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!
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.
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?