

Workshop for Women Entrepreneurs

Greater Lafayette-YWCA (Diversity Fellow Project)
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PURDUE
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Project Description

- A diversity grant-funded workshop project aimed at fostering awareness and skills of the minority women entrepreneurs of Greater Lafayette area. Initiated by Professor Dr. Nadine Dolby, College of Education.
- Implemented in partnership with the YWCA Foundation of Greater Lafayette, Inc. which is a non-profit corporation with a mission is to develop endowment funds and pay for substantial capital expenditures.
- The participants of this workshop were four female entrepreneurs at different stages of their ventures.

Project Outcome and Future Plans

- unique interdisciplinary collaboration between business and adult education.
- The workshop works as a perfect linkage between the two and allows the facilitator to build a new scholarship and discourse for future research and projects.
- The workshop would serve as a qualitative narrative paper.
- There are future intentions by YWCA to collaborate with Purdue's College of Education to organize entrepreneurship focused training on specialized topics.

Recommendations:

- Conduct focus group interview as a need assessment survey to prepare workshop modules more customized and less generic.
- Assign mentors for participants as formal commitment for a specific timeline to ensure the scalability of their ventures.
- A co-facilitator is needed to ensure better engagement and activities and most importantly take learning points and notes.

Suggested future workshop topics:

- Financial record keeping and interpretive decision making.
- Emotional intelligence and leadership skills.
- Networking and funding: Pitch perfect.

Topics Covered

Session 1: Service Gap and Design Thinking

- Service necessity that customers expect from products or services for which they pay money- value creation.
- Customer avatar and 'pain points.'
- Designed or planned their products or offers with promotional features.

Session 2: SWOT Analysis

- Practical struggles faced by entrepreneurs.
- Plot business under the boxes- Strength, Weakness, Opportunity, and Threat.
- Reflect on the Self-SWOT methods.

Session 3: Action Planning and Peer Mentoring

- Building on the business and scaling strategy.
- Networking and positive word of mouth – investment opportunities.
- Collaboration and cooperation- Purdue University and beyond.