

*“Building a Business and
Empowering the Village
Simultaneously”*

– Dr. Mary Bisbee-Burrows





The purpose of this workshop is to provide tips and strategies for women of color to achieve success in entrepreneurship/business.

The presentation will be focused on the following bulleted items.

All of these concepts will be explained and defined in detail, with a specific focus on equity and opportunity for women of color.

Objectives:

- Creating powerful Mission, Vision, and Goal statements.**
- Using your education and experience as a platform.
- Marketing your brand.**
- Programming and collaborating.
- Servicing others.**
- Avoiding Pitfalls/Challenges.**
- Designing/structuring your work and personal life.

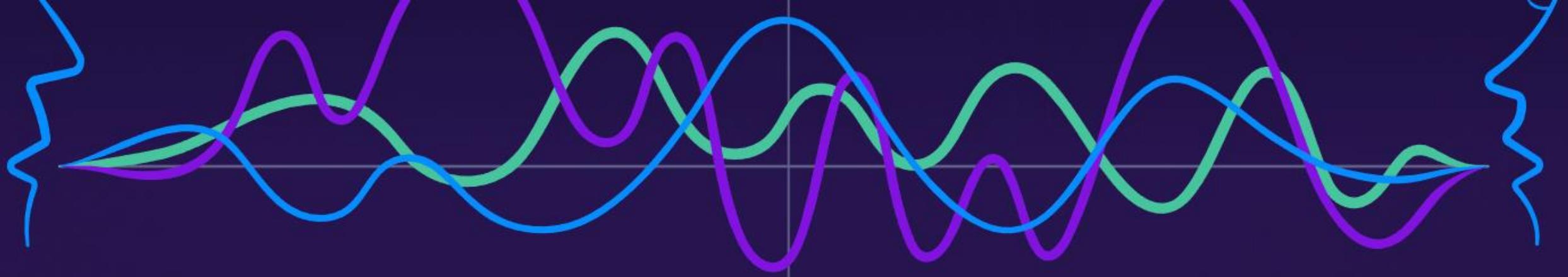




- ❖ Black Women are the most educated and degreed demographic in America.
- ❖ In 2020, Native Americans/Alaskan Natives owned 1.4% of all women-owned businesses (an estimated 161,500), employing 61,300 workers and generating \$11 billion in revenues.
- ❖ Black women represent the fastest growing group of entrepreneurs. 17% of Black women are in the process of starting or running new businesses. That's compared to just 10% of white women, and 15% of white men.
- ❖ The proportion of doctorates awarded to Hispanics or Latinos women has grown from 5.1% to 7.0%.



- ❖ There are over 1.9 million Hispanic women-owned firms in the United States.
- ❖ 35% of Black business owners are women. In 2018 there were 2.4 million businesses owned by Black women (most owned by those ages 35-54).
- ❖ Since 1997, women-owned businesses grew by 114%, while Native women-owned businesses grew by 201%.



Statistically Speaking

However, the numbers are not all that great!



**TEACH YOUR
DAUGHTERS TO
WORRY LESS ABOUT
FITTING INTO
GLASS SLIPPERS AND
MORE ABOUT
SHATTERING GLASS
CEILINGS.**



Breaking Through

Creating powerful Mission, Vision, and Goal statements

- ✓ Identify your **achievements** in the past.
- ✓ Take note of the **values** and principles that you want to cultivate.
- ✓ **Write** down the difference you can make to your family, company, world etc.
- ✓ Set **yourself** a BHAG (Big Hairy Audacious Goal).
- ✓ Prepare your **mission statement**.





**Vision is the art of
seeing what is
invisible to others.**

- Jonathan Swift



"To help level the playing field so everyone has an equal opportunity to succeed."

"To inspire children to be more than they thought they could be."

"To use my writing skills to inspire and educate others around the world to make change."

"TO USE MY GIFTS TO INSPIRE OTHERS TO ACHIEVE GREAT THINGS."

"TO USE MY GIFTS TO BRING EDUCATION TO WOMEN AROUND THE GLOBE."

Mission Statement:

- *Who we are*
- *What we value*

Vision Statement:

- *What we want to become*

Strategy:

- *How we will achieve our vision*

Goals & Objectives:

- *How we gauge our degree of success*

**COMMUNICATING
PURPOSE TO
STAKEHOLDERS**

How to strategize an effective plan:

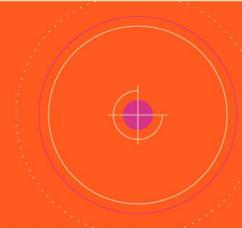
- Identify Your **Career/Business** Options.
 - **Develop** a refined list of **career/business** options by examining your interests, skills, and values through self-assessment.
- Prioritize. It's not enough to list options.
 - **Make** Comparisons.
 - Consider Other Factors.
 - **Make** a Choice.
 - Set "**SMART**" **Goals**.
- Create your career/business action plan.
 - Meet with a career advisor/mentor.



S

Specific

Make your goals specific and narrow for more effective planning.



M

Measurable

Define what evidence will prove you're making progress and reevaluate when necessary.



A

Attainable

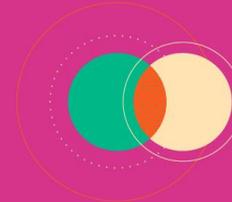
Make sure you can reasonably accomplish your goal within a certain timeframe.



R

Relevant

Your goals should align with your values and long-term objectives.



T

Time-based

Set a realistic, ambitious end-date for task prioritization and motivation.



What's
Your
Why?



**Using your
education and
experience as a
platform**

MARKETING YOUR BRAND



Ask yourself questions

What is my personal brand?
What are my strengths & skills?
Am I detail oriented? Creative?



Google yourself

Find what images, articles, or videos of you are out there to tell the story of your brand.



Generate publicity

Send a press release, appear on a radio show as an expert, create a blog or vlog.



Be sure people can find you

If you have a common name, be sure someone can find you rather than someone else with the same name.



Review your social media

Do they best reflect you as a professional? Ensure they accurately represent how you want to be seen.



Use LinkedIn like a pro

Make sure your profile summary is full of great SEO and well-written copy.



Stop. Think. Post.

Before you post anything online, from a Tweet to an article, stop and think how it represents your brand.



Show you can add value

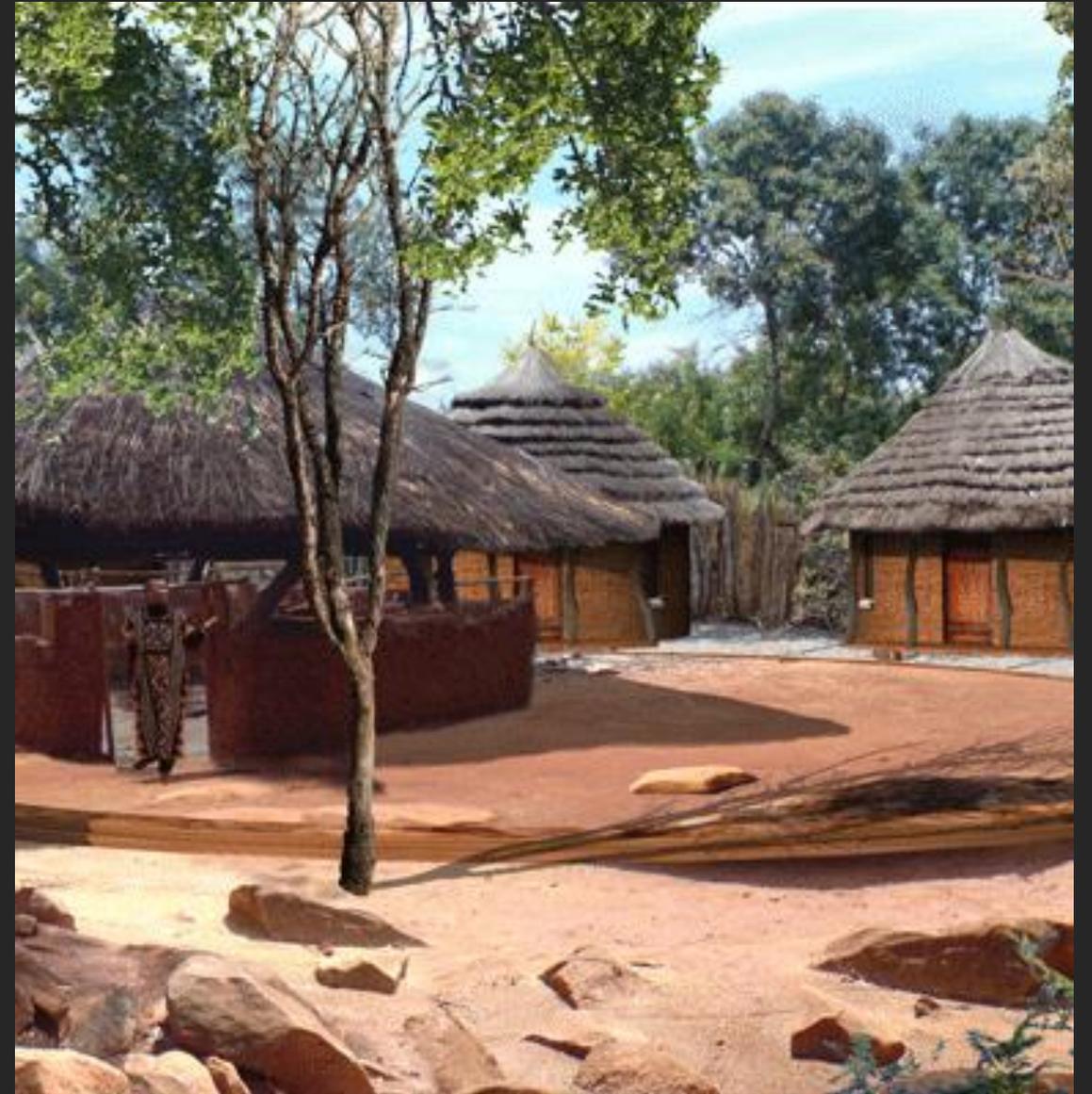
Managing your personal brand is about self-pride. You want people to believe you can add value to their lives.



**PROGRAMMING
AND
COLLABORATING**



SERVICING OTHERS

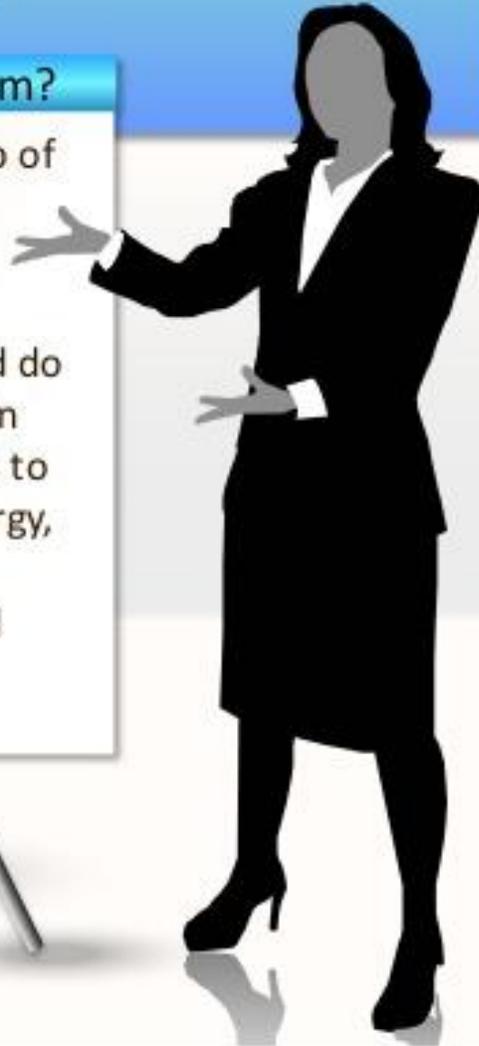


Definition: Volunteerism



What is Volunteerism?

Volunteerism is a group of people known as **VOLUNTEERS** who participates in non-profitable activities and do not expect something in return. They are willing to give up their time, energy, and resources for community service and help people in need.



Avoiding pitfalls and challenges



10 Common Pitfalls Entrepreneurs Should Watch Out For

1. **Misjudging the learning curve of a new industry.**
2. Creating a business without consumer feedback.
3. **Complicating a product or service.**
4. Putting personal bias into marketing.
5. **Losing focus because of the competition.**
6. Neglecting to delegate.
7. **Overlooking the fundamentals.**
8. Halting personal education.



Designing & structuring
your work
and personal life.



20 tips for maintaining a healthy work-life balance

1. **Play to your strengths**
2. **Prioritize your time**
3. **Know your peaks and troughs**
4. **Plot some personal time**
5. **Have set work hours – and stick to them**
6. **Find time for your finances**
7. **Manage your time, long term**
8. **Make your workspace work for you**
9. **Tap into technology**
10. **Make exercise a must-do, not a should-do**



20 tips for maintaining a healthy work-life balance

11. Take time to make time
12. Know and nurture your network
13. Do what you love
14. Be realistic
15. Step out
16. Get a business coach
17. Meet clients halfway – literally
18. Manage your mind
19. Take a break
20. Have that holiday





SUCCESS

*is liking yourself,
liking what you do,
and liking*

HOW YOU DO IT.

Maya Angelou

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Thank You.



WHAT QUESTIONS DO YOU HAVE?





Let me
hear from
you!

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