

Success teams method for promoting women entrepreneurs

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TP Winnet BSR WORKSHOP

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Rietavas Business Information Centre (RVIC)

MISSION: RVIC is seeking to be a reliable helper and partner for entrepreneurs working in Rietavas municipality by providing them with high quality consultation, training and technical assistance. RVIC also promotes Rietavas municipality, it's potential and attractiveness as a location for foreign and local investment.



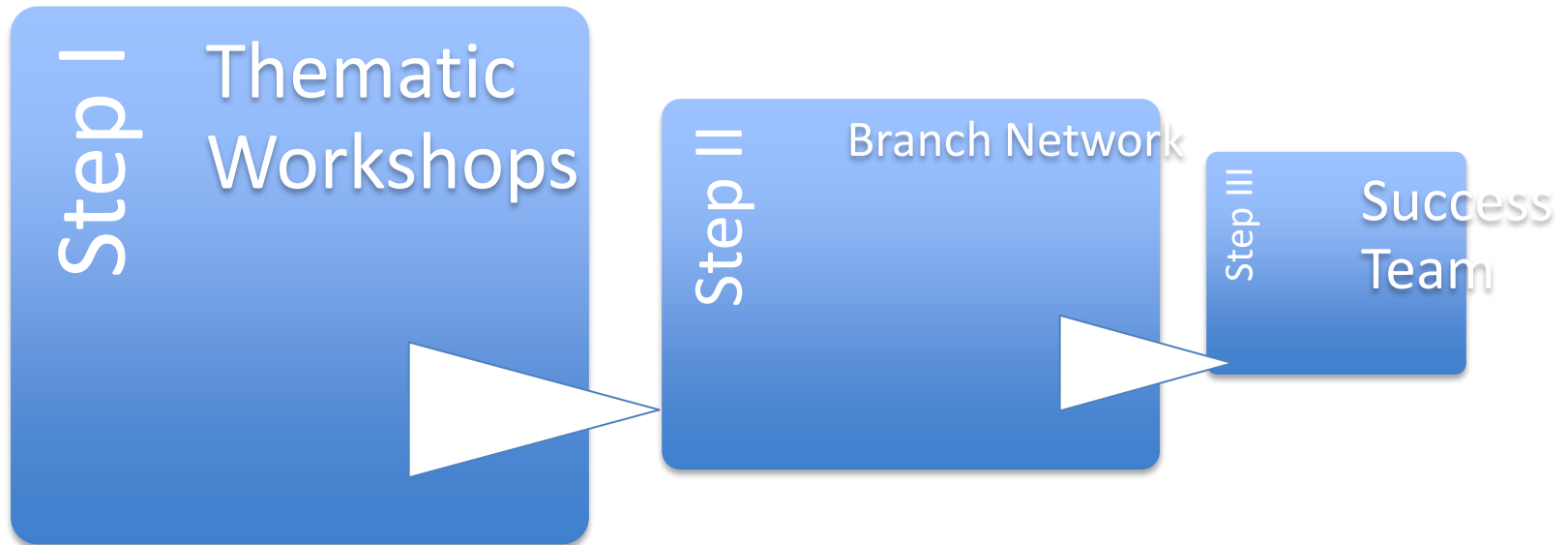
Target Group - WOMEN



Motivation and support needed



From Thematic Workshop to a Success Team



Business Success Team

is a group of 4-6 people, who meet regularly every 3-4 weeks to support each other and to help each other achieve the goals they set for themselves.

The aims are in particular:

- To detect and formulate goals
- To draw in external suggestions and impulses
- To further develop the entrepreneur's and their company's potential

Profile of the Success Team

- 1 is starting flower business
- 1 is running rural tourism farm
- 1 is the the owner of rural shops, and has idea of starting vegetable processing
- 1 is an accountant
- 1 has textile enterprise
- 1 is baking bread



Structure – monthly meetings

- ***Round 1: Getting started (5 min per participant)***

Every participant reports on the progress of her work since the last meeting.

- ***Round 2: Support (15 min per participant)***

The goal of this round is to evaluate difficult issues and situations together and to find solutions for them.

- ***Round 3: Aims until the next meeting (5 min per participant)***

Tasks to achieve until the next meeting

Benefits

Women in Success Teams **achieve their aims faster and improve their self-discipline and management** thanks to the regular meetings and the motivational impact of the group dynamics.

Important factors include group pressure on members, the interactive structure of the team-work and the development of common strategies applied to achieve aims. The communicative interchange and social support from others, and celebrating achievements together with like-minded people are other positive success factors.

Statistics

Between 2011 and 2013, 72 women participated actively in 7 Cross Border Success Teams and 5 National Success Teams

14 business women from Sweden
23 business women from Germany
37 business women from Lithuania



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Outcomes

Exchange of knowledge and experience give more **motivation** for individual business and personal development

Women **support** each other practically – buy or exchange each other services and goods

Getting into **new markets (abroad)** – due to new contacts and support

Improvement in personal abilities to **facilitate meeting** – which is used also outside Success Team activities

New **ideas** arise – especially in improving marketing tools and in this way presenting yourself in a more efficient way.

Women allow money and time for **development of personal competence**

Improved usage of communication tools, especially **social media** – FB group Success Team created. Individual FB pages developed.



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Learning

What have you learned while working together with other ST members?

- To listen to other opinion
- Be more brave, not to be afraid to say own opinion
- To be more positive about own aims and to be more persistent in reaching them
- To share – thoughts, ideas
- That life is constantly changing and I must move forward



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