



# CWIRE MENTORING HANDBOOK

CALD WOMEN  
SMALL BUSINESS  
OWNERS

2023



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# CWIRE Accompanied Mentoring Handbook

## *For CALD Women Small Business Owners*

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## Foreword

To all culturally and linguistically diverse (CALD) women running small businesses in the Australian context, I commend your strength, resilience, and determination in pursuing your entrepreneurial dreams. Your diverse backgrounds, unique perspectives, and rich cultural heritage enrich the business landscape, making it more vibrant and inclusive.

Embrace your identity and heritage as a source of inspiration and advantage in your entrepreneurial journey. Remember, diversity is a strength that can foster creativity, innovation, strategic thinking and the ability to connect with a broader audience. Embrace challenges as opportunities for growth, therefore, don't hesitate to seek support and mentorship from fellow entrepreneurs and business networks. Your determination to succeed despite any obstacles sets a powerful example for others, and your success contributes to building a more diverse and empowered business community. Embrace your journey with pride, confidence and gratitude, knowing that your small business is not only a testament to your tenacity and interconnectedness but also a symbol of diversity, unity and interdependence in the Australian entrepreneurial landscape. Your impact is profound, and I believe in your ability to achieve great success and make a lasting difference that positively impacts lives of many.

“Together we can go far” and the mentorship at AfriAus iLEAC together with its supporters, sponsors and partners, we have our hands extended to you, ready to walk with you supporting you and seeing your dreams come into fruition.

**Dr Charles H Mphande**

**AAi Secretary & Co-founding Director**

Melbourne, Australia, July 2023

## Preface

As a team dedicated to supporting and empowering women entrepreneurs, we are constantly inspired by your determination, inventiveness, and resilience in the face of challenges. Your small businesses are not just ventures; they are the embodiment of your dreams, aspirations, and hard work.

We want you to know that you are not alone on this journey. Our team is here to walk alongside you, hold your hand when needed, help provide guidance, resources, and opportunities to assist you flourish and succeed. We firmly believe that when women support each other, incredible things happen, and that's why we are committed to fostering a strong and supportive community for all of you.

Through various programs and initiatives, we aim to equip you with the skills and knowledge needed to navigate the ever-changing business landscape. Whether it's access to mentorship from seasoned entrepreneurs, facilitation of workshops on business strategies, or networking events to build and expand your connections, we are dedicated to nurturing your growth as successful businesswomen.

We encourage you to embrace your unique strengths, hold on to your passion, and press on for your vision for the future. Your small businesses have the potential to grow and make a profound impact not only on your lives but on the world around you. Never doubt the value of your ideas and contributions. Your businesses are an attestation of the power of determination and creativity, breaking barriers and defying expectations.

So, as you continue on your entrepreneurial journey, remember that we are here to support you every step of the way. Reach out to us, connect with other women entrepreneurs, and seize the opportunities that lie ahead. Together, we can make a difference, create a more inclusive and equitable business environment, and pave the way for a brighter future.

CWIRE Program Management & LUVPACKS Partners

Melbourne Australia, July 2023

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## Executive summary

This CWIRE Accompanied Mentoring Handbook for CALD Women Small Business Owners 2023 is a comprehensive guide designed to empower and support aspiring and established female entrepreneurs on their business journey. This handbook serves as a valuable resource, providing insights, strategies, and practical advice on fostering successful mentorship relationships amongst other resources one can access oneself as well. It emphasizes the importance of mentorship in overcoming challenges unique to women in the business world and offers a step-by-step approach to finding the right mentor, establishing clear goals, and maximizing the benefits of mentorship using an intersectional and particularly gender and multicultural analysis.

This Handbook is a resource that will equip you with the guidance you need to thrive in the dynamic and competitive business environment, fostering gender diversity and inclusivity in the entrepreneurial world.



# Chapter One: SMALL BUSINESS WOMEN LEADING SELF

## INTRODUCTION



### What is Accompanied Mentorship?

In today's rapidly evolving business landscape, women entrepreneurs are making significant strides and driving innovation across various industries. However, they still face unique challenges, especially those within the culturally and linguistically diverse communities, that can impede their growth and success. To bridge this gap and empower women small business owners, the concept of accompanied mentoring has emerged as a powerful tool. This page delves into the purpose and description of accompanied mentoring for women who are small business owners, exploring its benefits and impact on fostering personal and professional growth.

In this handbook, **accompanied mentoring** is used to refer to a form of guidance or coaching in which the one being guided (mentee) is provided with support from a more experienced person (mentor). The term "accompanied" signifies that the mentor is there with the mentee throughout the process, offering continuous support, encouragement, and accountability. This level of involvement ensures that the mentee receives relevant and timely guidance, increasing the chances of achieving their goals and gaining valuable skills and insights from the mentor's experience.

Needless to say that this model of mentorship enhances a mentoring relationship in which, firstly, the mentor takes a more proactive approach in assisting the mentee in setting goals, identifying areas for improvement, and creating a personalized development plan. Secondly, the mentor offers advice, knowledge, and expertise. Thirdly, by remaining actively involved in the mentee's growth journey, the mentor provides ongoing feedback, monitoring progress, and making necessary adjustments to the mentoring process.

Some refer to accompanied mentorship as guided or structured mentorship. For CWIRE women's accompanied mentoring serves as a transformative experience that facilitates personal growth, professional development, and empowerment. By fostering a supportive environment and offering guidance from experienced mentors and peers, accompanied mentoring plays a crucial role in breaking down barriers and propelling women entrepreneurs towards success in their entrepreneurial journey. As more women participate in these mentoring programs, the business landscape becomes richer, more diverse, and more inclusive.

## The Purpose of Accompanied Mentoring

Accompanied mentoring, also known as peer mentoring or buddy mentoring, is a structured approach where women entrepreneurs are paired with experienced mentors or fellow business owners to provide mutual support, guidance, and encouragement. The primary purpose of accompanied mentoring is to address specific challenges faced by women in the business world and offer them an environment of trust and camaraderie, where they can share experiences, knowledge, and expertise.

**1. Empowerment and Skill Development:** Accompanied mentoring aims to empower women business owners by building their confidence, self-belief, and leadership skills. Through guided interactions, mentees can enhance their decision-making abilities, problem-solving techniques, and critical thinking skills.

**2. Networking Opportunities:** Small business owners often struggle to create and maintain valuable professional networks. Accompanied mentoring fosters networking among peers, mentors, and industry professionals, facilitating the exchange of ideas, resources, and potential collaborations.

**3. Encouraging Peer Support:** Being part of a community of like-minded individuals provides a sense of belonging and support. Women entrepreneurs can share their challenges and successes without fear of judgment and find encouragement during tough times.

**4. Overcoming Gender-Specific Barriers:** Unfortunately, gender bias and stereotypes still exist in the business world. Accompanied mentoring helps women overcome these barriers by providing them with a safe space to express their concerns and develop strategies to navigate such challenges.

**5. Personal and Professional Growth:** Through shared experiences and mentorship, women entrepreneurs can learn from each other's triumphs and failures. This fosters personal growth and helps them acquire new skills, perspectives, and knowledge vital for business success.

### What is the nature of Accompanied Mentoring?

**Matching Process:** In accompanied mentoring, careful consideration is given to pairing mentors with mentees based on industry, business stage, and specific challenges. A well-thought-out matching process ensures a successful and productive mentoring relationship.

**Regular Meetings and Discussions:** The mentor-mentee pairs engage in regular one-on-one meetings, virtual or in-person, to discuss goals, progress, and challenges. Additionally, group sessions or workshops are organized to facilitate collective learning and networking.

**Resource Sharing:** Accompanied mentoring encourages resource sharing between mentors and mentees. This can include business templates, relevant articles, case studies, and tools that aid in business growth and development.

**Goal Setting and Accountability:** Both mentors and mentees collaboratively set goals and action plans. Regular follow-ups and accountability measures ensure progress towards achieving these objectives.

**Feedback and Evaluation:** Feedback mechanisms are essential to evaluate the effectiveness of the mentoring program. Periodic assessments help refine the program and address any areas of improvement.



## Philosophy and Benefits of Accompanied Mentoring

At its core, accompanied mentoring is built on the fundamental belief that collaborative learning and support create a powerful platform for personal and professional growth. The philosophy of accompanied mentoring revolves around the idea that everyone has something valuable to offer, and through mutual guidance and encouragement, individuals can unlock their true potential. This mentoring approach uses the motif of storytelling to emphasize the importance of a nurturing and inclusive environment where individuals can share the narrative of their experiences, challenges, and successes without fear of judgment.

The benefits of accompanied mentoring are numerous and far-reaching. Firstly, it provides a safe space for mentees to explore their goals, aspirations, and fears, fostering self-awareness and empowerment.

Secondly, it enables mentees to access the wealth of knowledge and expertise of their mentors, gaining valuable insights and practical advice. Additionally, accompanied mentoring facilitates networking opportunities that lead to the establishment of meaningful professional relationships and potential collaborations.

The support and encouragement received from mentors and peers help individual mentees overcome obstacles, build resilience, and develop essential skills, ultimately leading to improved performance and success in their personal and professional lives.

Furthermore, accompanied mentoring plays a vital role in creating a sense of community and belonging where shared vulnerability through storytelling helps reduce isolation, and instead promotes a culture of learning and continuous improvement. Overall, this mentoring philosophy champions the idea that when individuals come together to learn from and support each other, remarkable growth and transformation can be achieved.

## Intersectionality (with Gender) and Accompanied Mentorship

It is crucial to use an intersectionality analysis in designing and unpacking Accompanied Mentorship because it helps us to examine how various intersecting identities and social factors, such as gender, race, class, sexuality, and more, impact the dynamics and outcomes of a mentorship relationship where one person provides guidance and support to another. Since intersectionality acknowledges that individuals have multiple identities that interact, it provides therefore an awareness that critically contributes to our gauging how these unique experiences can also become challenges to be considered so that the anticipated results are based on informed knowledge.

When applying intersectionality analysis to accompanied mentorship within the CALD context, one explores how factors like gender, race, socioeconomic background, origin, migration status and other identities influence the mentorship process. This analysis can reveal how power dynamics, communication styles, opportunities for growth may differ for individuals with different combinations of identities. For example, an intersectional analysis might uncover how a mentorship experience may be perceived and experienced differently by a woman of color from a lower socioeconomic background compared to a white man from a privileged background.

By taking an intersectional approach, mentorship programs and participants can gain a deeper understanding of the complex ways in which identity and social context shape mentorship interactions and outcomes. This analysis can inform more inclusive and effective mentorship practices that recognize and address the unique needs and perspectives of individuals with diverse backgrounds and identities

## How does Accompanied Mentoring work?



## SMALL BUSINESS WOMAN LEADING SELF FOR IMPACT ENTREPRENEURSHIP

### Managing Personal Strength & Resilience: A Guide for Women Small Business Owners

Being a woman small business owner comes with its own set of challenges and responsibilities. To thrive in this demanding role, it is crucial to manage personal strength and resilience effectively. This page explores strategies for cultivating personal strength, recognizing and addressing physical and psychological indicators of stress, and the power of learning from successful small business owners as mentors. Through a narrative of a successful small-medium business owner, we'll discover valuable stress tips to inspire and guide women entrepreneurs.

#### Personal Strength & Resilience

As a woman entrepreneur, developing personal strength and resilience is essential for navigating the ups and downs of the business world. Cultivating self-belief, setting clear goals, and maintaining a positive mindset are key aspects of building inner strength. Embracing challenges as opportunities for growth and learning, staying adaptable in the face of uncertainty, and seeking support from mentors and peers contribute to resilience. Remember, setbacks are a natural part of the entrepreneurial journey, and by drawing on your inner strength, you can bounce back stronger and more determined than ever.

#### Physical Indicators of Stress

Running a small business can be overwhelming, and stress is a common companion. Being mindful of physical signs of stress is crucial for maintaining overall well-being. Physical indicators may include persistent fatigue, headaches, changes in appetite, mood swings, and disrupted sleep patterns. When these symptoms arise, it is essential to take a step back, reassess priorities, and practice self-care. Regular exercise, healthy eating habits, and making time for relaxation and hobbies can significantly alleviate stress and improve overall health.



## Psychological Indicators of Stress - Negative vs. Positive Self-Talk

The way we talk to ourselves can significantly impact our mental well-being. Negative self-talk, where we criticize ourselves excessively or doubt our abilities, can be detrimental to our confidence and motivation. On the other hand, fostering positive self-talk involves recognizing our strengths, acknowledging achievements, and being kind to ourselves during challenging times. Practicing mindfulness and reframing negative thoughts can help women entrepreneurs build resilience and maintain a positive outlook even amidst difficulties.

### Learning from Successful Small Business Owners (Mentors)

One of the most powerful ways to manage stress and enhance personal strength is by seeking guidance from successful small business owners who have navigated similar challenges. Let's dive into the story of Amy, a thriving small-medium business owner, and explore her stress tips:

#### Narrative: Amy's Stress Tips

Amy, the owner of a successful boutique bakery, recalls the early days of her business when stress seemed overwhelming. Her mentor, a seasoned entrepreneur, shared valuable insights that became the foundation of her stress management strategy.

- 1. Embrace a Growth Mindset:** Instead of fearing failures, see them as stepping stones to success. Every obstacle presents an opportunity to learn and grow.
- 2. Delegate and Seek Support:** Trying to do everything alone only amplifies stress. Delegate tasks to capable team members and seek support from mentors or business networks.
- 3. Celebrate Achievements:** Take time to celebrate milestones, both big and small. Recognizing achievements boosts motivation and encourages continuous progress.
- 4. Establish Boundaries:** Running a business can be all-consuming. Establish boundaries between work and personal life to prevent burnout and maintain a healthy balance.
- 5. Prioritize Self-Care:** Nurturing oneself is not a luxury but a necessity. Make self-care practices, such as meditation or spending time in nature, part of your daily routine.
- 6. Learn from Setbacks:** Instead of dwelling on setbacks, analyze them objectively and extract valuable lessons. This mindset shift helps you adapt and improve.
- 7. Cultivate a Supportive Network:** Surround yourself with people who uplift and inspire you. A strong support network provides invaluable encouragement during challenging times.

As women small business owners, managing personal strength and resilience is vital for achieving sustainable success. By being aware of physical and psychological indicators of stress and practicing positive self-talk, entrepreneurs can enhance their well-being and effectiveness. Additionally, learning from mentors and successful business owners, like Amy, empowers women entrepreneurs with practical stress management tips that pave the way for growth, fulfillment, and prosperity in their entrepreneurial journey.

## Handling stress using the Q Model Talent Quotient

Handling stress as a woman with a small business can be effectively approached using the Q Model Talent Quotient. The Q Model, which stands for "Quotient of Intelligence and Emotional Excellence," offers a holistic framework for managing stress and fostering personal growth. As an entrepreneur, the Talent Quotient emphasizes tapping into one's innate abilities, emotional intelligence, and resilience to overcome challenges. By identifying and leveraging personal strengths, sometimes using narrative, women business owners can enhance problem-solving skills and make informed decisions during stressful situations. Additionally, emotional intelligence plays a crucial role in understanding and managing emotions, both of oneself and others, leading to improved communication, team dynamics, and conflict resolution. By embracing the **Q Model Talent Quotient** [see the PowerPoint presentation for mentoring circle 3, for details], women entrepreneurs can build a strong foundation for stress management, ensuring sustainable success and well-being in their small business journey.

## Chapter Two

### SMALL BUSINESS WOMEN LEADING OTHERS

#### Managing Others through Strategic Communication



Effective leadership in small businesses, especially for women entrepreneurs, relies heavily on strategic communication and mutual vulnerability enhanced by their own shared stories. By understanding and adapting to different communication styles, women leaders can create safe environment through storytelling and foster a positive and productive work environment. This section presents a communications style questionnaire and answer sheet, a list of communication styles, and a communication style exercise to help small business women enhance their leadership skills.

**ACTIVITIES:** To foster understanding and adaptability among CWIRE participants, we will conduct a communication style exercise. First individually then you will be divided into small groups. Each group will be assigned a different communication style. You will brainstorm and present scenarios that best represent your assigned style's communication tendencies, challenges, and strengths. You will be asked to share your findings with the whole team, fostering awareness and appreciation for different communication styles. The group exercises promote empathy, improves communication dynamics, and enhances team collaboration which you can later on apply to your businesses.

#### Strategic Communication Questionnaire: INDIVIDUAL EXERCISE- MULTIPLE CHOICE

##### 1. How do you prefer to receive information or instructions from others?

- (a) Written communication (emails, messages)
- (b) Verbal communication (face-to-face, phone calls)
- (c) Visual communication (charts, graphs)
- (d) A combination of the above.

##### 2. When dealing with conflicts, how do you typically handle them?

- (a) Directly addressing the issue
- (b) Seeking consensus through group discussions
- (c) Reflecting and analyzing the situation first
- (d) Avoiding conflicts altogether.

##### 3. How do you express appreciation or praise for your team members' efforts?

- (a) Public recognition and praise

- (b) Private one-on-one feedback
- (c) Providing tangible rewards or incentives
- (d) A combination of verbal and non-verbal gestures.

**4. In group settings, how do you contribute your ideas or opinions?**

- (a) Assertively and confidently
- (b) Thoughtfully and after careful consideration
- (c) Anonymously or through written channels
- (d) Rarely participate unless asked.

**5. How do you respond to constructive criticism?**

- (a) Embrace it as an opportunity for growth
- (b) Appreciate it but prefer self-reflection
- (c) Take it personally and become defensive
- (d) Avoid situations where criticism may arise.

**Answers guide:**

To get the most accurate understanding of your communication style, **tally** the answers for each category (a, b, c, d). The category with the highest score represents your dominant communication style, and the one with the lowest score represents the least dominant style. Remember, communication styles can be dynamic, and individuals may adapt based on the situation or audience.

**A-Direct communicator scores =** \_\_\_\_\_

**B-Collaborative Communicator scores =** \_\_\_\_\_

**C- Analytical Communicator scores =** \_\_\_\_\_

**D- Avoidant Communicator scores =** \_\_\_\_\_

1. The category with the highest score that represents my dominant communication style is: \_\_\_\_\_
2. The one with the lowest score that represents my least dominant style is: \_\_\_\_\_

**Categories of Communication Styles**

- **Direct Communicators:** These individuals are straightforward and assertive in their communication. They value clarity and appreciate directness when receiving information or instructions.
- **Collaborative Communicators:** This style emphasizes group discussions and consensus-building. They seek input from team members and value open communication.
- **Analytical Communicators:** These individuals prefer taking time to analyze information before responding. They prioritize accuracy and may prefer written communication.
- **Avoidant Communicators:** This style involves avoiding conflicts or uncomfortable conversations. They may prefer to keep opinions to themselves or communicate anonymously.

**Communication Style Group Exercises**

**Different people use different terminologies for the different communication styles. Here is another example of a set of communication styles.**

## SUPPORTER/RELATOR – DOG

- Harmoniser/Relator
- Values acceptance and stability in circumstances
- Slow with big decisions; dislikes change
- Builds networks of friend to help do work
- Good listener; timid about voicing contrary opinions; concerned for other's feelings
- Easy-going; likes slow, steady pace
- Friendly and sensitive; no person is unlovable
- **Relationship Oriented**

## ANALYSER/THINKER – BEAVER

- Assessor
- Values accuracy in details and being right
- Plans thoroughly before deciding to act
- Prefers to work alone
- Introverted; quick to think and slow to speak; closed about personal matters
- Highly organised; even plans spontaneity
- Cautious, logical, logical, thrifty approach
- Thoughtful; no problem is too big to ponder
- **Results oriented**

## PROMOTER/SOCIALISER - DOLPHIN

- Entertainer
- Values enjoyment and helping others with the same
- Full of ideas and impulsive in trying them
- Wants to work to be fun for everyone
- Talkative and open about self; asks others' opinions; loves to brainstorm
- Flexible; easily bored with routine
- Intuitive, creative, spontaneous, flamboyant approach
- Optimist: nothing is beyond hope
- **Ideas Oriented**

## CONTROLLER/DIRECTOR – EAGLE

- Commander
- Values getting the job done
- Decisive risk taker
- Good at delegating work to others
- Not shy but private about personal matters; comes on strong in conversation
- Likes to be where the action is
- Take charge, enterprising, competitive, efficient approach
- Fearless; no obstacle is too big to tackle
- **Outcome Oriented**



**ACTIVITY:** Now, identify the communication style of each person described below. Simply use a letter S (Supporter/Relator), C (Controller/Director), P (Promoter/Socializer), A (Analyser/Thinker). Which words helped to decide the person's communication style? Also, identify the animal you think matches each person.

### SCENARIO 1

**Rabecca is a volunteer in your small business.** She has had a very successful career as a corporate executive. She can quickly tell what's going on in any situation and is not afraid to speak out what should be done. When you first meet her, you notice she is friendly and likes to take control. Recently, she suggested you go to lunch to get to know each other better. She booked the restaurant and, without consulting you, orders a bottle of white wine. When it arrives, it is not cold enough for her liking and she complains loudly. The waiter apologises and says it is the last bottle. Rabecca demands to see the manager and tells her in the future she'll eat elsewhere. You leave and grab a sandwich and are back in time for your next business meeting.

**Rabecca's communication style tends to S, C, P or A? Circle one letter of your choice.**

**These words help me to know Rabecca's communication style:** \_\_\_\_\_

**Therefore, the animal that best represents Rabecca is** \_\_\_\_\_

### SCENARIO 2

**Charles has just begun as a marketing volunteer.** He is really a nice guy, open and always willing to listen, He has lots of photos on his phone of family and friends, many of them taken at Disneyland, the 'happiest place on earth'. Charles usually dresses informally in soft, warm colours. You go out for coffee with Charles to get to know him better. You both order coffee, but when his arrives it is lukewarm. I ask him if he wants to send it back and he answers, "No, I don't want to make a fuss."

**Charles's communication style tends to S, C, P or A? Circle one letter of your choice.**

**These words help me to know Charles' communication style:** \_\_\_\_\_

**Therefore, the animal that best represents Charles is** \_\_\_\_\_

### SCENARIO 3

**Jane is your Marketing Manager.** She is an excellent planner but, while she is very efficient and gets things done, you worry about her lack of communication with the team. She gathers all the data and can foresee potential problems. She researches ways to avoid them, at little cost to the marketing of your small business and has written many of your commitments. You decide to try a new local café where she gives clear and precise instructions as to how she likes her coffee. When it arrives, her coffee is weak and tepid. She calls the waiter over and asks for another cup, this time specifying the amount of milk and the temperature she wants. She tells you she much prefers her normal café.

**Jane's communication style tends to S, C, P or A? Circle one letter of your choice.**

**These words help me to know Jane's communication style:** \_\_\_\_\_

**Therefore, the animal that best represents Jane is** \_\_\_\_\_

### SCENARIO 4

**Priscilla is managing your communications.** Priscilla is popular and confident, often being the one to confront problems and is happy to speak up without alienating others in the process. Priscilla loves showing people a photo with the Victoria's Minister for Finance at a fundraiser. You go out to lunch. Priscilla takes a long time to decide from the menu,



and finally orders a salad. Looking at other people's dishes as they go, Priscilla has a change of mind and calls the waiter over. "Please, bring me the fish special **instead!**"

**Priscilla's communication style tends to S, C, P or A? Circle one letter of your choice.**

**These words help me to know Priscilla's communication style:** \_\_\_\_\_

**Therefore, the animal that best represents Priscilla is** \_\_\_\_\_

By mastering strategic communication and embracing diverse communication styles, small business women leaders can effectively manage others, create a harmonious work environment, and maximize the potential of their teams.

### **You can also be a mentor for others**

Women small business owners play a pivotal role in mentoring other women in business, creating a powerful network of support and empowerment. Drawing from their firsthand experiences and challenges, these seasoned entrepreneurs offer guidance, encouragement, and practical advice to aspiring women entrepreneurs. Through one-on-one mentorship relationships, workshops, and networking events, they foster a safe and nurturing environment where mentees can share their aspirations and concerns without hesitation. These mentors with gender analysis, understand the unique obstacles faced by women, and with intersectional approaches, they also know how race, language, origin and migration status can add layers of challenges these women face in the business world. With such knowledge, they are able to provide tailored strategies to overcome such challenges. By serving as role models and advocates, women entrepreneurs inspire confidence and self-belief in their mentees, helping them navigate the complexities of entrepreneurship with confidence, resilience and determination. The impact of women mentoring other women extends beyond individual success stories, creating a ripple effect of empowerment that strengthens the position of women in the business community and promotes gender diversity and inclusivity in the entrepreneurial landscape.

## Chapter Three



### SMALL BUSINESS OWNER'S TO-D LIST TOOLKIT

As a small business owner, staying organized and focused is essential for success. This toolkit provides a comprehensive "to-do list" with various tools and resources to help you efficiently manage your tasks and responsibilities:

- 1. Daily Planner/Calendar:** Use a physical planner or digital calendar app to schedule daily tasks, appointments, and deadlines. Set reminders to stay on track with your commitments.
- 2. Task Management Software:** Adopt task management software such as Trello, Asana, or Todoist to create and organize to-do lists, assign tasks to team members, and track progress.
- 3. Financial Management Tools:** Utilize accounting software like QuickBooks or Xero to manage invoices, track expenses, and monitor cash flow.
- 4. Project Management Tools:** If you're handling multiple projects, consider using tools like Microsoft Project or Basecamp to plan, organize, and execute projects efficiently.
- 5. Email Management:** Organize your inbox using email management tools like Gmail filters or Microsoft Outlook rules to prioritize important messages and reduce clutter.
- 6. Social Media Schedulers:** Streamline your social media marketing with platforms like Hootsuite or Buffer, allowing you to schedule and manage posts across multiple channels.
- 7. Customer Relationship Management (CRM) Software:** Implement a CRM system such as HubSpot, MailChimp or Salesforce to manage customer interactions, track sales leads, and maintain a customer database.
- 8. Cloud Storage:** Use cloud storage services like Google Drive or Dropbox to keep your business documents, files, and backups accessible from anywhere.
- 9. Password Manager:** Keep your passwords secure and easily accessible with a password manager like LastPass or Dashlane.
- 10. Collaboration Tools:** Foster effective communication among team members with collaboration tools such as Slack or Microsoft Teams.
- 11. Analytics and Reporting:** Utilize analytical tools like Google Analytics to track website performance and other key metrics relevant to your business.
- 12. Online Booking System:** If you offer services, consider implementing an online booking system like Acuity Scheduling or Calendly for streamlined appointment management.
- 13. Invoicing and Payment Tools:** Simplify invoicing and payment processing with tools like PayPal, Square, or Wave.
- 14. Business Card Organizer:** Keep track of business contacts by using a business card organizer app like CamCard or ScanBizCards. Digital business cards in the new flex in the entrepreneur space.
- 15. Note-taking App:** Use a note-taking app like Evernote or OneNote to jot down ideas, meeting notes, and other important information.

By using this toolkit, you can enhance productivity, streamline operations, and efficiently manage your small business tasks, enabling you to focus on growth and achieving your business goals. Remember to regularly review and update your toolkit to adapt to changing business needs and leverage new tools and technologies that emerge in the market.

## Reflection Action Plan for a Woman with a Small Business in Australia

The reflection action plan serves as a roadmap for the woman business owner to assess her current business status, set meaningful goals, and implement strategies for continuous improvement. Running a small business can be both rewarding and challenging, as such it is essential for women entrepreneurs in Australia to periodically reflect on their business practices and strategies so as to ensure continuous growth and success. By adopting a proactive approach to self-assessment and aligning her business with market trends and customer needs, the woman entrepreneur in Australia can ensure the long-term success and sustainability of her small business.



Therefore, this reflection action plan outlines a structured approach to self-assessment, goal-setting, and improvement, empowering the woman business owner to make informed decisions and drive her business forward.

### 1. Self-Assessment:

- **Review Business Performance:** Analyze financial statements, sales data, and customer feedback to assess the overall performance of the business. Identify strengths, weaknesses, opportunities, and threats (SWOT analysis).
- **Evaluate Product/Service Offerings:** Evaluate the current product or service portfolio's relevance and competitiveness in the market. Identify areas for improvement or expansion.
- **Assess Time Management and Work-Life Balance:** Reflect on time allocation for business tasks, personal life, and self-care. Strive for a healthy work-life balance to prevent burnout and enhance productivity.

### 2. Setting Goals:

- **Short-term and Long-term Objectives:** Define specific, measurable, achievable, relevant, and time-bound (SMART) goals for the business. Consider financial targets, market penetration, customer acquisition, and personal development goals.
- **Diversity and Inclusion Goals:** Set objectives to promote diversity and inclusion in the workplace, such as hiring practices and supplier diversity initiatives.
- **Sustainability Goals:** Establish environmentally responsible practices and sustainability goals aligned with the business's values and operations.

### 3. Improvement Strategies:

- **Market Research:** Conduct thorough market research using intersectionality with gender analysis to identify emerging trends, customer preferences, and potential competitors. Use this data to adapt business strategies and stay ahead in the market.
- **Skills Development:** Invest in personal and professional development through workshops, courses, or networking events to enhance leadership, marketing, or technical skills.
- **Digital Presence:** Enhance the business's online presence through website optimization, social media marketing, and e-commerce strategies to reach a broader customer base.

#### 4. Financial Management:

- **Budgeting and Cash Flow:** Develop a comprehensive budget and monitor cash flow regularly to ensure financial stability and effective resource allocation.
- **Seek Professional Advice:** Consult with financial advisors or accountants to gain insights into tax planning, cost-saving opportunities, and financial decision-making.

#### 5. Customer Engagement:

- **Customer Feedback:** Actively seek and listen to customer feedback to understand their needs and expectations. Implement changes or improvements based on this feedback.
- **Personalized Marketing:** Tailor marketing campaigns to target specific customer segments and build a loyal customer base.

#### 6. Community Engagement:

- **Local Partnerships:** Engage with local businesses, community groups, and charities to build a positive reputation and contribute to the community.
- **Networking:** Attend industry events, conferences, and networking sessions to forge valuable connections and gain insights from other entrepreneurs.

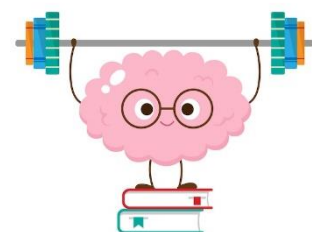
## My Personal Small Business Journey

### Reflection Exercises

#### Looking back over the last 6 months



#### a) My feelings/thoughts about enrolling into the CWIRE Program...



#### b) What I have learned about myself.....

c) What I have learned about my business .....

d) What I have learned from my CWIRE fellow participants.....

### Business Self-Reflection Journal

This exercise involves maintaining a business self-reflection journal, where the woman entrepreneur can regularly record her thoughts, experiences, and insights related to her small business. Set aside dedicated time each week or month for reflection, and use the following guiding questions to facilitate the process:

**1. Accomplishments and Challenges:** What were the significant accomplishments and milestones achieved in the past week/month? What were the most significant challenges faced, and how were they overcome?

**2. Business Vision and Goals:** Has your vision for the business evolved or changed? Are the current business goals aligned with your long-term aspirations?

**3. Customer Feedback and Satisfaction:** What feedback have you received from customers recently? How can you use this feedback to improve your products or services?

**4. Personal Growth and Development:** What new skills or knowledge have you acquired recently? How have they contributed to your personal growth as an entrepreneur?

**5. Work-Life Balance:** How have you managed work-life balance in the past week/month? Are there any areas that need improvement?

**6. Financial Management:** How has the business's financial health been? Have you identified any areas where cost-saving or investment opportunities can be explored?

**7. Market Trends and Competitors:** What are the current market trends in your industry? How do your products/services compare to those of your competitors?

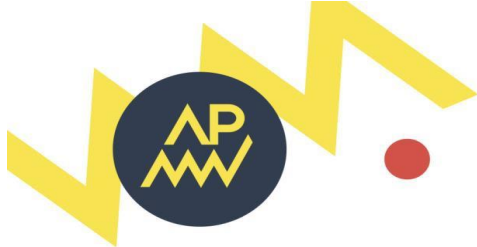
**8. Networking and Collaboration:** Have you engaged in any networking or collaboration opportunities with other businesses or entrepreneurs? How have these interactions impacted your business?

**9. Community Engagement:** Have you participated in any community events or initiatives? How has your involvement in the community affected your business's reputation?

**10. Future Strategy and Action Plan:** Based on your reflections, what specific actions or strategies will you implement in the coming week/month to further enhance your business?

## Conclusion

Regularly engaging in self-reflection through this exercise can provide valuable insights and self-awareness for the woman entrepreneur with a small business. By taking the time to ponder on her business journey, challenges, and achievements, she can make more informed decisions, identify areas for improvement, and steer her business towards sustainable growth and success.



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## Your Pitch Information Gathering

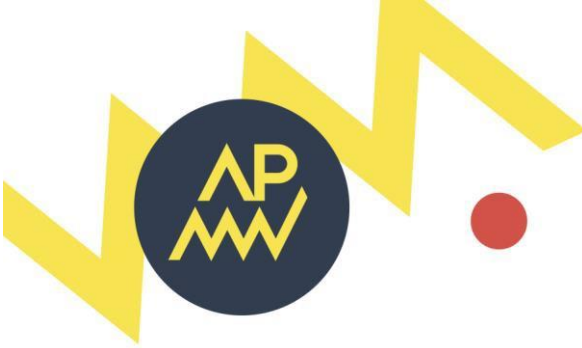
## Worksheet 1

<p><b>1. AUDIENCE YOU ARE PITCHING TO</b></p>	<p><b>Who is your audience for the pitch?</b>  e.g. Business Owners, Funding Bodies, Bank, Money Lender, Potential Investor, Landlord, Council, Real Estate Agent, Accountant, Supplier, Potential Business Partner, Staff, Family and Friends, Community</p>	
<p><b>2. AUDIENCE'S NEEDS</b></p>	<p><b>What does your audience want to know?</b>  e.g. Your business experience, How profitable business will be, If you have staff, if your product/service can assist them, if they should buy from you etc.</p>	
<p><b>3. TARGET MARKET</b></p>	<p><b>Who is your target market?</b>  People who you are hoping will buy your products or services. Who you are basing your business around.</p>	
<p><b>4. YOUR PRODUCTS</b></p>	<p><b>List the products you sell.</b></p> <ul style="list-style-type: none"> <li>• Are you a reseller?</li> <li>• Where are they made?</li> <li>• Anything special about the ingredients/components/design</li> <li>• List any brands</li> <li>• Special warranties</li> <li>• Do you manufacture these products yourself?</li> <li>• Where are you selling these products e.g. in a shop, online, at markets, parties,</li> </ul>	



<p><b>5. YOUR SERVICES</b></p>	<p><b>List your services</b></p> <ul style="list-style-type: none"> <li>• Who provides the services? E.g. yourself or staff</li> <li>• How do you provide the services, e.g. online, you come to the customer, from an office, shop, from home etc.</li> <li>• How do you charge for your services e.g. fixed rate, by the hour, by quote, etc.</li> </ul>	
<p><b>6. BENEFITS OF YOUR PRODUCTS OR SERVICES</b></p>	<p><b>List the benefits of your product or service to your target market.</b> e.g. save a person time, make them money, save them money, a fun and memorable experience with friends, can buy products that align with their vegan values, grow their business</p>	
<p><b>7. YOUR POINT OF DIFFERENCE</b></p>	<p><b>What is different about your product or services?</b> e.g. product not available currently, delivered in a different way – we come to you, your skills, talents experience, environmentally friendly, social enterprise etc.</p>	
<p><b>8. YOUR ADVANTAGE</b></p>	<p><b>What makes your product or service better than your competitors?</b> e.g. cost advantage, personal understanding of product, better components, high quality etc.</p>	

<b>9. ACTION YOU WANT FROM THE PITCH</b>	<b>What do you want the person listening your pitch do?</b> e.g. invest in your business, visit your store, sign up for services, spread the word, become your business partner etc. [refer number 1.]	
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## Your Pitch Shorter Version

## Worksheet 2

Your Name	
Benefits of What You Sell What does your product/service do for people	
Who do you sell to	
What do you do differently/what makes you stand out?	
Where are you located	

The name of your business	
What do you want audience to do	

## Chapter Four

### LOOKING AHEAD OVER THE NEXT TWELVE MONTHS



#### Reflective Exercise

**1. Business Growth and Expansion:** What are your plans for expanding the business in the next year? Are there new markets, products, or services you would like to explore?

**2. Financial Projections:** Have you set financial goals for the next 12 months? What steps will you take to increase revenue and manage expenses effectively?

**3. Marketing and Branding:** How will you enhance your marketing efforts to reach a broader audience and strengthen your brand presence in the market?

**4. Customer Retention and Satisfaction:** What strategies will you implement to ensure customer satisfaction and loyalty? How will you retain existing customers and attract new ones?

**5. Technology and Innovation:** Are there any technological advancements or innovations you plan to adopt in your business to improve efficiency and competitiveness?

**6. Workforce Development:** How do you plan to nurture and develop your team's skills and capabilities? Will you be hiring new talent to support business growth?

**7. Sustainability Initiatives:** What steps will you take to integrate sustainability practices into your business operations?

**8. Industry Trends and Competitor Analysis:** How will you stay informed about industry trends and assess your competitors' actions to maintain a competitive edge?

**9. Networking and Partnerships:** Are there any networking events or potential partnerships that you plan to explore to expand your business connections?

**10. Personal Growth and Well-being:** How will you prioritize self-care and personal growth as you navigate the challenges and opportunities in the coming year?

## THINGS I CAN DO MYSELF IN TERMS OF PERSONAL GROWTH AND MANAGING MY BUSINESS PROGRESS

By reflecting on the questions in Diagrams I & II below, and formulating thoughtful answers, you can create a comprehensive roadmap for the next 12 months, positioning yourself and your business for continued success and growth.

Diagram I.

TASK/ITEM  TIME FRAME	WHAT DO I NEED TO DO? HOW WILL I ACCOMPLISH THIS?	WHAT ARE THE RESOURCES I POSSESS: SKILLS & PROPERTY	WILL IT COST ANY MONEY? IF YES, HOW MUCH APPROXIMATELY?
Within 2-3 months			
By end of 6 months			
By end of 12 months			

## THINGS OTHERS CAN DO TO HELP ME

Diagram II.

TASK/ITEM	HOW WILL THEY HELP ME?	WHAT ARE THE SKILLS & OTHER RESOURCES REQUIRED	WHO CAN HELP ME?
TIME FRAME			
Within 2-3 months			
By end of 6 months			
By end of 12 months			



## A FINAL WORD

This CWIRE Accompanied Mentoring Handbook for CALD Women with Small Businesses has been crafted with a heartfelt commitment to co-empowering and elevating women entrepreneurs. AfriAus iLEAC (AAi) firmly believe that mentorship is a powerful catalyst for personal and professional growth, and this brief handbook serves as a guiding light to cultivate meaningful and transformative mentorship relationships.

It acknowledges that women small business owners embark on a unique journey which often need the resources of knowledge, tools, and inspiration that embrace their potential enriched by the uniqueness of their multicultural experience as well as the cultural and linguistic diversity that they bring so as to achieve remarkable success. This handbook is a reminder to them that they are not alone on this path; for they belong to a supportive community of mentors and like-minded peers that stand ready to uplift and champion their aspirations. This mentoring community offers culturally appropriate accompaniment that help them to embrace the opportunities that lie ahead, so that their entrepreneurial spirit continues to soar.

May this handbook be a stepping stone towards a future where women-led businesses flourish, break barriers, and leave a lasting impact on the business world. Dream big, support one another, and together, we will shape a more inclusive and empowering entrepreneurial landscape. Here's to your continued growth and prosperity – may your small business journey be filled with purpose, resilience, and triumphs beyond measure. *Aluta continua* (the struggle continues) but together we will go far!

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...THE END...