional material:

Evaluation sheets of VET trainers:

Evaluation sheets for participants:

Topic: Women empowerment, Inclusion of mothers in entrepreneurship.

Format: PPT presentations, Jamboard (interactive session).

In order to make the program interactive, we suggest combining a Mumpreneurship talk with a short mentoring session. It is important to prepare mumpreneur talks for the workshop, as well as to conduct a short interactive mentoring session with a career coach. The interactive section for women entrepreneur participants has to be designed in advance to let the participants share their ideas on some fundamental questions in order to prepare themselves for starting up their businesses. Mumpreneurs gave talks on their entrepreneurial journeys, whereas our coach led an interactive session.

Participants will be introduced to the Mumpreneurship project by the facilitator. Given the variety of events organised, "Mumpreneurship Talks" emphasised the need of role models as models for mothers who aspire to be entrepreneurs. After the networking event, our mumpreneurs are invited by the speakers to present their entrepreneurial journey and challenges.

The interactive discussion based on prepared questions by the facilitator and career coach will follow a short break to let thoughts settle. It is up to the participants to express themselves or to ask direct questions either to each other or to facilitators. Two sessions are more than enough, and the participants will have sufficient time to implement the outcomes.

It is important to understand participants' needs: in the first session, the number of role models has to be consistent so as to give the participants examples and motivation through "living examples", while in the second, it is important to plan an individualised training and learning scheme entrepreneurship skills because it is what participants want to achieve.

ACTIVITY N.2

Title: MARKETING YOURSELF AND YOUR BUSINESS THROUGH ONLINE TOOLS

Scope of activity: Introduce the idea of developing a visual identity for a business. Provide an opportunity to try out online design tools to improve your personal or business marketing/visual identity. Introducing Canva and Piktochart. Hands-on demonstration workshop and answering of questions.

Number of participants: 10-20

Participant selection: The recruitment strategy has to focus on contacts who had previously attended other training and workshops, especially those designed for mothers, women who are seeking support for their business, and women who face additional disadvantages.

Description of activity: Icebreaker-advert exercise, Canva: creating a CV, Piktochart: creating an infographic.

Specific materials needed to implement it: Canva, Piktochart, Unsplash

Templates for promotional material:

Evaluation sheets of VET trainers:

Evaluation sheets for participants:

Topic: Online marketing tools

Format: PowerPoint Presentation with interactive activities.

In order to design a Mumpreneurship workshop that would be truly valuable to the target group, it is fundamental to speak with the women from the target group and inquire about their specific interests in a workshop's outcome. The response can lead to solutions and address themes. E.g. The interviewed women asked for assistance and support with marketing themselves and their businesses online. They especially wanted help with visual identity and branding.

In order to assist women in creating their visual identities, the workshop has to be designed to teach them some key online tools. Participants can join the workshop through a link to a Zoom call when they register. It is necessary to prepare the lesson plan for every session before they are held so that everything runs smoothly and it does not run over. It is suggested to prepare a PowerPoint based on content that the participant requested accompanying the session as well.

ACTIVITY N.3

Title: HOW TO DEAL WITH BUSINESS CHALLENGES

Scope of activity: The workshop aims at letting the participants know the various problems that they can face when starting their own business and the ways they can overcome these issues.

Number of participants: 10-20

Participant selection: The recruitment process relies on email lists from your existing clients, but it is important to specifically consider women who either had expressed interest in starting their business ahead of time or had just finished their studies and were currently unemployed.

Description of activity: Introduction and Presentation of the project. Following a presentation of a successful Mumpreneur and her business. Then the exchange of ideas and best practices between the speaker and participants, a session of questions and answers.

Specific materials needed to implement it: Zoom, PowerPoint, Facebook, Websites

Templates for promotional material:

Evaluation sheets of VET trainers:

Evaluation sheets for participants:

Topic: Sharing of best practices, open discussion on issues and problems faced by women starting their own business, empowerment by motivational speech.

Format: PowerPoint, Presentations, Online Discussion, Exchange of personal details for further collaboration.

From previous interviews with women, it has been recognized that more women need inspirational talks from successful entrepreneurs, so the workshop specifically responds to women who want to own and start a business. The workshop is based on an interactive session that included a couple of business speakers.

The core value of the workshop is to give the participants the time to exchange ideas and best practices, especially from those who are already successful in the business world so that they can assist others in understanding what it takes to start a business and how to make it successful by outlining the challenges and obstacles they will encounter. Passing on the experience is the key. The idea is to start by asking participants questions about themselves, followed by an exchange of ideas during the question and answer session.

ACTIVITY N.4

Title: LINKEDIN AS A TOOL FOR SELF-ADVOCACY

Scope of activity: To understand the importance of LinkedIn and creating a network for business purposes.

Number of participants: 10-20

Participant selection: Women or mothers who either had expressed interest in starting their business or had just finished their studies and are currently unemployed. Mothers in volunteering groups, women circles.

Description of activity: During the activity a LinkedIn presentation is shown, where participants have to reflect on specific questions (called W questions) and understand their purpose. The questions that could lead the discussion are:

- Why are you on LinkedIn? (Goal)
- Who is your ideal visitor? (Target group)
- What are you going to tell about yourself? (Storytelling/story)
- Which keywords should you use? (Keywords)
- Where do you want to work in the future? (Place)
- Where do you want to be seen? (Secrecy/privacy)

The facilitator opens a group discussion about each selection and later gives some tips to improve them, connecting to this topic, the facilitator could talk about Personal Brand fostering the reflection of the questions above and ask the following questions:

- Who are you?
- What do you want?
- What do you think of yourself?

ACTIVITY N.4

A second part of the workshop is hands-on application and participants are asked to select one thing that they want to improve on their LinkedIn profile, they are asked to reflect on how they can improve and write down their personal suggestions.

The purpose of these questions is to give an insight to the participants about the importance of taking care of their personal brand on social media and understanding their purpose with the use of the LinkedIn network. The structure of a LinkedIn platform is also presented and there the facilitator focuses on how an attractive headline can lead to reaching goals that each participant may have. Under this activity, participants have the chance to work on their profiles with the help of the facilitator and discuss the different categories of LinkedIn. At the end of the activity, the facilitator shares with the participants' tips that could help them improve their activities on this platform.

Specific materials needed to implement it: Pen and paper, internet connection, mobile tablet or any device with access to LinkedIn, projector.

Templates for promotional material:

Evaluation sheets of VET trainers:

Evaluation sheets for participants: To evaluate the workshop you could use mentimeter

Topic: Learning how to create and increase your business network through LinkedIn.

Format: Open dialogue and discussion.

In order to create a course for mum entrepreneurs, it is necessary to select a specific topic that would be interesting for the participants. After a short consultation, it was decided to explain how to use LinkedIn to improve self-advocacy through the creation of a network.

A few days prior to the workshop it is suggested to prepare and email invitations to the participants. In particular, it is recommended to know in detail the target group, improve your profile, establish your own groups, use tags, and post frequently to increase engagement.

It is important to prepare a PowerPoint with the contents of the lessons to help the participants to follow every step. The presentation is interspersed with exercises that the teacher has prepared in advance. This is a way to keep consistent the relationship between theory and practice. At the end of the lesson, it is suggested to implement a Q&A with the participants to answer questions and possible doubts and summarise the key points.

Predicted Impact

Learn how to gain self-confidence and self-advocacy to succeed in business.

Ensure that the participant is advocating for her own well-being as well as advocating for themselves. Being self-advocate and well-being go hand in hand when determining what is working for her personally, professionally, and as a business owner, and what she wants to improve.

Make sure the participant believes in herself before she tries to convince others to believe in her. The aim is to make them embrace their own stories and get the participants to believe in themselves. The priority is to prepare them to discuss their belief in themselves with others.

Preparation is key. Put their words into action: participants have to make sure they do what they say. You need to make sure they do enough research and work to become an expert at something new if they want to get that. When they know and have experience behind them, they are truly powerful.

Providing tools for self-criticism is part of self-advocating, tools to reflect on their shortcomings and failures: self-advocacy should not make someone immune to self criticism. Growth happens when participants are able to recognize their own shortcomings, learn from them, and move forward. Therefore, they are prepared to take full responsibility, listen carefully and reflect extensively on how to improve the next time.

In the end, learning how to avoid toxic environments where situations can hinder their progress, create a feeling of self-doubt in themselves, and even make them feel less valued is key for their success. The key to eliminating these relationships is to be aware of them and to eliminate them from participants' lives. Be conscious of the people who are an inspiration, and empower the participants while remaining true to themselves.

C.

“Lessons learned” by experience.



Role models show that it is possible to achieve results and it is highly motivating. Emphasis is given to the importance of role models as a form of inspiration for mum entrepreneurs. The role models present their life and challenges in their entrepreneurial path and the participants are free to express their own minds or to ask direct questions, the dialogue without filter makes the quality of the feedback as authentic as possible and it is received as precious from the aspiring entrepreneurs.

The amount of time spent interviewing fulfilled the needs of the participants. But it is important to signal that some participants asked and needed personalised sessions, or training on entrepreneurial skills due to specific situations, e.g., they required specific guidance on their projects since the advancement and progress of their personal work. The importance of these interactive sessions is highlighted by virtually all participants.

Listening to the participants is essential to understanding what topics need to be addressed to make these events highly useful. Providing participants with online tools for marketing yourself and your business, not only theoretically, but also in practice, is certainly more functional to the urgent needs of the participants. Practical problems need to be addressed with real examples and solutions. For example how to maximise the use of online tools for a business or for the individual. It is therefore logical that the facilitators adapted their approaches and showed participants how to find the specific tools required by the participants.

It is important to keep in mind the available amount of time and how to organise it properly leaving time for participants questions, especially when it comes to how to use online platforms and tools, self-marketing solutions, and branding yourself on social media. It is important to plan time to practice too with the support of a facilitator.

The key point of these events is to encourage the participants through theory and practical exercises, giving them the idea that they can do it, so it is important to find empathetic instructors, able to share their knowledge well and build constructive conversations.

The size of the groups has to be small so the guest speaker can relate to the participants in a way that is highly interactive. If they are able to exchange personal contact details as this would show the success of such a workshop.

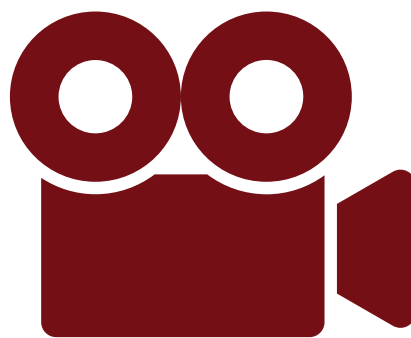
Create an environment made out of real life, be ready to solve any challenge that may come, and always support the mum entrepreneurs you meet. Make sure that mothers who are participating in the events have a place where their kids can also be engaged either playing different games or drawing. Keep in mind that games and food are making the environment more friendly.

Keep in mind that activity time needs to be suitable for all mothers while kids are in school. Avoid long lectures & workshops and make the activities more interactive and practical. Think about the group size of participants you are expecting and book a room with the correct capacity by considering the COVID restrictions.

According to the study, networking workshops, entrepreneurship stories, and establishing personal and business identities were useful to mother entrepreneurs.

It is beneficial to have workshops that allow the mum entrepreneurs to share their ideas and stories. Mum entrepreneurs found inspiration in real-life stories from entrepreneurs, too. Career advice can be gleaned from these stories. In these stories, they may discover challenges and solutions that they can apply to their own businesses. Interacting with other professionals and receiving advice, discussing challenges, and acquiring new skills is a choral system of actions that promotes awareness and motivates mum entrepreneurs to make their dreams real.

VIDEOS



<https://drive.google.com/file/d/1SEgD1HFzMYdZX18TuxoH-J44RFszpsdA/view?usp=sharing>

ANNEX

ANNEX



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