

Women Entrepreneurs: Anecdotes based on their Hiring Experiences



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Overview



- Why this topics?
- What I did....
- What I asked...
- What I found....
 - Anecdotes
- What I leave you with...

Why this topic?



- **GUWLI reception**
 - “based on my experience”
 - “less chat”
 - “less handholding”
 - “need someone to get it done”
- **My Assumptions, My Bias**



What I did?



- Qualitative in-depth phone interviews
 - 8 women entrepreneurs
- Utilized LinkedIn to collect anecdotes
 - Started discussion on 3 female entrepreneurship groups
 - Received 2 responses



What I asked?



- **Broad introduction to topic**
 - “As a future woman entrepreneur, I am curious about how you think about gender and hiring?”
- **Sample is not big enough to draw conclusions, BUT...**



What I found.....



- An interviewee identified that among successful businessmen/women, there are 2 types of women, but that there are 1000 type of male personalities
 - Implies thoughts and conclusions about female bosses,
 - Limiting and restrictive for female bosses!
 - But... there are female stereotypes about women bosses and even women believe in them,
 - Not one identified a stereotype of a male boss.



What I found...



- One indicated that start-ups have a hard time competing with bigger companies, which “sweep up a lot of promising talent.”
 - Implies limited talent pool of women, but ...why?
 - Is it true? Entry to and graduation from college are higher for women!



What I found...



- Another interviewee indicated that female bosses are held to different standards, than male bosses, when it comes to empathy and personal situations.
 - A male boss may “not understand,” and that may be okay, BUT...
 - A woman “breaks the code of women,” and that’s unforgivable.

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What I leave you with.....



- No hard conclusions
- Women entrepreneurs spend some time thinking about gender and hiring, and about interaction with other women at the workforce
 - Assumptions & Stereotypes

What does that mean for women bosses? For me?
For us?

