

27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



LENA MOHR 's story:

Lena (27) studied Information Design and worked in an internet agency and a startup before she started out as a freelance UX/UI designer in 2018. Besides her client work, she co-founded Ready to Code, a non-profit organization based in Stuttgart that hosts networking events for women in tech and organizes coding workshops for girls. She talks at schools and tech conferences about equality and diversity and encourages women and girls of all ages to follow their own path. Her current passion project is organizing an acro yoga retreat in the South of Portugal.

She recommends:

"I had the privilege to work in many different companies, even as a student and every job taught me something about myself, what I'm good at and what I like doing. Talking to people in different stages of life showed me that finding a meaningful job is a life-long journey rather than an once-in-a-lifetime decision and that there are many different ways of pursuing what matters to you."

Challenges:

"I am probably my hardest critique and I think a lot of young women feel the same. There is this voice in our head that is constantly telling us that we are not good enough and that it's better to play safe and stay quiet. A big part of that is taught by society when young girls are rewarded for being cute and shy, while boys are encouraged to fight for what they want. Everyone has to work on changing that: Women have to learn to take action and stand up for themselves, but they can't be treated as bossy and presumptuous when they do. And last but not least men have to take their share in household chores and raising kids, and employers have to provide for that. Discrimination is woven deep into the system we live in and changing it won't be easy, but we have to try our best by all means."