

PWN GLOBAL ENTREPRENEURSHIP

July 2021 Quarterly Newsletter



PWN Global Entrepreneurship Committee is here to provide a safe, empowering network for all entrepreneurs.

Today, the world has many successful female entrepreneurs who have founded some of the world's most successful companies and brands. Their families, investors, and society as a whole have made a conscious effort to break down gender barriers so that women entrepreneurs can shine in the corporate world. However, if women in business do not see other women in positions of power, they may find it difficult to imagine themselves there.

Read further for the entire article written by [Vera Lovici](#).

The world needs more women entrepreneurs, and we at the [PWN Global Entrepreneurship Committee](#) want to encourage working everyone to pursue and realize their business ideas for professional purposes. For this reason, we have launched another [Virtual Entrepreneurship Program \(VEP2021\)](#). This year, we have Caroline Friesenberg join our facilitators' team with a bonus added; read further to know more.

Also, In this quarterly newsletter, you will get to meet some of our volunteers, why they joined and the open position we have available, and our new projects In collaboration with EU Business School.

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Volunteer with PWN Global Entrepreneurship Committee

Volunteering is a brilliant way to **connect** on a whole new level, work for a cause you are **passionate** about, **impact** future generations, and **build** and refine your professional skills in a safe environment. The more volunteers we have, the more work we can get done and the quicker we can **advance gender-balanced leadership**.

Check out the opportunities we have available in Entrepreneurship Committee.



Vera Lovici

Marketing and Communication Manager
Volunteering since January 2021

Volunteer testimonial Vera

Joining PWN Global allowed me to get in touch with the reality of what women in business encounter daily.

As a young professional, I find it worthwhile to offer essential help for causes, people in need or the wider community. This has brought me, new friends, expanded my network and boosted my communication skills.

Organizations such as PWN Global, the Entrepreneurship Committee, rely on the generosity of volunteers as often, and I know that everyone is giving their best expecting nothing in return. My time as a Marketing and Communication Manager has been an enriching and fulfilling experience. In fact, one of the best ways to make new friends and grow existing relationships is to commit to a shared activity together, and volunteering lets you do just that.

Volunteering has allowed me to practice and develop my social skills since I regularly meet with a group of people with common interests. I strongly recommend to everyone who wants to help others, or as a matter of fact, help themselves, to join an organization that supports similar causes as you.

To get involved please send an email to entrepreneurship@pwnglobal.net and include:

The role you are interested
Link to your LinkedIn profile
Brief CV with relevant information for the role you are applying for
Confirmation that you have 4 hours a week available to actively involve in our projects

Virtual Entrepreneurship Program 2021

The LinkedIn platform has definitely become one of the most powerful tools to communicate about entrepreneurship activity. Although it is not one of the most extensive social networks on the internet, it is so productive. This is because its userbase is full of knowledge-minded people like senior-level business professionals, decision-makers, and C-suite executives who are busy networking to find suitable connections, not browsing through the platform to waste time. This year, we at PWN Global have added eight bonus workshops for our Virtual Entrepreneurship Program Community, where VEP Community has the opportunity to have an in-depth review of their Personal Brand with Caroline Friedenber.



Caroline Friesenberg

Friesenberg J. & Associates an Executive Search Firm

Caroline served as President for Kennedy Executive in 2020; she is leading Diversity & Equality Management practice group across the globe, focusing on delivering high quality and diverse talent.

Caroline Friesenberg hosted the first session in the eight that the VEP2021 Program is delighted to share as a bonus activity with our entrepreneur community. The monthly review of participants reports certainly brings a substantial added value and will ensure a more personalized approach to the learning journey we provide within VEP2021.

We are happy to share some impactful **key takeaways** our community can benefit from: * Search for the right balance between "who you are" and "what you do."

* Keep the focus on where you are today in your professional journey and regularly review the relevance of your skills, endorsements and interests

* Think about getting your profile easy to the eye, inviting to read and motivated.

Thanks again to Caroline Friesenberg for sharing her unique executive expertise in personal branding during this accountable and inspiring session! The next session, held monthly, will take place on Thursday, June 24. If you wish your profile to be reviewed personally by Caroline during the next sessions, please send your request to the VEP2021 team.

Our Partners

Established in 1973, EU Business School is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich, and online. Offering English-taught foundation, bachelor's, master's and MBA programs, it is ranked among the top business schools globally and has been awarded four stars for Overall Business Education by QS Stars.



As one of our new partners, EMCC exists to develop, promote, and set the expectation of best practice in mentoring, coaching, and supervision globally to benefit society. This partnership assures that our participants receive the best type of coaching. EMCC provides mentors who care deeply about people and have incredibly high personal standards and ambitions.



EU BUSINESS SCHOOL STUDENT PROJECTS

As part of the PWN Entrepreneurship Committee partnership with Eu Business School for the Virtual Entrepreneurship Program 2021, PWN Global community can now benefit from Eu Business School students' knowledge while supporting their learning experience by participating in student business projects. Eu Business school has campuses located in different cities in Europe and delivers outstanding business education to a multicultural student body of 100+ nationalities.

Who can participate?

Both new entrepreneurs and established business within the PWN Global community have now the opportunity to work on key strategic projects with EU Business School Master's student.

Why should I participate?

Industry representatives and students work together on real-life challenges. These projects help your organization to take a step back and gain a new, fresh perspective. You will be able to address and investigate a current business issue you may not have the time or resources to consider in-depth, providing you with leading-edge research and diagnosis into root causes and practical recommendations specific to the business.

At the same time, you will be helping students by providing them with the opportunity to apply their learning from the Program to practice and to gain privileged insights into how companies really work, giving them a competitive edge in today's fast-paced business world.

What kind of projects are eligible?

Projects' subjects can be very diverse. You can trust young professionals' advice to confirm or enhance your business plan, find new development strategies, carry on a SWAT or market analysis, or investigate any other relevant business issue.

What is expected from me?

All you have to do is define the specification of the project, nominate a person responsible for this on behalf of the company, and ensure smooth communication with the students to agree on scope, requirements, and outputs.

Great, I want to know more!

If you are interested in knowing more about this project, the deadline for submission is July 15th, please get in touch with Caterina Pintus to get more information on the student business projects and submit your project.



Caterina Pintus
Partnership Manager

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Challenges Faced by Women Entrepreneurs Worldwide and How PWN Global Helps

Today, the world has many successful female entrepreneurs who have founded some of the world's most successful companies and brands. Their families, investors, and society as a whole have made a conscious effort to break down gender barriers so that women entrepreneurs can shine in the corporate world. However, if women in business do not see other women in positions of power, they may find it difficult to imagine themselves there.

I think most women entrepreneurs struggle with the belief that they have to compete in the business world with men; I know I believed so. Although women entrepreneurs make waves in the market because of their commitment and drive, they continue to be viewed as inferior to men despite having the right attitude and aptitude for the job.

We cannot deny that, over the last decade, women have started businesses and become successful, but the struggles faced by women entrepreneurs remain. More than a third of the world's entrepreneurs' women never looked on paper as if there were 252 million women entrepreneurs worldwide. But changing times have led to this number, and they are still struggling to meet the challenges they face.

However, these figures tell only part of the 252 million female entrepreneurs worldwide, as men still run a large proportion of these companies. The challenges faced by women entrepreneurs are greater and different from those faced by their male counterparts. Women-owned companies are still a minority, and the hurdles faced by women turning to entrepreneurship are enormous and different from the experiences of their male counterparts.

The world needs more women entrepreneurs, and we at the PWN Global Entrepreneurship Committee want to encourage everyone working to pursue and realize their business ideas for professional purposes. However, women who accept entrepreneurship and run businesses face and overcome various challenges. Since the majority of high-level business is male-dominated, it can be difficult for women entrepreneurs to go their own way and facilitate the introduction of connections to first-class corporate networks.

Read on for an overview of the benefits, challenges and opportunities for women in business. We also have information on alternative routes to small business credit for women, women-owned businesses, certifications and general information on what to expect for starting a business in terms of start-up costs and financial challenges. Every year, PWN Global prides itself with the Virtual Entrepreneurship Program to tap into the full potential of men and women, who explore a powerful learning opportunity to help them achieve their potential as an entrepreneur and leader!

A significant hurdle and challenge for female entrepreneurs is the lack of efficient consultants and mentors. The lack of women in leadership positions makes it difficult for women entrepreneurs to access support platforms and secure mentorship as men do.

One of the biggest challenges for female entrepreneurs is likely to be raising children, which requires a huge amount of time, energy and resources. It becomes even more difficult for women to run their business if their family and friends do not step in to take responsibility in the home and in the family. Women starting a business also face a number of other unique challenges, including meeting societal expectations about work-life balance and finding support networks that share their understanding and goals.

I believe that the greatest challenge for women entrepreneurs is to break through the age-old form of multi-life management as a wife, mother and worker, because men always do the same thing, while women have much more on their plate. The socio-cultural concepts that define the role of women in society must change, and this should be at the heart of it, and it must also be changed in order to improve the ease of doing business as an entrepreneur, be it through credit, aid, better networking opportunities, etc.

Finding a balance between business owner and mother is one of the biggest challenges female entrepreneurs face. With VEP 2021, we address some of the biggest challenges entrepreneurs face and provide resources to help them overcome each and every one of them.

Listen to a panel of female entrepreneurs at different stages of their careers, get advice, hear their personal stories about fighting gender stereotypes, and stand up for women in the workplace.

The aim is to promote female entrepreneurship by fostering networks, improving support for female entrepreneurs, encouraging more women to start their own businesses and supporting them worldwide.



By Vera Lovici
Marketing and Communication Manager