

**Women
Entrepreneurs**
Specialist Group

My Experiences as a Entrepreneur!



evolve
listen transform enrich

WEConnect
INTERNATIONAL
Connecting Women's Enterprises with Market Opportunity

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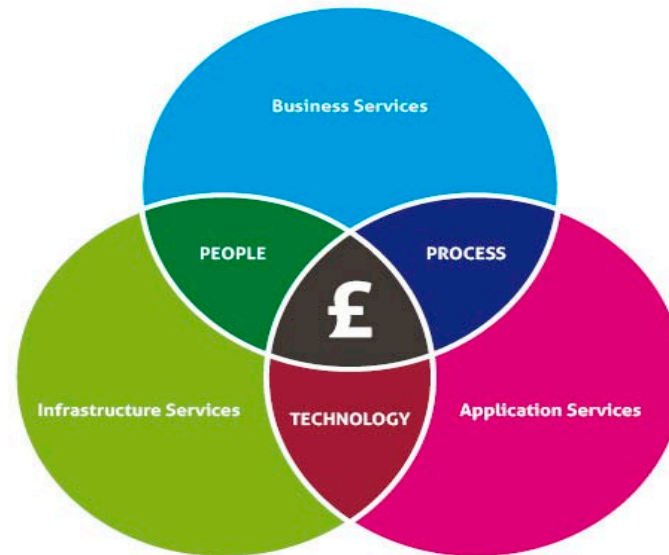
About Me

- Started life as an accountant
- Moved into tech in 1992
- Award winning Entrepreneur and business owner



About Evolve

- Established March 2007
- A Midlands Based Company that works with SMEs and corporates globally
- 51% Woman Owned



The Successes

- Building the company from the ground up
- Rising out of the recession
- Succeeding in the IT and construction sector defying the myth (about women)!
- Taking the business international
- 5 industry awards
- A defined purpose



Potential Pitfalls

- Differentiating from good advice and bad advice
- Lack of funding
- Finances – understanding cash flow and forecasts
- Clearly identifying your market for your chosen products or services
- Sales pipeline
- The right resources to take on board
- Other people thinking it is all luck!



Leadership

- Work on your business as much as you can not in it
- Lead by example
- Be strong at making decisions both positive and negative
- Everyone that is accountable in the business is a leader

COMMUNICATE, COMMUNICATE, COMMUNICATE



Mentor Definition

“A voluntary, mutually beneficial and purposeful relationship in which an individual gives time to support another to enable them to make changes in their life.”



Finding a Mentor

Take your time and make sure they are right for you!

1. Define your purpose and be committed:

- Specific / Targeted – to find more customers, to develop a product etc
- Change behaviour - improve relationships, reduce unwanted behaviours etc
- Expand opportunities – to develop personal skills, build confidence, improve your success at achieving your goals etc
- Supportive – to build trust and resilience, reduce isolation



Finding a Mentor

2. Invest and be responsible
3. Be accountable to yourself and others
4. Be selfless and create opportunities for your mentor
5. Make the relationship endless



Food for Thought

FAIL = FIRST ATTEMPT IN LEARNING

END = EFFORT NEVER DIES

NO = NEXT OPPORTUNITY



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