

# Calling Women Entrepreneurs to Join Unlock Champions SHELeads!

An 8-week journey to transform the leader in you

## Unleash the best leader in you

SHELeads is an 8-week virtual leadership program for women entrepreneurs to unleash leadership skills to empower you to build resilient, successful enterprises. Our learn-at-your-own pace curriculum is delivered as a series of interconnected online sessions that will prepare you to lead with resilience in an uncertain world. You will emerge energized, inspired and confident in your own approach to leadership. This program is designed and developed by **Unlock Impact** in collaboration with GIZ India Project '**Her&Now – Empower Women Entrepreneurs**'.

### Who is it for?

This program is designed for women entrepreneurs:

- For-profit enterprises in any sector
- At least one year of operations with early revenue and/or customer validation
- Articulated plan to grow the business in the next 24 months
- Located anywhere in India

### How you benefit?

- Become a more effective leader by addressing blind spots and biases and make decision with greater confidence
- Enhance your skills and understanding to build a work culture built on trust, inclusivity and diversity
- Learn cutting-edge tools, tried and tested techniques to deal with entrepreneurial challenges as women leaders
- Develop greater confidence and a better understanding of your personal leadership style
- Access a community of peer women entrepreneurs going through learnings and challenges

# Curriculum

The self-paced curriculum is designed to engage participating women entrepreneurs in 7 curated topics across leadership, gender and business.

## Week 1

### Mindframe: Are you playing to win or not to lose

An introduction to the two kinds of mindframes and how these can enable your work or hold you back. Identifying the mindframe and making the shift is key.

## Week 2

### Impostor Syndrome: How to get out of your own head and conquer the world

Identify triggers that initiate and/or intensify Impostor Syndrome, and challenge underlying self-beliefs and assumptions, as well actionable tips and tools to manage the Impostor Syndrome.

## Week 3

### Building your personal brand in a crowd

The biggest asset of any startup business is the entrepreneur herself. Building a brand for beyond the 21st century is about an authentic you. A practical guide to building your personal brand.

## Week 4

### Getting investment ready

Best practices to tackle the capital raise process along different growth stages and prepare mindset to help you identify what type of capital is suitable for your business.

### Week of Reflection and Check In

A virtual check in with the peer group to share learnings and reflections.

## Week 5

### Effective Leadership: Why should anyone follow you?

Key insights into what it takes to thrive in this century, which requires a new breed of 'leader-managers' who have one foot in the future and another in the present, navigating change, bringing out the best in others, and improving organizational systems.

## Week 6

### How to build a strong company culture

A toolkit of best practices and tips necessary for any individual looking to hire and build a team.

## Week 7

### Unconscious Bias: Navigating bias as an entrepreneur

Understanding that bias works both ways - on the receiving end and perpetrating it - learning techniques on navigating the pitfalls and emerge stronger.

## Week 8

### Post-Program Networking

A virtual gathering of participant peer women entrepreneurs to learn and share challenges and successes of growing businesses in the ever-changing world.

## How it Works?

Each week, session content will be delivered to your inbox and become available on our custom learning platform. Sessions will include pre-work exercises, video lessons and post-session exercises. You will be expected to complete one video journal reflection exercise each week. Please note that the curriculum is in English and comfort in the language is needed to benefit from the program.

## Program kicks off in March 2021.

Register your interest here <https://bit.ly/2MjuYos>

Write at [SHELeads@unlockimpact.com](mailto:SHELeads@unlockimpact.com) for more information