Principle 100% inclusivity

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PRESENTATION DESCRIPTOR

Principle name	100% inclusivity
Learning outcomes of lesson plan	1. To learn about barriers and biases on women entrepreneurship in the ecosystem. 2. To reflect on how these biases can also be inside the individual. 3. To critically examine the context that influences the idea of 100% inclusivity 4. To critically evaluate women entrepreneurs' voices on the topic of inclusion: biases, obstacles and solutions
Duration	1 hour
Expected attendees	Third level students
Activities suggested for this lesson plan	Activity 1: 'Attributes for men and women entrepreneurs'. To highlight how gender biases can be engrained in us all. Activity 2: 'Voices of women entrepreneurs on the topic of inclusion'. To learn how 100% inclusivity may be not be so for women entrepreneurs. A critical view of solutions is also included.

Link to references and list of external resources

(this link is to the WeRin Knowledge Port, Principle 100% inclusivity)

Presentation outline

1. **What does the literature say about this principle?**

2. **Practical exercises to see biases/barriers and possible solutions**.

3. **Take home messages about 100% inclusivity**

What is meant by 100% inclusivity? (in the WeRin project)

Identifying	Raising	Promoting
Identifying gender barriers and obstacles for women entrepreneurs with a view to fostering wider inclusivity	Raising awareness of hidden biases	Promoting inclusive and diverse entrepreneurship: cooperation and equality for all

Teaching Notes – Slide 4

This is taken from the WeRin principles and so we are bringing the different parts at the beginning (identifying biases, raising awareness, possible solutions to promote 100% inclusivity…) and then we dissect them more slowly. That's why slides 3-9 should be 10 minutes just to give the students some examples of biases and barriers before they start exploring biases around themselves and perhaps within themselves.

What are these barriers and obstacles in Ireland?

✓ lower rates of female participation in the labour market or in limited sectors with low growth potential

✓ continued gender stereotyping in society, education and career guidance and occupational gender segregation within the labour market

✓ lower percentage of women with STEM (science, technology, engineering and maths) qualifications

✓ limited availability and high cost of childcare in some countries

✓ unequal sharing of caring roles between men and women

✓ unconscious bias, among both women and men

✓ the persistent gender pay gap.

Teaching Notes – Slide 6

This information applies more to Ireland so it may need some tweaking if to be used for other regional/national ecosystems. The idea is that students get some knowledge on some of these barriers, some of them they will probably know.

What were these barriers and obstacles during COVID?

- Many women continue to juggle caregiving and homemaking (and homeschooling!) "while scrambling to save their businesses".
- GEM reports that women were 20% more likely than men to report a business closure due to the pandemic

GENDER REGRESSION

Teaching Notes – Slide 8

These are barriers related to Covid and how women have been disproportionally affected due to their gender, particularly the idea of homeschooling that the students may have seen in their houses if they had small siblings.

Women, according to the 2019 'Caring and Unpaid Work in Ireland Report' from the Irish Human Rights and Equality Commission and the Economic and Social Research Institute report that women continue to provide unpaid work, with 45% of women providing care for children and older adults daily, compared with only 29% of men.

Rubicon

Percentage of Women in Senior Management

2013

IRELAND	21%	IRELAND	40%	(2023)
ITALY	24%	ITALY	28.6%	(2021)
POLAND	48%	POLAND	43%	(2023)
Netherlands	11%	Netherlands	25.5%	(2021)
EU AVERAGE	25%	EU AVERAGE	34%	(2021)

UK 33%   USA 31%   Globally 32.4%

George Bulman - Turin 2013

Positions held by women in senior management
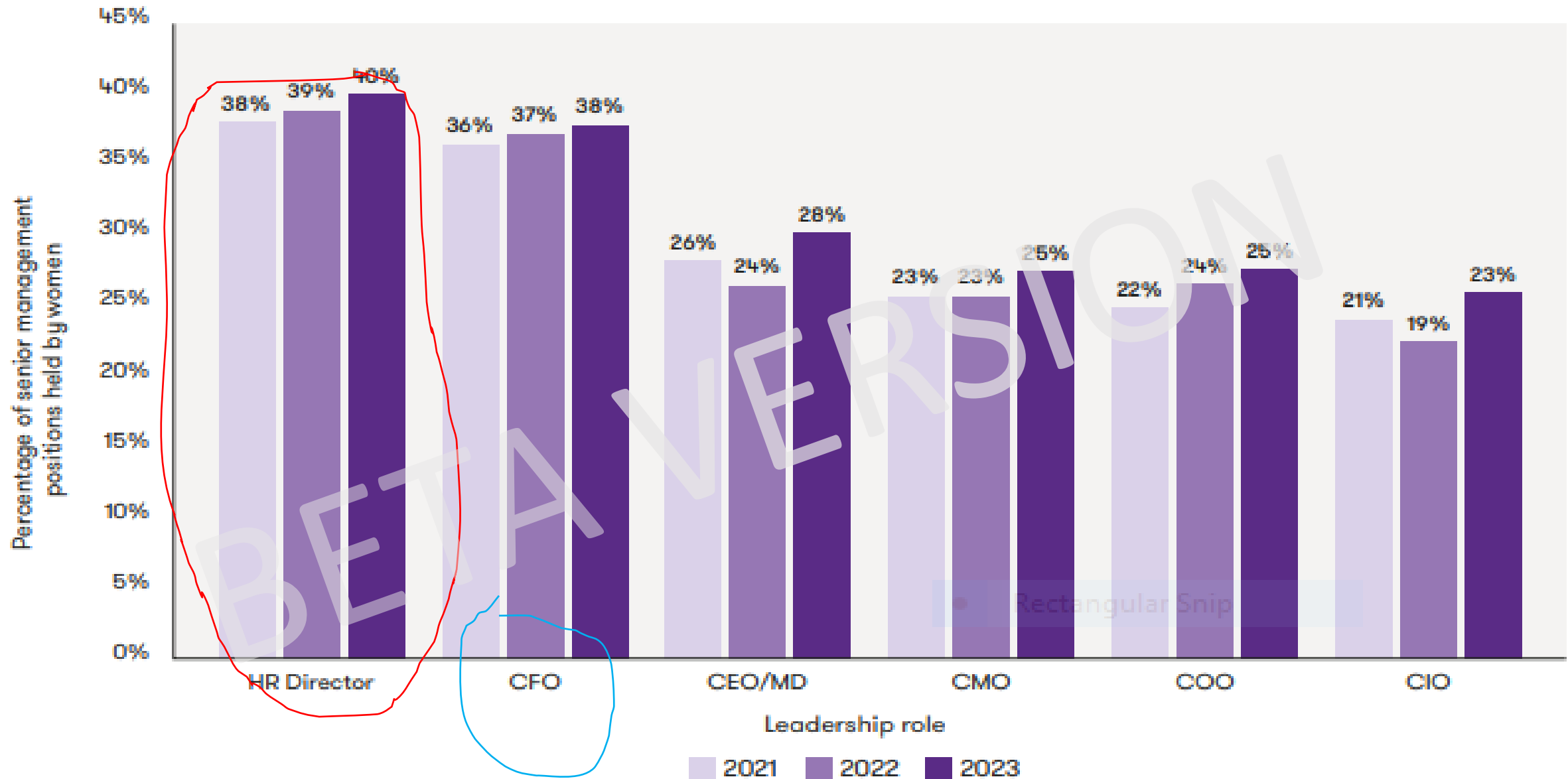
Source: Grant Thornton IBR

Are these biases outside only or inside us too?

Exercise Entrepreneurial Attributes for men and women

- Think of a woman and a man entrepreneurs (real or imagined) and make a list of attributes that they may have. These can be different for both genders or the same.

Man entrepreneur	Woman entrepreneur

Teaching Notes – Slide 13

(10 minutes) If students can't think of attributes, you can give them this list prepared by Saskia Stoker:

Creativity
Passion
Visionary
Flexibility
Innovation
Resourcefulness
Strong work ethic
Sales and marketing skills
Strategic thinking
Tenacity

Risk-taking
Resilience
Perseverance
Leadership
Drive
Networking skills
Ability to identify opportunities
Business acumen
Financial acumen
Problem-solving skills

This exercise could give be used for different objectives:
1. To show how we assume men and women have different attributes. This may not always be the case
2. To show how these attributes may disproportionally affect women when presenting their business ideas, looking for funding…

Rubicon

Male Entrepreneurs

- Flamboyant
- Confident
- Do it, don't worry about the money
- Seek out grants
- On the seat of their pants
- Would take money from their Granny
- Very optimistic – see no danger

Female Entrepreneurs

- Lack Confidence
- Risk adverse
- Organised
- Careful
- Prudent
- Seek little funding
- Analytical
- Pessimistic

Teaching Notes – Slide 15

This slide could be shown to students to indicate what a programme manager encounters in his daily practice dealing with entrepreneurs. This would indicate the different attributes regarding gender and therefore power can be a reality too.

Does 100% inclusivity mean that women entrepreneurs need to fit in into the male model?
If that is not inclusive for women, surely that's not inclusive for all men, not all men are flamboyant, risk-takers…?

Teaching Notes – Slide 17

Slides 17-23 are optional. 100% inclusivity and gender parity has been fed into us through the media and the pictures of the Kardashian women and sex in the city are examples of that but there are studies that dispute those images and show how detrimental they can be for women's advancement.
If they don't make complete sense, just jump to the exercise in slide 24. It won't make any difference.

Cultural and mediatic influences

Teaching Notes – Slide 19

This image and the next one can help us explain how we are breathing through TV, media the idea below

Youthful, sexually liberated, independent working women who have achieved success of their own accord in a world where gender discrimination is a non-issue (Gill, 2007, McRobbie, 2004, 2009, 2011).

This idea implies that we can all achieve what we want if we want hard enough but of course this idea is decontextualised and does not take into account structural barriers and different contexts.

Postfeminist sensibility: Context

KEEPING UP WITH THE KARDASHIANS

Post-feminist paradox (Treanor and Marlow)

- The 'postfeminist paradox', dilemma between:
  - Agentic possibility
  - Reality of structural gendered bias
- Options to solve this dilemma:
  - Internalizing blame: 'lacking' metaphor
  - Externalizing blame: Not a desirable solution

Teaching Notes – Slide 22

Slide 22 would need a bit of explaining (Treanor and Marlow, article on 'postfeminist paradox').
While the entrepreneurial ecosystem represents endless possibilities for all individuals with a business ideas, the reality is that there are structural gendered barriers (for example, parenthood that undoubtedly lies heavier on women than men). In the face of this dilemma, women either blame themselves (I need to be more like men) or blame the system. The latter is not a desirable solution as allegedly the system is equal and it is us as individuals that need to avail of the opportunities and resources. Blaming the system is not a very attractive option.

Exercise 1 to understand the theory of inclusion

Read the followings paragraphs by women entrepreneurs on the topic of inclusion.

a. What are the barriers they encountered to be included
b. What are the solutions highlighted in the text to improve inclusivity?
c. Any comments on the above.

Teaching Notes – Slide 24

Please go to the pages "Paragraphs by women entrepreneurs on the topic of inclusion" (slides 26-30) to see the paragraphs and some comments.

Activity designed by Ana Cruz García, Hincks Centre of Entrepreneurship Excellence, Munster Technological University

Quotes from women entrepreneurs in countries from the WeRin partners (regional scans)

(1) *And it was said to me by a woman! So, at the end of phase one, you'd go in and you had to pitch to three or four different people. One of these people was a woman. So I went in and pitched the concept and she turned around me and she said, 'if I put you forward now for phase two, you're not going to not take it because you get pregnant or something, are you?' On my life! And I was like, no, no, that's not in the pipeline. And she said, 'Good, because I had someone last year who I really recommended for it, but she decided against it because of her kids.' I was like, OK, well that's fair enough on her part anyway. But no, I'm not going to do that. 'That's OK.', she said, 'OK, grand. Just making sure. Being an entrepreneur implies getting used to not seeing your family'.*

(2) *Actually, there's something that I do think about a lot, which is women who are in the entrepreneurial ecosystem or engineering, or whatever other male dominated thing, we're self-selecting. We are the women who aren't bothered by the fact that we're the only woman. And I definitely have noticed this, you know, other women in similar positions to me going, 'Well, I didn't need any help to get where I am. So why would we help? Why should I, you know, talk to girls about the fact that I'm here, I'm here and just do it. And if you don't want to do it, go do something else.' And it's like, no, because that's ridiculous that you've only got the really, belligerent women succeeding in STEM or entrepreneurship or whatever. And if you were a man, you wouldn't have to be a really, belligerent, fighting person. So, it's kind of like, no, just because you happen to be the exact right person to succeed, regardless of whatever things aren't bothering you doesn't mean that you're the only person who deserves to succeed.*

[National Enterprise Agency] once did a panel with a pile of the women that they had, and they're like, 'how do we get more of you?' They're basically, exactly saying, I don't know how to get more women on here. You know, just go find more exactly me. And it's like, no, that's how we got into this position. I mean, people exactly like you, we need people who are like you but slightly different or, you know, less willing to smack people around until you get what you want, and that is a little bit of the style that you need to succeed as an entrepreneur. [WE17]

Teaching Notes – Slide 26

(1)

Some possible topics of discussion. Obstacles and Biases: Very clear quotes but what can we get from them with regards to 100% inclusivity?

- Patriarchy includes all genders, it is not just men
- Parenthood, this affects women more than men, even the ones that are not planning to be mothers because they may always be
- "Get used to not seeing your family", it may be more risk more women to take these risks as caring responsibilities fall heavily on women
- 100% inclusivity at the moment doesn't factor in the big elephant in the room, parenthood.
- how can we make it more inclusive?

Teaching Notes – Slide 26

(2)

Some possible topics of discussion. Meritocracy, we are all the same, gender equality. If we have been able to make it, then everybody can.

Obstacles: self-selecting, smacking people around, belligerent, fighting person.

Biases: Self-selecting, only the one who are more belligerent make it

Individualism/Fixed idea of entrepreneurship. While there is a need to get more women entrepreneurs, it is a very fixed view of entrepreneurship, "how do we get more of you?".

Any other comments:

"Because you happen to be the exact right person to succeed… doesn't mean that you are the only person who deserves to succeed". So with regards to 100% inclusivity it is important to know that to include more, we will need to expand the fixed vision of entrepreneurship (belligerent individuals). Also always bear in mind that because someone succeed, it doesn't mean that it is the only person that deserves to succeed.

Activity designed by Ana Cruz García, Hincks Centre of Entrepreneurship Excellence, Munster Technological University

Quotes from women entrepreneurs in countries from the WeRin partners (regional scans)

(3) *In relation to funding and, oh, you could apply for the female funding because there's less, you know, less competitive and less stuff, and it's really interesting to have a conversation about them and how they view it. And if you push back and say, well, you know, I just want to be treated the same as yourself, I don't want to apply for something that just because of this and get an easy ride and stuff. And I think I think it's interesting to get their perspective on it and to understand how they view it. And oftentimes they're saying it because they think it's going to help me, but they can also see the converse of it that, you know, and that really, you know, at the end of the day, it should be on merit. It should be like you get funding because of merit and it's not really about what gender you are. [WE6]*

(4) *So not only I am a woman, but I am you know, my products are [for women]. So, if you are speaking to men, if you're speaking to one man, one investor, then they can kind of treat you, that there is a little bit of sexism there. They can look at your looks even, you know, where you are from, that you are not from the networks. Maybe they can judge you by that. And I had a few examples like that. But at the same time, I also met amazing people and amazing men who are open to talk about it. [WE15]*

(5) *I think as we've seen with the kind of, oh, look, we have a gender balance of 50 50, blah, blah, blah, with this kind of what's called virtue signalling, almost, I guess I think the reaction is very much that I've never personally encountered a woman who utilizes that as ammunition to bring her business forward. But I've seen organizations within the ecosystem use it to promote that they're doing something right. [WE20]*

Teaching Notes – Slide 29

(3)
Some possible topics of discussion. Internal blame – women do not want to get an easy pass. Positive discrimination. It is seen as something of the past with which women do not want to be associated. Against the idea of meritocracy one which we are daily fed. More importantly, how is "easy pass" being perceived? They may need extra help to get to the same place but how is that viewed?
Women-only funding – It is important to be aware of the positives but also the negatives (what are these?) What is the ideal solution/balance?

Other quotes if needed.

Ireland policy for solutions of women inclusivity

Key Objectives

1 Increasing the number of women-led established companies growing internationally

2 Increasing the number of women in middle and senior management and leadership roles in Irish companies

3 Increasing the number of women becoming entrepreneurs

4 Increasing the number of women-led start ups with high growth potential

These objectives each have **6 action items** (total 24 actions) identified to achieve improvement in gender diversity.

Teaching Notes – Slide 31

Slide 31 and the next slide (33) go together to highlight two different types of solutions, one at policy level that looks at increasing at all levels (analyse pros and cons) and another one by a feminist researcher on entrepreneurship (pros and cons).

Slide 34 is only for discussion purposes.

MEN FORM TEAMS; WOMEN GO SOLO

Suggestion by Prof. Helle Neergaard

Fewer than 20% of women-owned firms have any employees aside from the entrepreneur herself – so more than 80% of women-owned business are own account workers.

Solo entrepreneurs suffer lack of income safety, loneliness, lack of time, feeling vulnerable and insecure

Men tend to form teams to a higher degree than women.

Mixed teams get more funding; women-only teams get the least

LONELY BUSINESS OWNER SEEKS OTHER LONELY BUSINESS OWNERS FOR FRIENDSHIP

Must like long walks on the beach, Pina Coladas, getting caught in the rain

Other solutions for 100% inclusivity

1.
2.
3.
4.
...

Take-home messages about 100% inclusivity

1) **Awareness** of obstacles and biases (parenthood, the 'fitting' metaphor, belligerent individual...)

2) More **critical mindset** when we talk about neutral ecosystem or even 100% inclusivity with women-only programmes.

3) More **inclusion of women's voices**

4) Difficulties in getting away from the logic of growth and meritocracy (regardless of gender). **Working with it rather than against it**

5) More **modesty** (awareness and then small changes and then bigger changes)

6) Inclusion of **different contexts and intersections** when referring to 100% inclusivity

WeRin vision of 100% inclusivity

"A woman can be whatever is it that they want to be to the best of their abilities and their gender should never be an obstacle to achieve it"

Thank you!

References

Link to references and external resources for Principle 100% inclusivity

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