

GP 26: Friday Brunch & Workshops

Start date: 02.2018

End date: on-going

Owner: Womenspiration

Scope: ✓ training needs policy measures other

Geographical focus: local and regional ✓ national International

Womenspiration is a project, established in 2018 by two young women for to inspire the community, fostering learning and developing from each other, setting and achieving goals, moving out of the comfort zone, encouraging and supporting of women.

Aim:

Inspiring young women in a community to set and achieve their goals

Target group:

- 2/3 young women entrepreneurs.
- 1/3 women want to quit being employee

About the good practice:

Friday brunches are organized once a month for 3 hours focusing on the groups. The participation fee is 15 €.

Workshops are 1-day duration, usually in Sundays focusing on the individual needs.

The common of the members is the willingness to learn, develop and to be inspired. According to the concept of the initiation, inspiration by others is the key to personal development.

Also the organizers represent the targeted aged group, therefore they can face similar challenges and everyday problems. Thanks to their professional and personal experiences, they build up the community and the events in the light of real needs.

The key factors of success:

- Professionalism regarding methodology, content and speakers
- Commitment by founders and participants
- (Mutual) cooperation partners - big brands and local enterprises
- Adaption for needs - new initiatives, market needs by the participants (e.g. online training, master mind groups)

Resources needed:

n.a.

Evidence for success:

- ✓ 240 participants
- ✓ 10 cooperation partners
- ✓ 690 Facebook followers
- ✓ 1128 Instagram followers
- ✓ 8 events (fully booked)
- ✓ 120 WS member
- 2 workshops

Potential for learning or transfer

- organizational model / implementation process
- specific tools

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