



# ENTERPRISING MINDSETS

## FUTURE FEMALE FOUNDERS: UNLEASHING THE POTENTIAL IN GEN Z

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# INTRODUCTION

**There are enterprising young women in each and every corner of the UK. Girls that are brimming with brilliant ideas and the motivation to make things happen. But still women are underrepresented in entrepreneurship – only one in three entrepreneurs in the UK is female.**

We believe that despite the current challenges, we have reached a critical moment to significantly improve those odds. An opportunity to work together to tackle the barriers of entry to entrepreneurship for young women. To build awareness of the opportunities and support greater access to them. To achieve meaningful change.

This isn't just the right thing to do from an equality standpoint. We believe that unleashing the untapped potential of female entrepreneurship in Generation Z is vital to the UK's economic recovery – especially considering the pandemic's potential to disproportionately negatively impact young women.

With this in mind, we convened a cross-sector discussion to explore how we can nurture an ecosystem that invests in the potential of female entrepreneurship in Gen Z. One that doesn't just overcome barriers, but dismantles them. Supporting young women, regardless of background, to consider entrepreneurship as a very real career option.

This report is a reflection of that conversation. By bringing in our learnings from the Enterprising Mindsets podcast, we have created a roadmap towards better representation in entrepreneurship. Ideas and recommendations on practical, tactical and strategic ways that could unleash the potential of Gen Z's future female founders.

We're delighted to share that with you now. Our proposed ways forward are a starting block and we are keen to build on this conversation from here.

**Join The Conversation**

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# THE CHANGE WE NEED TO SEE

**At Young Enterprise, we've had nearly 60 years experience of supporting young women to take their first entrepreneurial steps through our programmes. The creativity, ingenuity and drive we observe in young female founders on a daily basis never fails to inspire.**

And yet, according to The Alison Rose Review, only one in three of the UK's millions of entrepreneurs are female – a gender gap that equates to one million missing businesses. The prize for addressing this could be a massive £250 billion contribution to the UK economy. And if ever there was a time to address this issue, it is now. The pandemic has wreaked havoc on the employment and career prospects of young people – especially women. According to a government report released in April, [view report here](#) youth unemployment has reached 14.3% – that's the highest since 2016. Between March 2020 and January 2021, there has been a 9% increase in the number of unemployed women aged 16-24 – that equates to 20,000 young, promising women without a job. Sadly, it seems those sectors hit most hard by the pandemic are some of the biggest employers of young women qualified to GCSE or equivalent level.

Entrepreneurship could present an opportunity for many of these young women. But we need to find new ways to address the barriers that stop them in their tracks and deter them from starting their own businesses, or even seeing it as an option. According to the Rose Review, barriers include perceived missing skills and experience, low confidence, greater risk awareness, and a lack of relatable mentors or role models. This is where we can help, by shifting perceptions, and showing them what is possible.

Young Enterprise is well-placed to support, guide and inspire young women with our programmes and services – many of which directly respond to the Rose Review barriers. But shifting the dial for an entire generation requires cross-sector collaboration. We must address the systems and structures that underpin these barriers, whilst also leveraging opportunities to promote entrepreneurship within the current and future environment.

We have interviewed some brilliant female founders in our [Enterprising Mindsets Podcast](#) and through those conversations, we have established some key learnings. By combining those with the insights from our event, we have presented a series of recommendations which we believe could have a big impact on the futures of young women.

This isn't a lost generation. Far from it, from what we see it is an inspired generation with an enterprising mindset. Gen Z's women are passionate advocates for social change and are highly adept at self-led learning. It's the structures and systems in which they operate that require a clear-headed review.

If we can remove the barriers to entry and help young women to see the possibility of entrepreneurship in its many forms – and think "why not me!" – then we can address the gender imbalance that exists and enable a generation of brilliant entrepreneurs to reach their potential.

**Sharon Davies**  
CEO, Young Enterprise



**CLICK HERE TO WATCH**  
Why we wanted to bring people together.

**"If we can remove the barriers to entry and help young women to see the possibility of entrepreneurship, we can address the gender imbalance that exists and enable a generation of brilliant entrepreneurs to reach their potential"**

**Sharon Davies - CEO Young Enterprise**



# SARA DAVIES FIRESIDE CHAT & KEY INSIGHT

**Sara Davies MBE always knew she wanted to be an entrepreneur. She saw her parents run their own company and she wanted to do the same.**

The opportunity presented itself while she was studying management and got a job in a small craft shop. "I fell in love with the customer in the craft industry. I had a head full of magic and lots of ideas and decided to start the business from my university bedroom." Crafter's Companion is now a multi-million pound business. With her wealth of experience, Sara offers her insights for the next generation of young female entrepreneurs.

## On confidence

"I ooze self-confidence, even when I don't feel it inside, I ooze it outside," she says. "I was told to 'fake it until you make it,' and that has stood me in good stead. My parents instilled this in me from a young age – reach for the stars and if you get to the moon that's pretty good."

## On determination

"No matter what path you're on you'll always hit barriers," she explains. "Great entrepreneurs accept if they can't go through the barrier, they'll go around it or under it – you've got to look for different ways to do things and you can't let the past define the future."

## On starting early

"I've been to my old school talking to kids there – we need to instill the idea of entrepreneurship at a young age," she says. "If you learn something at a young age, it feels normal – so we're not trying to change behaviour that's embedded later on. My dad had me running my own little business when I was eight."

## On mentors

"I've got tons of mentors. Absolutely loads of them," she says. "And most have no idea they're my mentor – I've just picked people I've come across and observed them and applied what I've seen to myself. Just because you can't sit and have a coffee with someone doesn't mean you can't get the benefit of them being a mentor."



**CLICK HERE TO WATCH**  
Introduction and Sara Davies  
fireside chat.



**CLICK HERE TO WATCH**  
Sara Davies "The biggest thing  
for women."



**CLICK HERE TO WATCH**  
Sara Davies "You need to have  
empathy."

**"We need to instil the idea of entrepreneurship at a young age. If you learn something at a young age, it feels normal – so we're not trying to change behaviour that's embedded later on."**

**Sara Davies MBE - Dragons' Den Panellist**



# MEET THE PANELLISTS

Our panel includes business leaders, educationists, female founders, influencers, policy makers and YE alumni – all coming together for a cross-sector discussion.



**Rt Hon Justine Greening**

Founder of the Social Mobility Pledge

The **RT Hon Justine Greening** was Secretary of State for Education and Minister for Women and Equalities and she has since founded the Social Mobility Pledge and Fit for Purpose – championing the purpose-led economy.



**Izzy Obeng**

Founder and Director of Foundervine

**Izzy Obeng** is managing director of Foundervine, a social enterprise specialising in digital start-up and scale-up acceleration programs, aimed at addressing inequality faced by women and young people from under-represented communities when starting a business.



**Irene Dörner**

Chair of Taylor Wimpey and Control Risks

**Irene Dörner** is chair of Taylor Wimpey and Control Risks. A qualified barrister, she had a 32-year career at HSBC including a role as president, CEO and managing director of HSBC North America. She was the first female CEO of HSBC Malaysia.



**Russell Hobby**

CEO - Teach First

**Russell Hobby** is CEO of Teach First. As former General Secretary of the National Association of Head Teachers, Russell has spent over 15 years developing and promoting leadership in schools.



**Oli Barrett**

Event Compere and MC

## EXPERT INSIGHTS <<<<<<

**What can we do to unleash the potential of future female founders in Generation Z, and break down the barriers that stop them from becoming entrepreneurs? This was the question posed by host Oli Barrett, to our panel of business leaders, entrepreneurs, educators and politicians, as we explored how to create a better, more supportive ecosystem for female entrepreneurship to thrive.**

The Rt Hon Justine Greening started by reiterating the necessity of empowering women. "If half of your population is locked out from playing a full role in society then, as a country, you're not going to succeed and that's why this matters."

Entrepreneur and Foundervine founder, Izzy Obeng argued that while it has never been easier to start a business, societal structures need to change. "Now is a good time to start a business, if we let it be," she said. "The pandemic has given us an opportunity to reset and think really critically about the way that we run businesses, the way that we support young people and the way business supports communities around it."

Chair of Taylor Wimpey and Control Risks, Irene Dorner, talked about the role of big business in building confidence and creating a foundation of skills. "The larger organisations have got to show women to view a risk as an opportunity and take it – what's the worst thing that can happen?"

"Big businesses offer a wealth of different jobs, so that people can try things out and get a broad experience before they bounce into something that they want to try out. Sara got her experience from her mum and dad's shop – you can actually acquire that experience in big organisations too."

One of the enabling factors discussed was the power of a good network around young female entrepreneurs. Sara Davies MBE, founder of Crafter's Companion encouraged young women to go out and make those connections themselves. "You've got to push yourself out of your comfort zone and go to where the people are who can help you. I went to trade shows and made sure to bump into people – they were there because they wanted to help people like me, but if I didn't go up and ask for help they couldn't do anything for me."

Izzy seconded Sara's call for confidence "When it comes to entrepreneurship, one of the most important skills you have is storytelling – sharing your story in different ways. It's so important, particularly at the beginning, to be your own biggest champion. As a woman you're taught not to brag, but I think we should see more women bragging – all of the time."

"That kind of self-confidence and ability to sell yourself is so important, and building networks is a huge part of that," she added. "Getting in the room, talking to the right people and making the impact you need to shift the dial of your business."



**CLICK HERE TO WATCH**  
Irene Dorner "help women see risk as opportunities."



**CLICK HERE TO WATCH**  
Izzy Obeng "your story – get in the room."



**CLICK HERE TO WATCH**  
The Rt Hon Justine Greening "I always wanted to start my own business."



CEO of Teach First, Russell Hobby talked about the need to distribute social capital more fairly. “The trouble is, social capital is self-reinforcing. Those who already have a lot are always more resilient to crisis and have the connections as well. More and more young people from disadvantaged backgrounds are leaving school with great grades, and they’re still not getting into university, they’re still not being offered the jobs in the same way.”

It’s not down to the next generation to solve this themselves, he argued: “It has to be down to us to look at our networks and connections, and say, how far are we reaching out to people who are not coming from the same backgrounds as us and forcing ourselves in that direction.”

The conversation turned towards the role of education. Russell argued enterprise and networking should be embedded across the whole school experience and culture rather than carved out as a specific subject on the curriculum. “Old fashioned skills are really useful, such as numeracy and literacy, particularly if you’re going into a digital enterprise – we can take some of the existing subjects, and we can look about how we present them.”

Justine Greening also reflected on the importance of making learning relevant to a real-world context, saying that while academic subjects are hugely important, they need to be taught with real-life applications – which is where the likes of Young Enterprise can help. “There’s a big thing here about having the right skill set – problem solving and creativity – but then having the experiences that really bring that to life and help you connect up what you’re learning at school to the real world.”

This point was built on further by Izzy: “Opportunities for young people need to be practical. It cannot be theoretical. You can’t read a book and figure a lot of these things out. We need to be putting young people in businesses, we need to be giving them the opportunity to run projects and build these enterprise skills and that mindset as well.”

There was a general consensus across all the panelists on the need to begin opening up opportunities much earlier. “Let’s stop putting young people into boxes from such an early age about what they can and can’t do and what jobs are and aren’t open to them as well,” concluded Russell: “That really does start at five years old in primary school – in fact it probably starts before then.”



**CLICK HERE TO WATCH**  
Russell Hobby “Old fashioned skills are really useful.”



**CLICK HERE TO WATCH**  
Russell Hobby “Let’s stop putting young people into boxes.”



**CLICK HERE TO WATCH**  
Panel discussion and summary.





# THE NEXT GENERATION OF FEMALE FOUNDERS

We speak to two young women already leading the way through Young Enterprise, Holly Bosanko-Sheady and Hannah Darling.

## Holly Bosanko-Sheady Young Enterprise Alumna



**The first year that Holly Bosanko-Sheady took part in the Young Enterprise Programme, she was working with the year above her and fully admits she took a back seat.**

"The first year I was really nervous and just let people tell me what to do," she explains. "My second year, I realised that none of us in the group were really natural leaders so I just put myself forward – I've never been the kind of person to do that before!"

Holly's group were brainstorming ideas and decided to create a product that would help to tackle the issue of drink spiking in bars, clubs and festivals. "A lot of us in the group had either experienced it first-hand or knew someone who had – so it was a cause close to our hearts."

The group created bum bags to sell to venues which contained drinks covers and bottle stoppers to protect people's drinks, as well as marketing materials such as branded ponchos. When Covid hit, the team had to pivot to virtual meetings and pitch their product as something positive for when the sector re-opened.

"We contacted bars and festival organisers and put our idea forward – we would sell the packs to them for them to pass to customers when things started up again. Quite a few said they were interested and the response was so much better than we imagined it would be."

Holly says the experience of running a team during a pandemic has been challenging and helped her to build her organisation and teamwork skills. "It takes a lot to coordinate people and it's been awfully stressful thanks to Covid – trying to get eight people on a call at the same time is almost impossible! But now I know I can do it. Even when we had people drop out, it was really hard but we kept going and worked together to split up the tasks."

Looking back, Holly is delighted she pushed herself. "I took the reins on this project and I'm so happy I did because it has set me on a different path and made me explore different things that I want to go into after university. I've discovered I really love the marketing side of things."

She believes business can be off putting for women because of the lack of diversity. "It's very male-dominated," she explains. "I think it's probably quite intimidating. I think we need to raise more awareness that women do have the skills and the confidence to run businesses too."

**"I think we need to raise more awareness that women do have the skills and the confidence to run businesses too."**

Holly Bosanko-Sheady - Young Enterprise Alumna

## Hannah Darling Young Enterprise Alumna



**When second-year university student, Hannah Darling, signed up to take part in the Young Enterprise Start-up Programme, she really wasn't sure how she would get on.**

"I had really low self-esteem and didn't have much confidence," she explains. "I always knew I had some leadership skills, because I often took the lead in groups, but I really didn't know how to develop these and I didn't feel comfortable talking in front of a crowd."

She decided to push herself out of her comfort zone and put herself forward to be managing director of the Young Enterprise start-up she and her fellow students were working on. Knowing first-hand how the pandemic had impacted the mental health of young people, they decided to create mental health care packages including "things like art materials, green tea, comfort food and positive quotes to uplift people."

Hannah's team worked well together, but it wasn't without its bumps in the road. At one point, she got the feeling she was being negatively gender stereotyped. "When we were determining our final idea, I said the exact same thing as a male colleague – I was responded to as if I was being bossy or strict, whereas his comment was received as assertive and bettering the team." Hannah resolved the issue by calling it out as unfair and stressing the importance of communication.

The team sold around 20 of the boxes, with people sending them to each other to cheer them up during lockdown. The business had an impact on those receiving the boxes, but also on Hannah. "I really put myself out there and increased my confidence. I talked to people I would never have spoken to before and I now know I can facilitate conversations with people and not be anxious or nervous about it all."

She also learned one of the most important lessons in business – and life. "I learned that it's okay to make mistakes. I would say I am a bit of a perfectionist but now I know that mistakes are part of the learning journey and everyone makes them."

Hannah is so confident now, she has already started another business – a clothing company aimed at festival culture. "Tomorrow I'm going to a fabric store to pick out materials to use. There's a huge market for festival-wear and I thought I might start a fashion company after university but I just thought why not start now! It's called Brave the Rave and I've already started the Instagram account."

Clearly nothing is holding Hannah back anymore but when she looks at the wider-entrepreneurial landscape, she thinks the lack of female role-models in business is a deterrent for young women starting their own businesses. "Growing up I never really knew of any business women, lack of role models is definitely one of the major barriers. We need more powerful business women in the media."

**"Growing up I never really knew of any business women, so a lack of role models is definitely one of the major barriers."**

Hannah Darling - Young Enterprise Alumna



# THE FUTURE GENERATION OF FEMALE FOUNDERS

Our final two conversations with Young Enterprise's leading young women: Indi Bevan and Peace Favour.

**Indi Bevan**

**Young Enterprise Student**



**When the first lockdown hit, eight-year-old Indi Bevan's mum Melissa was struggling to keep up with the amount of baking her daughter was doing.**

"I was becoming quite poor!" she laughs. "I was buying lots of ingredients, all Indi wanted to do was bake all day. We ended up with all of these cakes and nowhere for them to go as we were in a lockdown".

When they spotted the Young Enterprise Fiver at Home programme, they saw an opportunity to turn Indi's new passion into a little business. "I baked chocolate cakes, lemon cakes and scones," says Indi. She sold the cakes to family and friends in the hope that it would cheer them up in lockdown. "I could only make four cakes a week because my arm was getting sore but I made £65 profit when I closed my business in July."

As well as learning how to weigh all of the ingredients and get the timings just right on her cakes, Indi got to grips with lots of other parts of the business. "She learned how to use Google Drive, she had a spreadsheet for her profits, did poster designs and created a little video introducing the business," explains Melissa. "I never imagined someone her age doing these things!"

She even had to come up with a USP: "Mine was that the cakes were handmade by a seven year old," says Indi. And it was a USP that worked – not only did the business make a nice little profit, Indi won the best overall project in Wales. "I was quite shocked," she says.

Melissa says her daughter has really grown in confidence and independence: "Next time this kind of opportunity comes, she'll definitely do it again – she's always thinking of little businesses she could start now."

The hardest part for Indi was making the video for the USP as she wasn't too confident performing on camera but it's something she has overcome now – so much so she's going to apply to appear on Junior Bake-off next year. "I just need to get better at decorating," she explains.

Indi was able to spend her profit on some new roller skates and made an effort to give the money to another small business. "We supported my friend Natalie who owns a local skate shop," says Melissa. "Putting money back into another local business owned by a female entrepreneur." Indi thinks it's good to support female entrepreneurs – "because we can do anything," she says.

Proving that she really believes what she says, Indi explains what she wants to do when she leaves school: "I want to open a patisserie in Paris and be my own boss so I can make all of the decisions."

**Peace Iraoya**

**Young Enterprise Student**



**Peace Iraoya heard about Young Enterprise from her friends who recommended the experience – she hadn't considered doing anything like it before and certainly didn't expect to end up leading a team.**

"We did a strength-based interview and then our supervisors decided who suited the different roles best – I was totally surprised to be picked as leader," she explains. "I had never had a leadership position before and really wasn't confident about how it would go."

It may have taken her by surprise, but Peace flourished in the role of MD, eventually building her leadership and communication skills. "There were times when the communication wasn't as good and I saw the impact of that on how quickly we were getting things done and on our motivation, but I started contacting people more and being clear about deadlines and things improved a lot."

She even enjoyed honing her new skills in the evenings. "I became really dedicated to it. I actually found it fun to learn how to do financial projections and loved messing around on Excel after school. I never imagined myself doing that."

Peace's company planned to make patchwork tote bags from discarded clothes and has made a number of prototypes but the pandemic created an unforeseen challenge – with school closed they had nowhere to make them. "We realised we could make DIY packs – including the materials, thread and instructions – then host a Zoom party for people who bought them," she says. "We thought it would create a sense of community and help people who are isolated during lockdown."

Peace says her newly found confidence would encourage her to start a business in future. "My mum has always said I should start a business but I just didn't think I was a creative person – now I know I can do this."

The young entrepreneur has found inspiration in the stories of other women breaking the mould and creating things. "There's a girl called Vee Kativhu who I watch on YouTube and follow on LinkedIn – she is at Harvard, after graduating from Oxford, and blogs about coming from an African background and people not expecting that about her. It's very inspiring."

Peace thinks it would be powerful if women like Vee, who teens look up to, talked about programmes like Young Enterprise – it would encourage even more young women to see entrepreneurship as something they can do. "There are already female role models, if we get them to promote the idea of starting a business more people will do it."

**"My mum has always said I should start a business but I just didn't think I was a creative person – now I know I can do this."**

**Peace Iraoya - Young Enterprise Student**



# LET'S HEAR FROM OUR AUDIENCE

There was a huge amount of engagement and enthusiasm from our audience of 250 guests. We loved hearing their points of view and feedback as the session went on.

“

“It's important that female entrepreneurship is seen as the start of growing large employers, not 'hobby' activity for women to fit around families... let's start with ambition!”

Judith Hann



“Mentoring in all forms is key - in essence it's simply enabling someone to realise what they have inside all along. There are lots of doors, push the door - most aren't locked! And... as humans we want to help.”

Paul Hallett

Before our event, we conducted a survey to understand how young women felt about starting a business. When we asked what would be most useful to them if they were going to become an entrepreneur, the majority (27%) agreed it would be the opportunity to develop the right skills to run or start a business. This was closely followed by having a mentor (22%). We also asked what they thought would stop them from starting a business. They told us lack confidence (29%) and lack of money (18%) were the biggest barriers.

During the event we took the opportunity to ask the audience similar questions.

93%

Agreed that female entrepreneurs face greater barriers than male counterparts.

90%

Agreed that a personal network is more important than what you know.

47%

Felt a good role model looks like “someone with a similar career path and an understanding of the challenges I face”.

We asked if people felt we should do more to embed enterprise in curriculums and if so, at what age.

31%

Said “someone who has an inspiring story that is relevant to my life.”

To finish, we asked people for words to represent the one thing that would make the difference to unleashing the potential of future female founders in Gen Z.

100%

Felt YES and 50% at age 7-11.

confidence

was the most common response, followed by things like “mentoring,” and “self-belief.”



# WAYS FORWARD

**Amidst the challenges of the past year or so, there is a real opportunity to open up a different future for a whole generation of future female founders. One where more girls and young women are supported to consider entrepreneurship as a very real and viable career opportunity and where, if they do, they are championed to thrive.**

Key themes emerged from the Unleashing Potential in Gen Z Future Female Founders conversation, which combined with those highlighted in the Female Founders **Enterprising Mindsets Podcast** suggest a number of practical and strategic ways to address systems and structures that get in the way of females considering entrepreneurship.

## Key Opportunity Areas Include:

1

### CHAMPION MORE INCLUSIVE CULTURAL NORMS

Micro influences such as gender-biased language have the potential to introduce gender stereotypical expectations of girls and boys behaviours from an early age. For example, introducing risk taking as something to be rewarded for boys to, 'go for it, what's the worst that can happen' and avoided by girls, 'stay in your lane, take care, be careful'. Increased access to fun, practical, early-age learning activities that promote inclusive language and gender expectations could influence the development of more inclusive cultural norms around what is and isn't accessible, encouraged, or socially rewarded for girls and young women.

2

### NEED TO START EARLIER

If we really want to normalise the role of entrepreneurship from a young age, then the introduction and development of enterprise skills and competencies needs to start even earlier. 100% of the audience polled during this event stated more needed to be done to embed enterprise within the curriculum. 50% stated this should begin between the age of 7-11. 26% between the age of 11-14 and 24% between the age of 5-7. Introducing enterprise skills and competencies early could mean more young people leave education wanting to start their own business.

3

### REVIEW THE ROLE OF APPLIED LEARNING ACROSS THE CURRENT CURRICULUM

An alternative to proposing the delivery of enterprise education as a separate subject in the curriculum would be to include how enterprise education is delivered in a much wider review of the role 'applied learning' plays in embedding skills across existing subjects within the current education curriculum. The review could engage young people, educators (in both formal and informal sectors), employers and policy makers and focus on the value and benefit that experiential opportunities create in the practical use of knowledge. A greater focus on applied learning has the potential to help young people to make stronger connections between all elements of their educational experiences, in school and through extra curriculum and voluntary activities.

4

### RELATABLE ROLE MODELS DEFINED BY YOUNG PEOPLE

'Relatable role models' need to be seen through the eyes of young women who are seeking them. 'Relatable' may be because there are shared values, aspirational achievements, or it could be someone that looks like them or has shared experience with them. It will mean different things to different people. Organisations seeking to provide role models or mentors should consider creating opportunities for young women to define 'relatable' on their own terms, which may include not directly engaging with their role model or mentor on a face-to-face or interactive basis.

5

### IMPROVE ACCESS TO MEANINGFUL NETWORKS

Personal networks play a vital role in helping an individual build confidence and having a network of connections and contacts also provides an element of resilience during difficult times. We should consider opportunities to increase young women's access to networks, contacts, and connections as individuals as well as through our organisations. This is not solely about women supporting women, men have a key role in identifying opportunities as allies. Senior leaders (of any gender) can prioritise organisational focus to bring women's voices into the room, creating seats at tables and stretching opportunities for employees beyond their current role. Organisations also have a role in the development of a culture that encourages women, particularly when it comes to viewing risks as opportunities.

6

### CREATE CONFIDENCE-BUILDING CAMPAIGNS

Opportunities to build confidence came through as a major contributing factor to supporting future female founders in both the podcast interviews and the panel event. Learnings can be taken from other activities, the highly successful sports campaign #thisgirlcan, for example, has found ways of promoting inclusive engagement in physical activity by young women on their own terms. Opportunities to involve young women in the development of campaigns to build confidence in the pursuit of enterprise and entrepreneurship on their own terms should be explored in similar ways to increase public awareness and support of this.

7

### REFRAME THE ROLE OF FAILURE IN LEARNING

Failure is still viewed largely as something to be feared within many current educational systems, rather than as feedback that informs our future learning. Failure in an academic test is different to failure linked to an applied task such as an enterprise, activity or even sport. Failure here helps to develop skills and mindsets which can be used to avoid the same outcome in the future. By encouraging managed risk taking (in a safe environment) we give young women the opportunity to experience failure, and in doing so build confidence. Increased applied learning opportunities within school provide valuable opportunities for risk, and its positive outcomes, to be explored.





# NEXT STEPS

## AT YOUNG ENTERPRISE WE WILL:

### Review all of our programmes

To identify further opportunities to embed gender inclusive language, norms and role models, that challenge gender stereotypes in the pursuit of the development of an enterprising mindset, skills and future aspirations from an early age.

### Explore how to connect with more relatable role models

Engage more young women to increase access to mentors and relatable role models within the context of a preference for self-directed learning in Gen Z. We will use this learning to inform new ways of providing young people with access to support they find most valuable and inspiring to build the confidence, mindset, and skills to consider entrepreneurship as a viable career opportunity.

### Champion a review of applied learning

We will work with young people, employers, educators and policymakers to explore the value of a system review on the role applied learning currently has, and could have, in connecting existing subjects in the primary and secondary curriculum to real-life and careers. The review could also explore the role of applied learning in the creation of an ecosystem that is more supportive to the encouragement of female entrepreneurship, as part of a stronger focus on preparing young people for the world of work.

## SYSTEM CHANGE WORKS THROUGH COLLECTIVE ACTION

In the words of one of our panelists, Izzy Obeng, Founder of Foundervine, "it takes a whole village to raise an entrepreneur." The creation of a more supportive ecosystem that encourages future female founders to consider entrepreneurship as a viable opportunity will require even greater collaboration across all sectors.

Collective action is not only a valued principle but provides the greatest chance of sustainable and systemic change. We therefore very much welcome input and feedback from individuals and organisations who share a passion for increasing opportunities and who are interested in progressing ways forward and next steps.

**We want to hear your views, so please contact us, in whatever way feels most accessible for you, to progress this important conversation.**

The conversation continues on social media – join in now and let's show the power of enterprising mindsets.

**Join The Conversation**

**#LetsTalkMindset**





**Join The Conversation**

**#LetsTalkMindset**

**Young Enterprise**

The Coram Campus,  
41 Brunswick Square,  
London WC1N 1AZ

Email: [info@y-e.org.uk](mailto:info@y-e.org.uk)  
Tel: 0207 549 1980



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