

BETA VERSION



Principle

# Relatable Role Models

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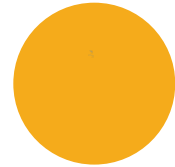
## PRESENTATION DESCRIPTOR

<b>Principle name</b>	100% inclusivity
<b>Learning outcomes of lesson plan</b>	<ol style="list-style-type: none"><li>1. Understand the importance of role models in career progress.</li><li>2. Understand implicit gender biases in entrepreneurship.</li><li>3. To reflect on how to create a diverse set of role models in the entrepreneurship ecosystem.</li></ol>
<b>Duration</b>	1 hour
<b>Expected attendees</b>	(Entrepreneurship) Educators, Programme Managers, Third level students
<b>Activities suggested for this lesson plan</b>	<ol style="list-style-type: none"><li>1. Reflection exercise on how to make making Female role models more visible.</li><li>2. Inviting a female entrepreneur for showcasing a role model.</li></ol>

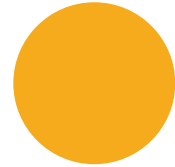
### **Link to references and list of external resources**

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

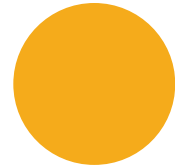
# Presentation outline



Introduction



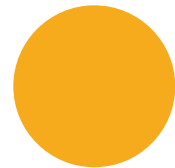
Exercise: Finding Role Models  
(15 minutes)



What we know about role  
models



HMW to make female Role  
Models more visible?



Content

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# TIME TO THINK

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WHAT ARE SOME ATTRIBUTES OF A  
SUCCESSFUL ENTREPRENEUR?

1

2

3

4

5

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WHO IS YOUR INSPIRATION?

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NAME AN INSPIRATIONAL  
ENTREPRENEUR FOR YOU?

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- | What are the
- | attributes that make
- | them role models?

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Entrepreneurship

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

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# Entrepreneurship

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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.

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# What is a role model?

- We learn through the observation of others with whom 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

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## What we have found in WeRin


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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).

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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).



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

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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

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

# Time to Ideate

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HMW make female entrepreneurs  
more visible?

1<sup>st</sup>: Individual

2<sup>nd</sup>: In your groups







# Conclusion

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Questions?



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