



# Youngpreneurs

KA220-YOU - Cooperation partnerships in youth



Co-funded by  
the European Union

# Aim of Module *Leadership and Team Management*

This module focuses on empowering young female entrepreneurs with **essential leadership and team management skills**.

Participants will gain knowledge of:

- Leadership skills: demonstrating an understanding of different leadership styles and their applications in various contexts, utilizing effective communication techniques to lead and inspire teams;
- Strategic decision-making: analyzing real-world business scenarios to make informed, strategic decisions, and using tools and frameworks to evaluate risks and opportunities;
- Strategic planning and goal setting: formulating SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals aligned with the business vision and objectives;
- Action plan development: creating action plans to achieve both short-term and long-term business goals;
- Gender-based stereotypes for women leaders: understanding and sharing the stereotypes currently experienced by women starting their own businesses or within a team.



# Learning Outcomes

This is a subtitle that can be edited



Develop various leadership styles and effective communication techniques



Enhance strategic decision-making and planning skills



Formulate and achieve SMART business goals



Understand gender-based stereotypes in leadership

# Key Learning Elements



# Understanding leadership for young entrepreneurs

## What is leadership?

Leadership encompasses the ability to inspire, guide, and motivate individuals or teams towards a common goal. It involves effective communication, strategic decision-making, and fostering a supportive and inclusive environment.

## Components of leadership:

- Vision: setting clear goals and a compelling vision for the future;
- Communication: articulating ideas, motivating others, and fostering open dialogue;
- Decision-making: making informed decisions based on analysis, intuition, and strategic thinking;
- Empowerment: delegating responsibilities, providing support, and fostering autonomy among team members;
- Resilience: overcoming challenges, adapting to change, and maintaining focus amidst adversity.



## Tips for developing leadership skills:

- **Clarify your vision:** define your goals and communicate your vision clearly to inspire your team;
- **Communication is key:** practice active listening and clear communication to foster understanding and collaboration;
- **Decision-making agility:** be decisive and adaptable in making choices, considering both short-term needs and long-term goals;
- **Empower others:** delegate tasks and responsibilities, and provide guidance and support to nurture the growth of your team;
- **Stay resilient:** embrace challenges as opportunities for growth, and maintain a positive mindset amidst setbacks;
- **Build a strong network:** connect with mentors, fellow entrepreneurs, and industry professionals to seek guidance and support;
- **Continuous learning:** stay curious and open to new ideas, and invest in your personal and professional development through workshops, courses, and networking events;
- **Seek feedback:** actively seek feedback from mentors, advisors, and team members to identify areas for improvement and growth;
- **Embrace innovation:** be willing to experiment, adapt, and innovate to stay ahead in a dynamic business environment.



# Effective communication techniques

Understanding how to lead effectively is a cornerstone for success in any entrepreneurial journey.

Now, let's explore some **key communication techniques** that will amplify your leadership impact.



# Strategic decision-making

Effective leadership involves navigating complex business landscapes and making informed decisions. Let's explore the critical aspect of strategic decision-making, which is fundamental for steering your entrepreneurial journey towards success.

- **Analyzing real-world scenarios:** evaluate business challenges and opportunities to make informed decisions;
- **Risk assessment:** identify potential risks and rewards associated with different courses of action;
- **Data-driven insights:** use market research and analytics to gather data and inform strategic choices;
- **Long-term vision:** align decisions with your business goals and vision for sustainable growth.







## Tips for strategic decision-making:

1. **Gather information:** collect relevant data and insights to understand market trends and consumer behavior;
2. **Consider alternatives:** explore multiple options and assess their potential impact on your business;
3. **Evaluate risks and benefits:** conduct a thorough risk analysis to weigh the pros and cons of each decision;
4. **Consult with advisors:** seek input from mentors, advisors, and industry experts to gain diverse perspectives;
5. **Trust your instincts:** trust your intuition and instincts, backed by careful analysis and research;
6. **Monitor and adapt:** continuously monitor the outcomes of your decisions and be prepared to adjust course if necessary.



# Strategic planning and goal setting

In building a successful business, strategic planning involves formulating SMART goals that are:



## Specific

The goal is concrete and tangible - everyone knows what it looks like.



## Measurable

The goal has an objective measure of success that everyone can understand.



## Attainable

The goal is challenging, but should be achievable with the resources available.



## Relevant

The goal meaningfully contributes to larger objectives like the overall mission.



## Timely

This goal has a deadline or, better yet, a timeline of progress milestones.



## Formulating SMART goals is essential for several reasons:

1. Clarity and precision: SMART goals provide clarity and precision in defining objectives, leaving no room for ambiguity or misinterpretation.
2. Measurable progress: by establishing specific metrics, SMART goals enable entrepreneurs to measure progress objectively.
3. Realistic expectations: SMART goals encourage setting objectives that are realistically attainable within the given resources, capabilities, and timeframes. This helps prevent setting overly ambitious goals that may lead to frustration or burnout.
4. Alignment with vision: aligning goals with the broader vision and objectives of the business ensures that every action contributes meaningfully to its long-term success.

Timely achievement: assigning deadlines to SMART goals creates a sense of urgency and accountability.

By formulating SMART goals, young female entrepreneurs can effectively translate their vision into actionable objectives, guiding them towards success while staying focused and motivated throughout their entrepreneurial journey.

# Understanding gender-based stereotypes

## Why Address Gender Stereotypes in Leadership?

In discussing leadership skills, it's crucial to confront gender stereotypes. These stereotypes perpetuate biases that hinder women's advancement in leadership roles. By addressing them head-on, we create inclusive environments where everyone, regardless of gender, can thrive and contribute fully to the success of their ventures.

### Common stereotypes:

- Women are less assertive;
- Women are more emotional;
- Women are less capable in strategic roles.



### Impact on women leaders:

- Hindered career growth;
- Bias in decision-making processes;
- Increased scrutiny and pressure.

## Tips to overcome gender stereotypes:

### 1. Learn more about gender stereotypes

Traditional gender norms are often deeply ingrained in our society, so we may not realise it when we engage in gender stereotyping. This is why we need to actively learn about its harmful impact.

### 2. Speak up

Open communication means calling out toxic behaviours and addressing them as soon as possible so that we recognise such behaviours as unfair.

### 3. Be empathetic

It is very easy to forget that many of us are shackled by traditional gender norms. By practising empathy, we can learn to see things from the other person's perspective.

### 4. Support each other

Build a network of female entrepreneurs to share experiences and strategies for overcoming challenges.

# Case Studies



# Case Study 1 - The successful story of Melanie Perkins

- Melanie Perkins is an Australian technology entrepreneur, who is the co-founder and chief executive officer of Canva;
- She came up with the idea for Canva in 2007 when she was just 19;
- Perkins is one of the youngest female CEOs of a tech start-up valued over A\$1 billion. As of May 2021, Perkins was one of Australia's richest women;
- Melanie Perkins found her first investors after over a hundred rejections.



# Case Study 1 - The successful story of Melanie Perkins

- Why did Melanie Perkins have 100 rejections?
- How did she manage to continue after so many rejections?
- How did she manage to become the richest Australian woman?





# Case Study 2 - The difficult path



- Women hold just 28.2% of management positions in the workplace (UN Women, 2023).
- Women have fewer opportunities to reach leadership positions because of the difficulties they face
- There are laws that try to protect women and promote gender equality in the working environment



Co-funded by  
the European Union

## Case Study 2 - The difficult path

Try to “read” the images, what do you think about the two images, can you imagine or describe a personal situation that comes to mind when you see these two pictures?

- What are the barriers a women faced in the job industry especially in leadership roles?
- Why do you think women have fewer opportunities?
- How the law can protect women's working rights?

# Activities



# Activity – *Leadership styles simulation with SWOT analysis*

Welcome to the *Leadership styles simulation with SWOT analysis* activity!

**Objective:** Develop understanding and application of diverse leadership styles and conduct a comprehensive SWOT analysis.



## Scenario setup

- **Scenario:** Launching a new product line
- **Background:** Your team is tasked with launching a new sustainable product line in a competitive market. Leadership decisions will impact product development, marketing strategy, and team coordination.
- **Goals:** Successfully launch the product line, gain market traction, and establish a brand presence.
- **Challenges:** Limited resources, tight deadlines, and competition from established brands.

## ***Round 1 - Autocratic Leadership***

- **Role Assignment:** Designate one participant as the autocratic leader for the group;
- **Objective:** Leader makes decisions independently, instructs team members on tasks and strategies;
- **Activity:** Conduct a 5-minute role-play session focusing on autocratic leadership style.

## ***Round 2 - Democratic Leadership***

- **Role Assignment:** Rotate leadership roles; designate another participant as the democratic leader;
- **Objective:** Leader involves team members in decision-making, seeks consensus, and values input;
- **Activity:** Conduct a 5-minute role-play session focusing on democratic leadership style.

## ***Round 3 - Laissez-Faire Leadership***

- **Role Assignment:** Rotate leadership roles again; designate a different participant as the laissez-faire leader;
- **Objective:** Leader delegates tasks and decisions to team members, providing minimal guidance;
- **Activity:** Conduct a 5-minute role-play session focusing on laissez-faire leadership style.



## Feedback and Discussion

- After each role-play session, let's have 2-3 minutes for **feedback**:
  - Discuss together the effectiveness of each leadership style in achieving business goals;
  - Analyze team dynamics, communication effectiveness, and decision outcomes;
  - Identify strengths and weaknesses of each leadership approach using the SWOT analysis method:



# Additional Resources





# Additional Resources

How to prevent gender stereotypes in your workplace?

<https://www.linkedin.com/pulse/how-prevent-gender-stereotypes-your-workplace-ungender-9i0tc>

Intercultural Management: Challenges and Strategies for Global Organizations

<https://www.linkedin.com/pulse/intercultural-management-challenges-strategies-global-socratica-books>

Common Leadership Styles — and How to Decide Which to Use When

<https://hbr.org/2024/04/6-common-leadership-styles-and-how-to-decide-which-to-use-when>

The Science of Women's Leadership | Alexis Kanda-Olmstead | TEDxCSU

<https://www.youtube.com/watch?v=FVzHBWolGEw>



# Additional Tips

**Continuous learning:** Engage in ongoing training and development to deepen understanding of leadership and gender equality issues, ensuring continuous improvement.

**Empowerment strategies:** Implement effective empowerment strategies to delegate responsibilities and foster autonomy among team members, promoting a supportive and inclusive work environment.

**Strategic networking:** Build a strong network of mentors, industry peers, and role models to gain diverse perspectives and support for career advancement and business growth.

**Advocacy and visibility:** Advocate for gender equality in leadership roles and actively seek opportunities to enhance visibility and influence, both within your organization and the broader professional community.

# References



# References

1. Gomez, A. (2023). Exploring Leadership Styles: Which One Resonates With You. Retrieved from <https://www.ollusa.edu/blog/leadership-styles.htm>
2. Tremmel, M., & Wahl, I. (2023). Gender stereotypes in leadership: Analyzing the content and evaluation of stereotypes about typical, male, and female leaders. *Frontiers in Psychology*, 14, Article 1034258. doi: 10.3389/fpsyg.2023.1034258
3. Knight, R. (2024). 6 Common Leadership Styles — and How to Decide Which to Use When. Retrieved from <https://www.linkedin.com/pulse/how-prevent-gender-stereotypes-your-workplace-ungender-9i0tc>
4. Intercultural Management Challenges and Strategies. (n.d.). Retrieved from <https://www.linkedin.com/pulse/intercultural-management-challenges-strategies-global-socratica-books>
5. Harvard Business Review. (2024, April). 6 Common Leadership Styles and How to Decide Which to Use When. Retrieved from <https://hbr.org/2024/04/6-common-leadership-styles-and-how-to-decide-which-to-use-when>
6. YouTube. (n.d.). Retrieved from <https://www.youtube.com/watch?v=FVzHBWoIGew>





# Our Partnership

This is a subtitle that can be edited



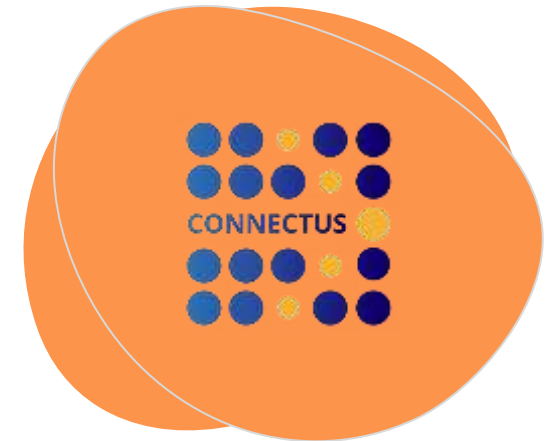
IMPACT HUB  
STOCKHOLM AB  
*(Applicant)*



EXEO LAB



FUTURE IN  
PERSPECTIVE LIMITED



CONNECTUS  
M.IKE



# Thank You!



Co-funded by  
the European Union