

Cooperation and inspiration

Impact and results in Jordan



- > 12 Jordanian women trained and guided during business visit to the Netherlands
- > Talent-in-Business training was evaluated as a highlight of the visit
- > Talent brought focus to the businesses
- > Knowing each other's talents resulted in a strong network
- > Several businesses started to cooperate
- > The more established businesses were role models for the smaller ones

In the first week of June 2015, a group of 12 women entrepreneurs visited the Netherlands for a trade mission. The women came from all sectors: sales of handicrafts, architecture, restaurants, dietician, fitness school, laboratory, wheat trading, photography and writing platforms, software school, etc. Some came to the Netherlands to find business partners, some came to get specific knowledge. All came to find inspiration, which they found during the business visits, and also through the one-day training we provided during their visit to the Netherlands. In fact, the Brilliant Entrepreneur training was mentioned as one of the highlights during the evaluation!

At the end of July, we called all participants, and talked about the progress in personal and business development.

Talent

The idea that everyone has a unique talent was a new concept to all of them. They indicated that this was the first training they ever received that was actually about them. Working from talent was an eye-opener that helped to bring focus to their businesses. Some indicated during the calls that they were a bit shy to express their talents to everyone, while others told colleagues, family members and friends and wanted to spread the talent way of working in Jordan. Examples of talents in this group were simplifier, creating break throughs, electrifier, making things beautiful.

Cooperation among the participants

A strong network was formed among the women, through the trip together and because they got to know each other well through the Brilliant Entrepreneur training. A number of participants started working together:

- The dietician will provide advice about healthy food to the fitness school.
- The health shop will sell products from the participants that buys products from local farmers.
- The women who own local food shops will share experiences about the local farmers they work with.
- The interior shop found new suppliers on a fair of the local handicrafts' promotor.
- The youngest entrepreneur was motivated by the rest of the group. She gained confidence that it is possible to run a successful business in Jordan as a woman.

In 2016 we were invited to provide a Talent-in-Business workshop during a conference for women engineers with an interest in starting their own business. Read more below.

Presentation with interactive exercises during the conference, 2016



Brilliant Entrepreneur was invited to provide a workshop about talent and how it can help women to run a business in the way they want and that fits them. It was a big conference with around 80 women engineers who are interested to start a business in their field of work.



The conference lasted for two days and was filled with speakers and workshops. There were also presentations from role models: women entrepreneurs who managed to run a big and successful business in Jordan.

We were actually the only speakers who put the participants to work on practical exercises. This was very well received. Instead of only listening, the women liked to work and think about themselves and their own businesses or business ideas. Creation and practical application are key features of all the work we do as Brilliant Entrepreneur.