

GP 21: She Potential – Online Academy

Owner: She Potential – Stephanie Ehrenschwendner, Tanja Rug, Michael Janssen

Start date: 04.2019

End date: on-going

Scope: ✓ training needs policy measures other

Geographical focus: ✓ local and regional national International

In the present time mothers are very well trained but not in the focus as employees by the business world. The consequence is that mothers are facing a career kink after getting pregnant. That is why enterprises have to establish family friendly working conditions.

Aim:

- to empower and train mothers for the reentry of their business career and to combine successfully carrier and family life

Target group:

Mothers who plan a comeback after years out of business.

Mothers in parental leave.

Mothers to be.

About the good practice:

She Potential offers an online academy to train mothers to get back on the career path and to regain their self-confidence which is also a good support for women who want to get self-employed in the future. So She Potential organizes meetups between target group and enterprises as well as between young women and successful female entrepreneurs.

The two pillars of the services of She Potential are the following:

-Online Academy, online training for mothers who want to reentry the business world after break or who want to get self-employed as a mother.

-For enterprises: Providing contact to mothers/ consulting for establishing a family friendly environment.

The key factors of success:

- Providing of networking

Resources needed:

n.a.

Evidence for success:

- ✓ 540+ followers
- ✓ 6 role models presented

Potential for learning or transfer

- organizational model / implementation process

Contact:

Stephanie Ehrenschwendner

Email: stephanie@shepotential.com

www.shepotential.de