

if you can see her,
YOU CAN BE HER



**Integrating Personal Development
into Entrepreneurship Curriculum and Programming**

Lesley Robinson, Founding Director, KS WELI



The University of Texas at Austin
Kendra Scott Women's
Entrepreneurial Leadership Institute



GLOBAL CONSORTIUM OF
ENTREPRENEURSHIP CENTERS



Our Mission

The **Kendra Scott Women's Entrepreneurial Leadership Institute (KS WELI)** at **The University of Texas at Austin** will strengthen the next generation of courageous, creative women leaders who will change the world - in business and beyond

Our Vision // Purpose

We create space and resources for creatives, leaders, and founders to become a community of empowered and equipped visionaries that embrace entrepreneurial leadership from a woman's perspective.



Our impact in numbers and highlights

Since Fall 2019, the Kendra Scott Women's Entrepreneurial Leadership Institute's impact includes...

\$106,000+



IN SEED GRANTS

to support and empower women-led startups.

4,500+



WOMEN

equipped with the tools they need to be successful in the business world.

66+

**WOMEN-LED
STARTUPS
SUPPORTED**

95+

**KS WELI
FOUNDHERS
EMPOWERED**



United Nations

**2023 UNITED
NATIONS GLOBAL
PURPOSE RECIPIENT
- WORLD LOGIC DAY**



The University of Texas at Austin
**Kendra Scott Women's
Entrepreneurial Leadership Institute**

We are FoundHER focused.



REDEFINE

leadership and entrepreneurship.



REPRESENT

what a founder looks like to inspire women interested in entrepreneurship.



BUILD COMMUNITY

that is diverse, inclusive, and welcoming.



CHALLENGE

barriers women may face.



EMPOWER & EQUIP

students through creativity & innovation.



GROW

the number of women-owned & women-led businesses



Entrepreneurial LeadHERship

KS WELI SPONSORED COURSE

LED BY PROFESSOR LESLEY ROBINSON & GUEST LECTURER VAISHALI JADHAV

The Entrepreneurial LeadHERship course will guide student leaders on a journey during which they will discover their personal values, strengths, and authentic leadership style through a gender-informed perspective. The course will leverage a variety of methods, guest speakers, and experiential learning opportunities to equip and empower students with the skills they need to not only thrive, but flourish as a leader.

This course has been co-created with numerous content experts. Students will have the opportunity to hear firsthand from leaders and entrepreneurs from diverse backgrounds.



The LeadHERship Journey...

By the end of the semester, the goal + outcomes of our time together =

1. **DEFINE** // Your own personal leadership philosophy with a deep understanding and application of your unique and natural talents.
2. **CREATE A FRAMEWORK + DEPOSITORY** // Your ability to assess leadership behaviors recognized through various assessments to adapt in order to enact an entrepreneurial leadership mindset that brings more energy, wellness, appreciation, and clarity to your authentic leadership style.
3. **DEVELOP UNDERSTANDING** // Your motivation to mobilize and enlist others as co-creators to enact positive value to build and motivate inclusive teams that redefine leadership and entrepreneurship.
4. **GENERATE NEW THINKING** // Your opportunity to think creatively and innovatively to recognize set backs and redefine “failure”.
5. **CREATE AN ACTION PLAN** // Your next steps on how to drive your entrepreneurial leadership journey forward by effectively communicating your values, strengths, and vision as a leader.

Your LeadHERship Profile



What **impact** will you make?



What are your **leadership strengths**?



What are your **leadership blind spots**?



How will you **support others**?



What **type of environment** will you create?



What kind of **leader** do you want to be?



LeadHERship Philosophy - Salma Bora

As a leader, I want to lead with my strengths and values. Some of my strengths include developing other's goals and connecting with individuals. Some of my values include being kind, authentic and creative. I hope to nurture an environment where my team is not afraid to use their voice and create out of box solutions. I hope to lead with empathy and help others reach their goals and become the best versions of themselves. I want to encourage others to grow and travel out of their comfort zone, all while reminding myself to do the same.



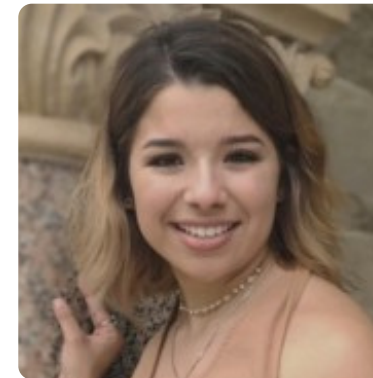
LeadHERship Philosophy - Nicole Luong

As a leader, I want to create connections and make a personal impact on my community. I will do this by using my strengths to support my values of authenticity, communication, and curiosity to inspire and open doors for others to achieve their own successes.



LeadHERship Philosophy - Ashlyn Dahl

Through my determination to achieve, positive attitude, and eagerness to improve I will inspire a team to not only reach but to exceed their goals. I will promote an open, optimistic, and growth-centered mindset that will help a diverse team of individuals succeed in all facets of their life. By emphasizing the unique attributes of others and curiosity to learn more, I will create a team that works well together and has a strong sense of empathy. I will initiate and promote open communication that encourages thoughtfulness and consideration for others.



LeadHERship Philosophy - Robin Naranjo

I am grealy driven by helping others, and I am absolutely passionate about healthcare and wellness. I love approaching problem solving with creative, new, and innovative ideas. I love nature, and I think in spontaneity, so I love to apply all of these ideas into my leadership philosophy.



LeadHERship Philosophy - Sarah Joshi

I want to be the boss woman for others that I wish my younger self could have looked up to. Whether that means breaking down barriers or paving new paths, I want to enable others to pursue what they are passionate about and encourage them to kick butt along the way. Through my top three strengths of developer, empathy, and woo, I aim to create an environment where my peers feel free to be themselves and safe to share their concerns and struggles. If I can help just one girl believe that they are gorgeous AND they have a big brain, then I will have been a successful leader.



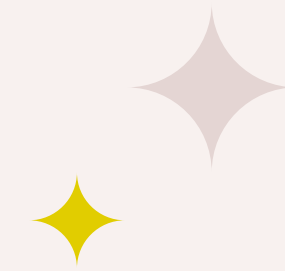
LeadHERship Philosophy - Zaynab Noormohamed

As a leader, I care about other people's values and being able to advocate for them. As a female leader, I care about keeping my values of family, independence, growth, empathy, and ambition at the forefront of all of my decisions. I am assertive and know what I want but am always willing to ask for advice on what I need. I am communicative and a people person. I will always care about others and want to use my relationship-building skills to create organized and successful team environments. I strive in competitive and ambitious situations and use my diverse background as a Pakistani woman to solve problems from a unique perspective.

What do entrepreneurial leaders do?

- **Know themselves** (strengths, and more importantly blind spots) and know that they don't know it all.
- **Think beyond the first idea**, iterate, and continuously seek input from others.
- Focus on how to champion, nurture, and recognize the unique and authentic strengths of others — **allow others to shine**.
- **Invest in the team** - individually and collectively.
- **Celebrate the small wins** and acknowledge the losses.
- Imagine new possibilities and **set the vision** for others to see it.
- Want to **solve problems collaboratively**.
- Value action and are **outcomes-oriented**.
- Believe that things can be better, and that they can **make an impact**.

Entrepreneurial Leadership Competencies



1. Strong achievement drive and sensible risk-taking;
2. High degree of enthusiasm and creativity;
3. Tendency to act quickly when an opportunity arises;
4. Constant hurry combined with impatience;
5. Visionary perspective;
6. Dislike of hierarchy and bureaucracy;
7. Preference for dealing with external customers;
8. Eye on the future

Words associated with entrepreneurial leadership:

risk-taking; proactive; visionary; innovation; experiment; charisma; creativity.

Assessments



CliftonStrengths



Enneagram



**Entrepreneurial
Mindset Profile (EMP)**



Self Sabotage



**Five Languages of
Appreciation**



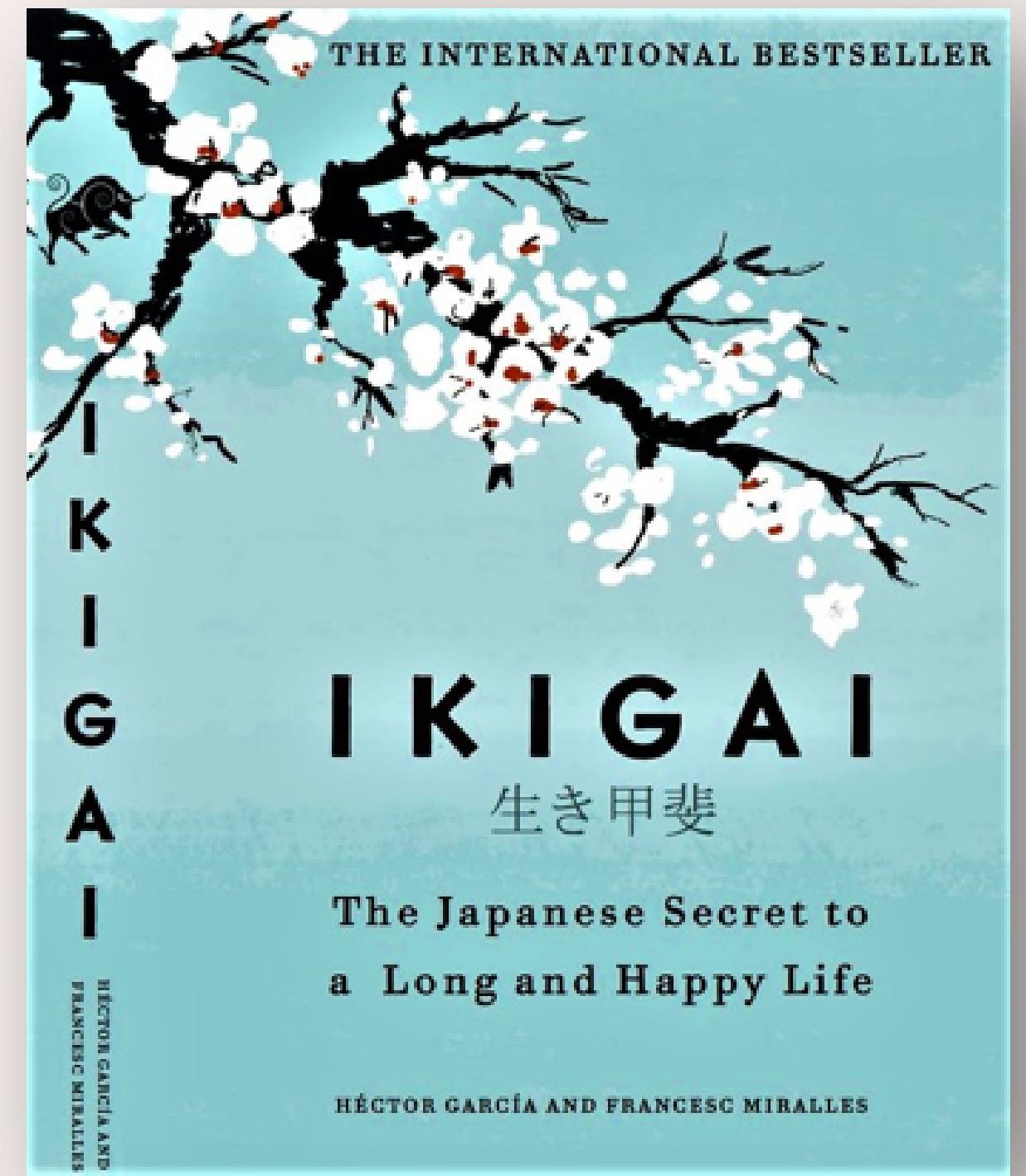
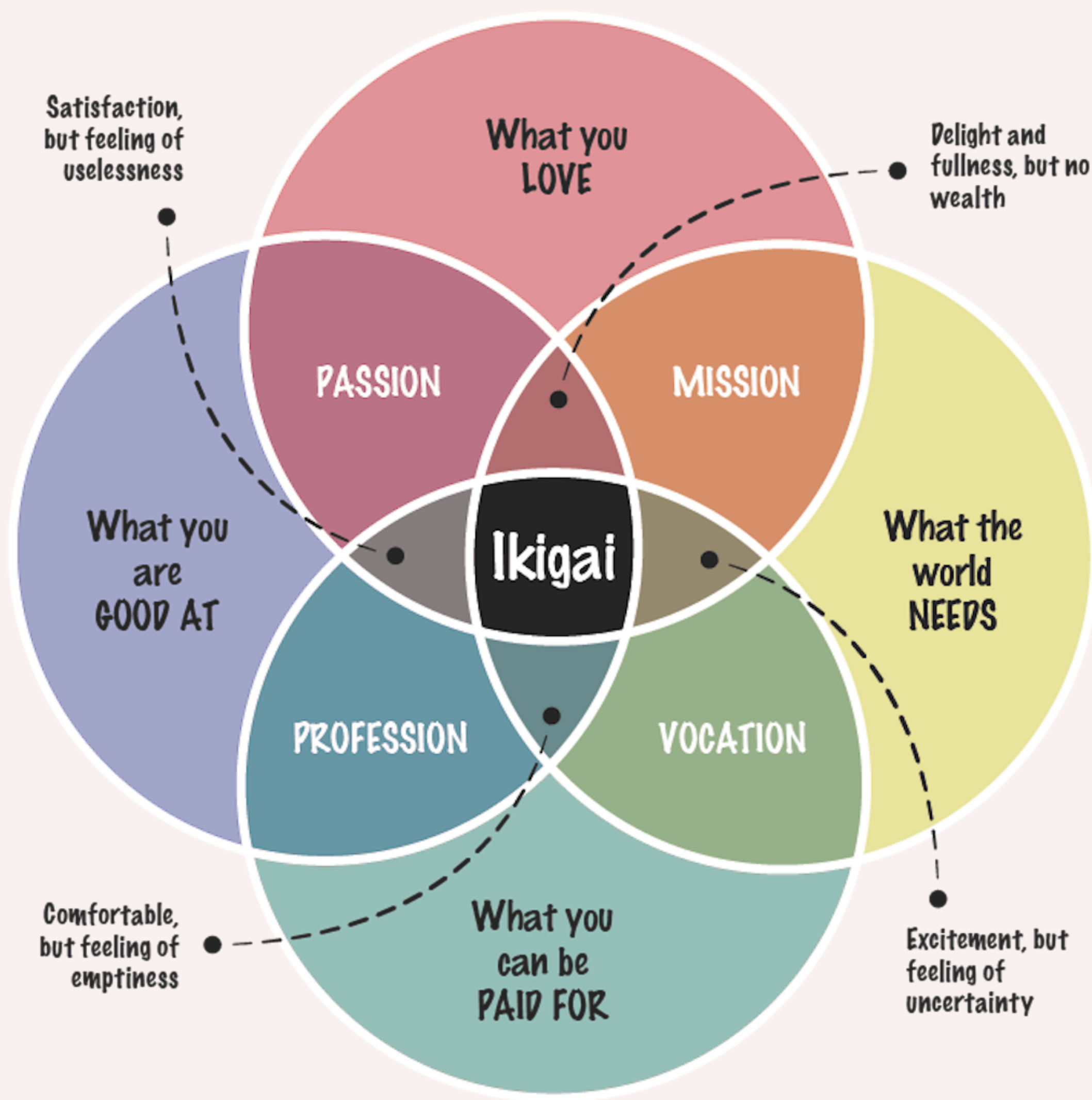
**Pre/Post
Course Assessment**

Course Design

Entrepreneurial Leadership Traits	Associated Strengths
Achievement	>> Achiever
Risk/Psychological Safety	>> Connectedness
Enthusiasm	>> Significance
Creativity	>> Ideation
Visionary	>> Futuristic
Disruptive	>> Command
Critical Thinking	>> Analytical
Flexibility	>> Adaptability

Course Design

Entrepreneurial Leadership Traits	Associated Strengths
Communication	
Collaboration	
Self-Reliance/Independence	>> Significance
Initiative	>> Activator
Confidence	>> Self-Assurance
Promoter/Delegator	>> Developer
Learner	
Relationship Builder	>> Empathy



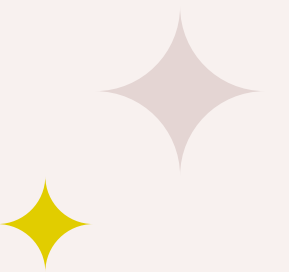
Pre / Post Course Assessment Stats

Pre / Post Assessment Results - SP2022 (6) + FA2022 (10) + SP2023 (28) = 44 students:

- 45.5% >> 88.3% // +42.8% Have a personal elevator pitch that captures my value to a project/team
- 54.8% >> 95.7% // +40.9% Have a leadership philosophy that defines personal leadership style
- 56.6% >> 87.2% // +30.6% Have tools to help myself and a team recognize bias in decision-making
- 57.5% >> 85.8% // +28.3% Understand how to increase the level of psychological safety on a team
- 61.6% >> 84.5% // +22.9% Know how to motivate and inspire a team of individuals

Entrepreneurial Leadership Competencies:

- 59.9% >> 80.4% // +20.5% Am a delegator
- 68.7% >> 83.3% // +16.6% Am the first to suggest a solution to a problem
- 68.0% >> 83.7% // +15.7% Am able to see possibilities where others see problems
- 63.9% >> 78.8% // +14.9% Am a promoter
- 70.0% >> 84.2% // +14.2% Am confident
- 67.4% >> 81.3% // +13.9% Am business focused
- 57.6% >> 70.4% // +12.8% Am a risk-taker
- 77.0% >> 88.5% // +11.5% Am persistent (keep trying until I find a solution)
- 77.5% >> 88.4% // +10.9% Am independent
- 70.6% >> 80.8% // +10.2% Am a creative thinker
- 85.2% >> 91.2% // +06.0% Am a knowledge-seeker
- 85.1% >> 91.2% // +06.1% Am determined
- 80.2% >> 85.5% // +05.3% Am a relationship-builder



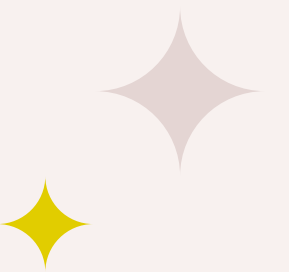
What is the data telling us?

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NEW BLOG POST

A Guide To Finding Your Own Happiness

Learn something **bold** in  5 minutes

Meet the Author Aishwarya Agnihotri

Aishwarya has learned a lot about her values and goals in life. Making life-changing decisions is hard, especially when you don't know what you want or what makes you happy. As she becomes a senior at UT Austin, Aishwarya wants to explore what happiness means for others and herself in hopes that any life-changing decisions can be made with that in mind.





BuildHER

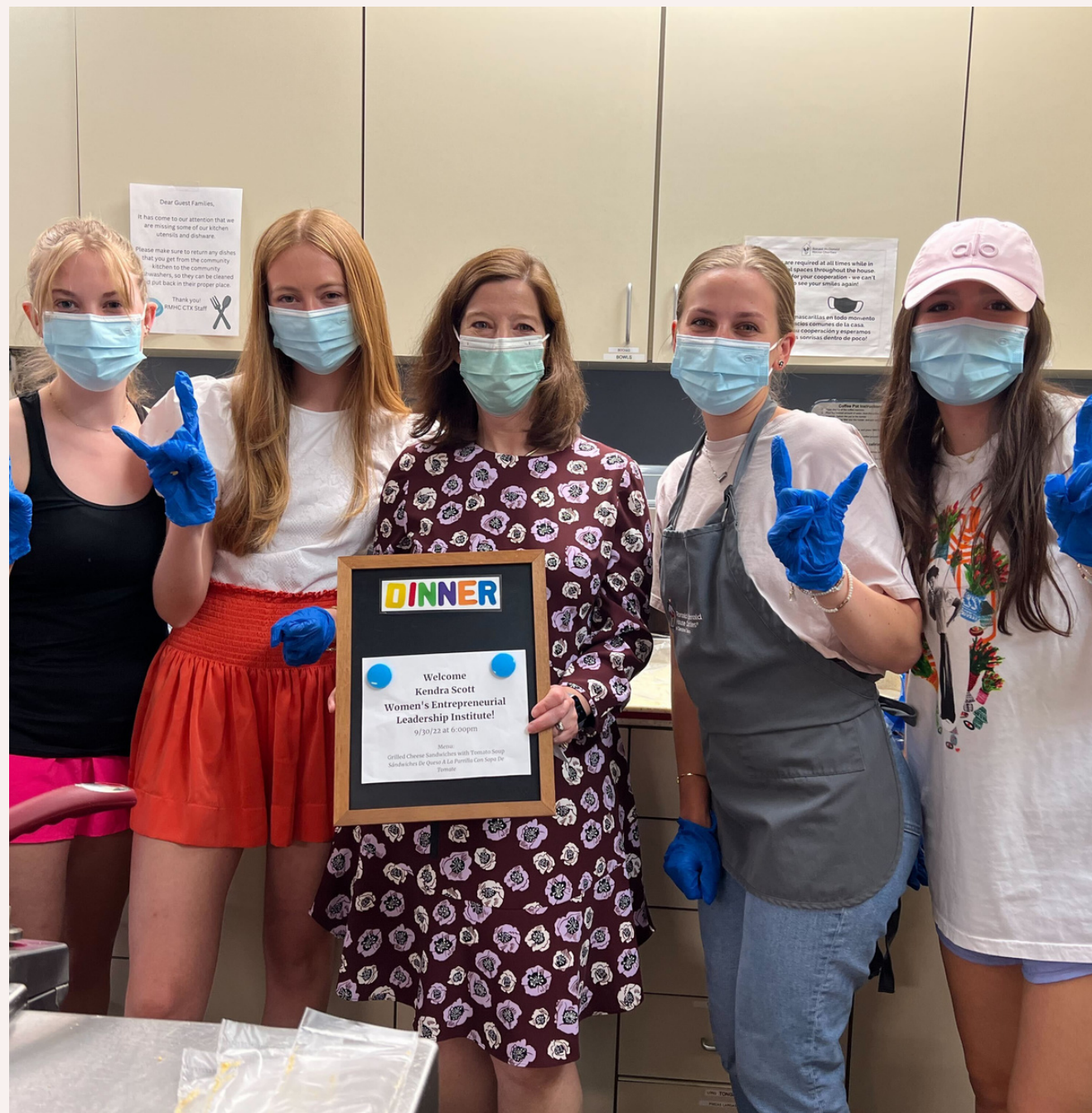
KS WELI LEADERSHIP PROGRAM



BuildHER guides the KS WELI Student Board and Student Council members on a journey during which they will discover their personal values, strengths, and authentic leadership style. The experience left students with the ability to leverage a variety of methods (data, frameworks, case studies, reflection opportunities) to equip them with the skills they need to thrive as leaders and entrepreneurs through a gender-informed perspective.

12 sessions with research fueled by Catalyst to equip students.

- **Creating** Your Leadership Values
- **Building** Trust as Leaders
- The Four Stages of **Leadership Development**
- **Creating** Psychologically Safe Teams
- **Wellbeing** for Leaders
- **Gratitude** as a Leader
- Whole Foods **On-Site**
- **Creating** a Culture of Collaboration
- **Motivational** Leadership
- **Emotional Intelligence** for Leaders
- **Leading Inclusively**



This semester the Student Board was proud to initiate the **HelpHER philanthropy program** that will focus on giving back to our community and finding ways we can empower others.

In September 2022, the Student Board, made dinner for residents of the Ronald McDonald House. Members gathered supplies and cooked grilled cheese sandwiches + tomato soup for over 50 residents.

Throughout the Fall 2022 semester Student Board, with help from Student Council, volunteered their time at the Capitol Texas Food Bank. Members organized food and packaged boxes.

The HelpHER program will continue to be a part of the Student Board's mission and we are excited to continue to build out the program to support other initiatives in our community.

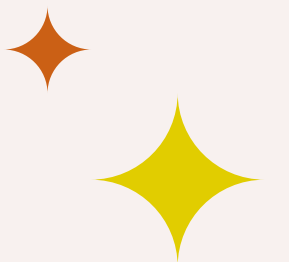
Gender & Entrepreneurship



Framework // Gender-Smart Entrepreneurship Education & Training Plus (GEET+)

The guiding principles of the GEET+ include:

- focus on equity, diversity, and inclusion;
- identify and address unconscious biases, including gender, racial and occupational, stereotypes that impede equality and economic security;
- enhance access to resources such as capital, markets, technology, and talent;
- respect multiple and diverse (entrepreneurial) identities;
- advocate for inclusive (entrepreneurial) ecosystems;
- ensure physical/psychological safety to, from, and within learning environments;
- engage less represented voices in design, development, and delivery of outcomes.



Thank You!



Lesley Robinson, M.S.

Founding Director, KS WELI

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on all of the exciting KS WELI news!



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& Courageous Newsletter



Join our
Community Slack



Learn about
our curriculum



Connect with us!



**Learn about the
FoundHER Program**



**Attend our
programs & events**



**Get engaged
with our community**



**Access empowering &
equipping resources**



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Learn more
on our website



GIVE NOW

