Principle Relatable Role Models

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PRESENTATION DESCRIPTOR

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Principle name	100% inclusivity
Learning outcomes of lesson plan	1. Understand the importance of role models in career progress. 2. Understand implicit gender biases in entrepreneurship. 3. To reflect on how to create a diverse set of role models in the entrepreneurship ecosystem.
Duration	1 hour
Expected attendees	(Entrepreneurship) Educators, Programme Managers, Third level students
Activities suggested for this lesson plan	1. Reflection exercise on how to make making Female role models more visible. 2. Inviting a female entrepreneur for showcasing a role model.

Link to references and list of external resources

(this link is to the WeRin Knowledge Port, Principle Relatable role models)

Presentation outline
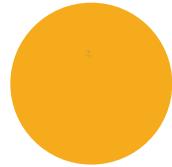
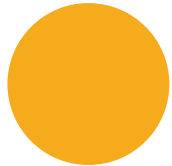- Introduction
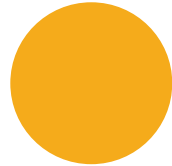
- Exercise: Finding Role Models (15 minutes)

- What we know about role models

- How we might (HWM) make female Role Models more visible?

TIME TO THINK

WHAT ARE SOME ATTRIBUTES OF A
SUCCESSFUL ENTREPRENEUR?
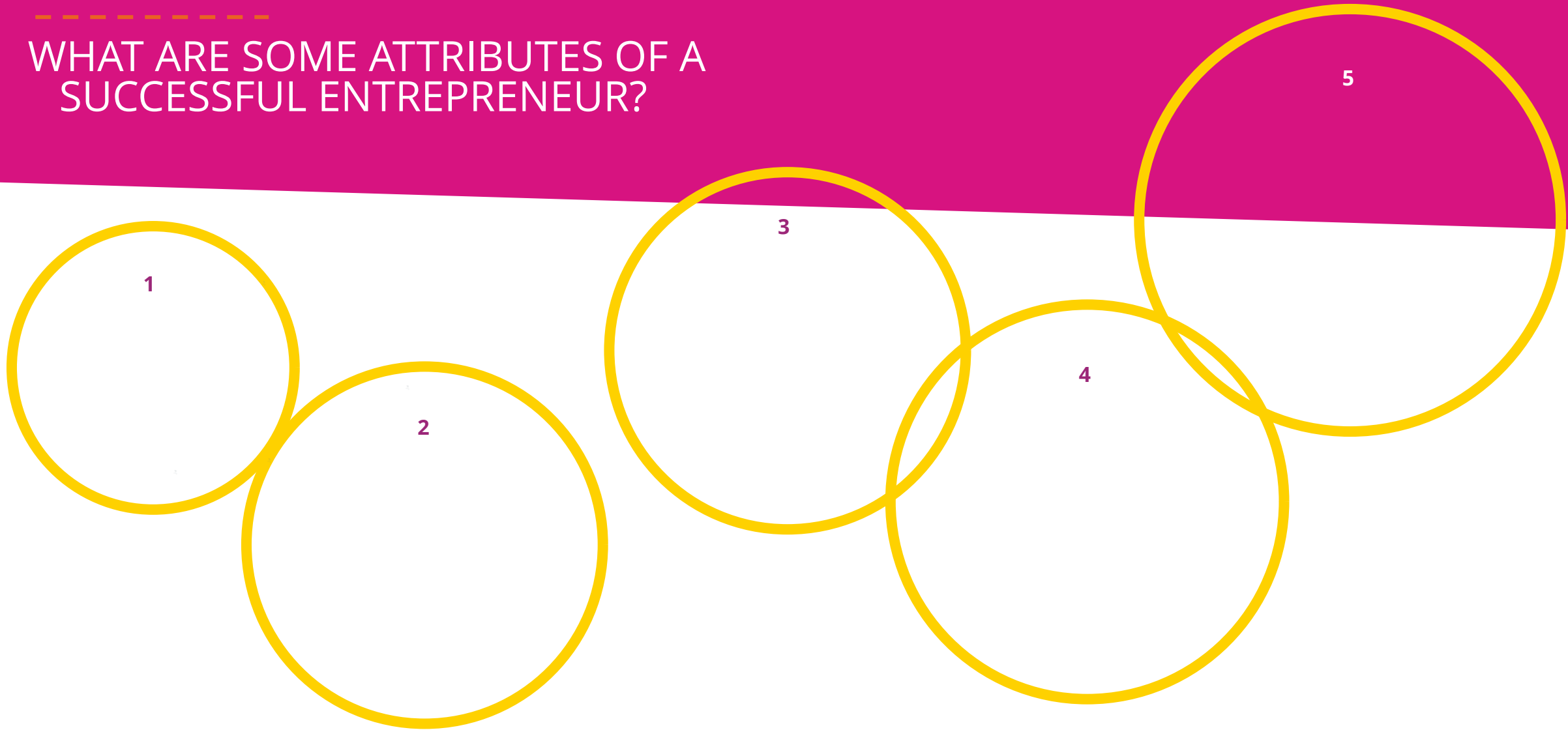
5

3

1

4

2

WHO IS YOUR INSPIRATION?

NAME AN INSPIRATONAL ENTREPRENEUR FOR YOU.

What are the attributes that make them role models?

Entrepreneurship

is a career choice in which preferences play a key role (Greenberg, 2014)

Entrepreneurship

- Career preferences are influenced by one's context. Social norms, shared cultural beliefs, and institutionalized labor market practices set expectations about certain career paths (Rocha and Praag, 2020)

- Underrepresentation of some groups in some roles

What is a role model?

- We learn through the observation of others with we can identify and who perform well in an area in which we wish to be involved or in which we want to excel, i.e. learning by example (or modeling)

- Social learning theory or social cognitive theory argues that individuals are attracted to role models who can help them to further develop themselves by learning new tasks and skills (Bandura, 1977; 1986)

HOW

- - - - - - - - -

1

inspiration and motivation

2

increasing self-efficacy

3

learning by example

4

learning by support

What we have found in WeRin

A well-documented factor in explaining the gender gap in entrepreneurship is that women entrepreneurs hardly have access to role models and mentors (Ganzerla, 2008; Byrne et al., 2019)

What we have found in WeRin

- The limited number of role models for highly educated women widens the gender gap in entrepreneurship even further

- For instance, 20% of women indicated that they know an entrepreneur compared with nearly 25% of men (Bosma & Kelley, 2019)

What we have found in WeRin

Even though entrepreneurs are presented in the media, they are overwhelmingly male, Caucasian, and not individuals to whom most women can relate (Kelley et al., 2017)

What needs to be done

A range of different women entrepreneurs with different backgrounds needs to be showcased. This will fight gender stereotypes by displaying women entrepreneurs who are active in sectors that are generally seen as "masculine" (OECD/European Union, 2017)
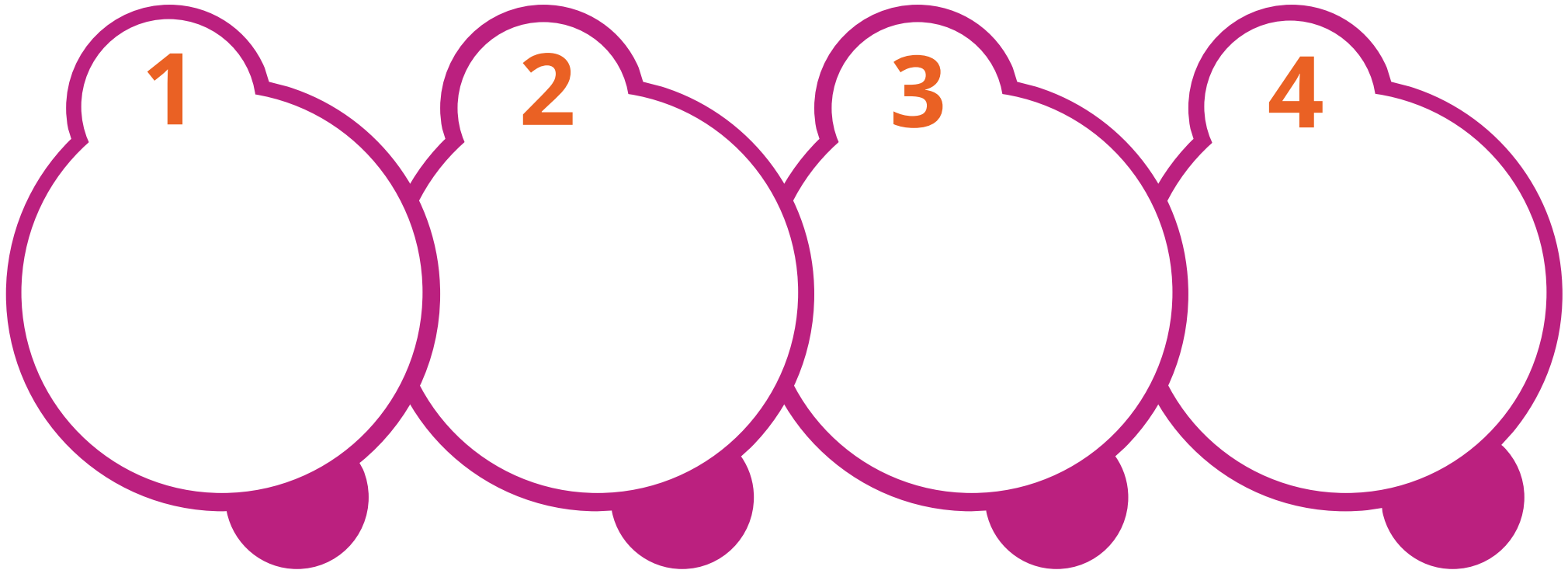
Solution

Role modeling and mentoring are considered promising strategies to increase career socialization (Kossek et al., 2017)

Time to Ideate

HMW make female entrepreneurs more visible?

1st: Individual

2nd: In your groups

1

2

3

4

Conclusion

Questions?

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