“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%. 
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.
SMART

Specific
Make your goals specific and narrow for more effective planning.

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

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

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

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

1. **Ask yourself questions**
   - What is my personal brand?
   - What are my strengths & skills?
   - Am I detail oriented? Creative?

2. **Google yourself**
   - Find what images, articles, or videos of you are out there to tell the story of your brand.

3. **Generate publicity**
   - Send a press release, appear on a radio show as an expert, create a blog or vlog.

4. **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.

5. **Review your social media**
   - Do they best reflect you as a professional? Ensure they accurately represent how you want to be seen.

6. **Use LinkedIn like a pro**
   - Make sure your profile summary is full of great SEO and well-written copy.

7. **Stop, Think, Post**
   - Before you post anything online, from a Tweet to an article, stop and think how it represents your brand.

8. **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
REFERENCES

15. https://www.nativewomenlead.org
Thank You.
WHAT QUESTIONS DO YOU HAVE?
Let me hear from you!

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