

GP 1: WE! Women's Entrepreneurship – Training program for female founders

Owner: Steirische Wirtschaftsförderung
(Styrian Business Agency – SFG)

Start date: November 2018

End date: on-going

Scope: ✓ training needs

policy measures

other

Geographical focus: ✓ local and regional

national

international

The Styrian Business Agency – SFG is based in Graz. In 2018 SFG launched a special **WE! Women's Entrepreneurship – a Training program for female founders** within which it started to offer networking events for women and workshops tailored to women entrepreneurs.

Aim:

- To encourage women who want open their own businesses;
- To give women more self-confidence and help them doing the first steps in entrepreneurship;
- To support women during the first 5 years of having their own companies;
- To increase the number of female founders in Styria.

Target group:

Women operating in mobility, digital science, health- or green tech sectors, or creative industries.

About the programme:

Trainings are focused only on women special training subjects such as: communications skills, identity, self-confidence, and primarily on soft skills and empowering women. They are provided under format of group sessions, personal coaching and networking events. As quality goes before quantity the Team-Session Trainings are organized only for 10-15 persons each year.

The key factors of success:

Through the training program SFG figured out that women like to work in small groups and to have the possibility to really talk about their problems. Especially small groups turned out to be very valuable for the target group. To be with other women who are or have been in the same situations and to really get help and advices and not to be ashamed for their fears or problems. This point turned out to be very a key success factor for the program in the group sessions and in the networking events.

Additionally SFG is supporting the women with personal coaching and provide in this way that they can also focus on personal problems or barriers.

Resources needed:

60,000 €/Y

Evidence for success:

- ✓ 2 networking events
- ✓ 8 trainings
- ✓ 14 coaching
- ✓ 25 supported female founders

Potential for learning or transfer

- organizational model/ implementation process
- specific tools (e.g. training, financial support)
- methodology for the assessment of the problem to be address



WE! Women's Entrepreneurship > **SFG** >>>
Coaching for female entrepreneurs NEUES DENKEN, NEUES FÖRDERN

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