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Enhancement of entrepreneurship skills among women to provide gender equality and employability for citizens of Uzbekistan. (EMPOWER)

Project Number: 101129076 —
EMPOWER—ERASMUS-EDU-2023-CBHE



Training for Trainers, Varna, November 2024

Building Entrepreneurial Mindsets in Marginal Communities

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The Business and Management Review, Volume 9 Number 3

April 2018

Developing entrepreneurial mindsets In under-served communities: Lessons learned.

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City University of New York, USA

Keywords

Entrepreneurs; Under-served; Economic development; Minority Business

What we know



Under-served communities are diverse with complex socio-economic challenges which may require **different solutions.**



Group workshops yield less impact than **one-on-one business development.**



Collaboration with industry on innovation, training, and career readiness is paramount to venture and employment success.

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Case Study: Philippines- Tipping the Scales of Equality

In some areas of the Philippines women are not allowed to attend meetings, or even speak freely or leave their homes.

Gender inequality not only hinders women's empowerment, but affects the economic development of whole communities.

Philippine's businesswoman Ruperta Gagarin is among hundreds of women who are reversing that role.



Philippines: Tipping the Scales of Equality - International Day of Rural Women



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30 minutes to try

Form a group of 4 people

Based on the case you have seen, list down what are the mindsets that made the enterprise successful? Tell us why are these critical mindsets?

Are these mindsets you have identified applicable to the communities in Uzbekistan? Choose the ones that apply and state why.

IMPORTANT!

**You know your
community the most
than anyone in this
room.**

Be their champion!



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*Look at the list of mindset
you have produced...*

Individually, write down broad ideas on how you can coach them to build these mindsets guided by the CLEAR coaching model.



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INSPIRATIONAL TALK

From Struggles to Small Business

Jennybe Angelov
Founder,
Asianbits.com



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Thank You for Your Attention!



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