



# Manual Focus on Your Future

for teachers and career consultants to use the motivating tools of

**100MIRRORS.EU**

The biggest collection of stories on internet of the pro-active, successful experiences of European Entrepreneurial Women



New contents and cases for your entrepreneurial projects, lectures and activities to guide and motivate your students with pro-active knowledge, attitudes and skills regarding future needs of the economy and labour market: **Female Entrepreneurship and Leadership**



## Recommendations

Working with students, well known with educational systems and the longing to emphasis more on future needs of our societies, we kindly recommended you using this Manual 'Focus on your future', to enrich your classroom practice.

It could be the supplementary case materials where women play the leading part and you have been waiting for.

*It is remarkable that experiences are quite the same in different countries, certainly when you see them ordered at learning topics.* Studying the cases helps students also to enrich their international orientation.

We recommend this material with all our hearts, knowing there is a lack of female examples for students preparing their selves for new future demands for top positions on the labour market and female entrepreneurship.

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## Introduction Focus on your Future

The European Commission defined

- A target for 100% of all students to have had **certain entrepreneurial experiences**, at least once in their school career. ([2020 ACTION PLAN Reigniting the entrepreneurial spirit in Europe](#))
- the European Commission likes to **emphasis entrepreneurship amongst specific groups as women and**
- **Entrepreneurship is** since 2006 called one of the 8 **Key Competences in Educational Learning**.



It's quite a challenging target and needs to be translated/is in progress to be translated **at three levels:**

- National and regional education policies. ( A Policy Framework is important and is divers in different countries)
- Curriculums of all educational systems. To facilitate teachers with education, space and time to integrate the learning and training of students in entrepreneurial competences. From fragmented teaching to integrate teaching.
- Entrepreneurial projects, lessons and activities of the different educational institutes for enthusiast teachers. The project 100Mirrors.eu aims, with the sponsoring of Erasmus +, to offering tools for this 3<sup>rd</sup> level.

**Why?** The labour market asks for flexible people. **Intrapreneurship** is today a prerequisite for a successful corporate career and **entrepreneurship** is seen as the motor of economic and personal growth. We need a young and next generation with an entrepreneurial mind-set, to bring ideas into action. We also observe new jobs popping out, mainly related to new technologies, which weren't even in existence a few years ago (e.g. big data scientist, social media manager). So one thing is certain, both form and content of work will change dramatically and it will happen faster than we think. For high potential students in universities and higher professional education -your students- it means that they more and more will be confronted with questions as: Who do you want to be? What do you really, really, really want to do? How would you like to add value to the world, to your work, to your life, to your family? Their immediate environment tells them "taking your future in your own hands". Even in difficult times, with an economic crisis and a huge unemployment rate for young people, these questions are asked. Or the other way around; just in difficult times, self-esteem and an entrepreneurial attitude, helps students to find their own, right paths.



## Two didactic questions

You, as educators, prepare your students with knowledge, insights and skills for the research market, governmental market, commercial, labour market and so on. Two main didactic questions occur:

- How do you, as a teacher, lecturer or career counsellor, facilitate your students to incorporate the 21<sup>st</sup> century skills of flexibility, responsibility, pro-activity, creativity, sense making, social intelligence, cross cultural competences and entrepreneurial competences? Do you have enough means to emphasis and develop these more or less soft skills?
- And especially do you have enough materials to emphasis your female students? Means where the (young) women could identify themselves with?

*So you are looking for studies, cases, assignments, tools and identification means, to use in your lectures, activities and (e-learning) projects. You probably will find cases in newspapers, magazines or internet. But let's be honest: most of these cases of successful people, where students could identify themselves with, are of (white) male.*

**Now you can use the biggest collection of female cases of women in entrepreneur- and leadership.**

In the project “100Mirrors Extended” we collected **the biggest range to find on the internet of 200 cases of successful women in 10 European countries**. We used the modern means of **videos** to let women tell their success stories (**all subtitled in English**) of where their initiatives and entrepreneurial attitudes brought them, their learning topics and tips to young women. And we added **text portraits (translated in 8 languages)**. So you can find appropriate cases out of 200 small documentaries. But above all: **let your students study them**.

We asked a wide variety of women to share their experiences. Super top women in high above functions in hierarchy, entrepreneurs with a long history, where students can look up to. But also proactive women employed or self-employed with stories where students can relate to and recognise themselves in to the choices they are up to. All role-models like to inspire and motivate the new generation to “Taking your own steps by learning: it is possible!”

**Aim:** The collection contributes to your needs to add practical cases to the topics you want (or have) to teach about, when emphasis on and developing future skills. Studying practical cases leads to a more vivid learning environment, where students adapt giving knowledge, remember better because they are proactive and be able to use their empathy and put learning into practice. Female examples and cases could enrich your lessons and activities. Female students can identify themselves and it helps students setting their own (first) steps in the labour market and entrepreneurial world. **Break the glass ceiling, jump off the sticky floor. Final conclusion: Today's society needs female leaders.**



## How to search the cases you need?

You can (let) search the stories in 3 ways:

- Search on a **specific country** or
- Search on **Economical sector**; for example the Law or Health sector you are working in or
- Search on **Teaching Topics** for you collected in **this PDF Manual ‘Focus on Your Future’**. You can download this PDF to your own computer, print or copy pages. You can follow the links at each case we present you with the discussion items on the specific learning topics and give you more didactic tips and references, concerning the topics.

## Technical use of the (English) subtitling of the videos

When you are looking to a video, you choose

- On your mobile phone and your pad for settings this symbol  you can see subtitling and choose English.
- On laptops and PC. Push on the ‘wheel button’ under the video  and choose English.

## Your own language

At the top of the 100Mirrors site you find flags of 8 languages



*Choose your own language to read the texts.*

**We wish you a lot of inspiration and pleasure with collecting the cases you need from our site [www.100mirrors.eu](http://www.100mirrors.eu)**

In the following chapters of the PDF Manual we guide you, as a sort of customer journey, through learning and teaching topics you can use to quickly adapt, add or integrate in your educational practice.

We hope you like reading this manual and it will give you new teaching materials and ideas.

**The case stories are all about female entrepreneurship and leadership**

**Please feel free [to share your reactions on our 100Mirrors Facebook page](#)**



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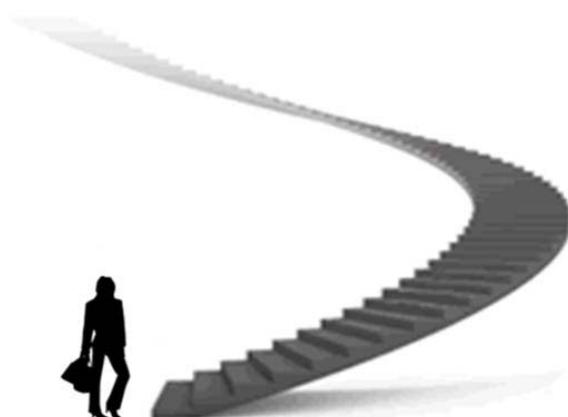
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## Strategic Career: development & different strategies



Some women have very clear ideas and Big Dreams since the early years of their adulthood about which kind of work or at least which field they are interested in working; others are forced or decide to change their work, because of redundancy, or due to family commitment, or 'simply' because they discover their talents and decide to follow them. Understanding what one wants to do for a living is just the first step of a professional career: the further step is to get properly trained, to get the necessary knowledge and skills to perform whatever activities you decide to go for. When knowing the labour market asks for certain new skills, you can train on them. This means planning and looking for learning opportunities. Universities professors are challenged by the society to promote the ability to teach their students how to plan and realize their professional career; career counsellors are challenged by their clients to find ways to turn talents into a career project. Therefore this chapter can offer examples of what is and how can be identified one's own talents and then develop a professional career. Data on women's conditions are available and free to download also from our Need-Analysis Report

### The aim of this learning topic

The aim of the topic is to show how woman can develop a successful professional career through many paths, but also to make clear that any career always requires talent, knowledge, training and skills to be intentionally and further developed. Behind each woman we present in this topic you find a variety of different examples of successful stories of career development. The point we want to make is that there might be many different careerpaths but each of them need planning, certain goal settings, discover passion, training and talents.

### Short description



This topic is about how a career can be developed, no matter if it starts earlier or later in life, no matter if it develops in a scientific or artistic or entrepreneurial or any other field. Career planning, by setting certain goals is a crucial factor, but the bravery to dare to take steps and learn from experiences is as important for any professional and entrepreneurial success. Our women’s stories show the relevance of this point. It is important to stress that luck may help, but cannot substitute hard work, talent, pleasure for your work, training and a certain planning. It is aimed at young women who are just deciding which career they want to start, or who are close to finish their study, as well to adult woman who are thinking of (re)starting a career

We divided the stories in **4 items you can discuss with students** when talking about and guiding career development and different strategies. Although the women are coming from different countries and cultures, you definitely find similarities in mind-sets, thinking and strategical actions. Studying the cases furthermore helps students to enrich their international orientation and they are stimulated to discover their latent talent.

**Content of this topic**

Lessons learned of career strategies in 4 strategies:

- 1. Have a clear vision on your future ..... 9
- 2. Dare to take steps! Don’t be Shy Apply! Yes we can! Be brave!..... 11
- 3. Let other people help you in your career..... 13
- 4. A career is more than your education, lifelong learning..... 14

At the end of this topic you will find learning outcomes, didactic tips and learning resources.



## 1. Have a clear vision on your future

Some women need to set clear goals and carefully plan their next steps as a vertical blueprint, with a 'dot on the horizon'. Others say: I like to think Big, I see the bigger picture where I love to become, that inspires me to take steps. Anyhow it could be quite interesting to guide your students in trying and discussing to come to answering: Who do you want to be? What do you really, really, really want to do? How would you like to add value to the world, to your work, to your life, to your family?

### Iva Kaplanova: **Decide about your career as early as possible (CZ)**

Iva Kaplanova is a HR manager for the insurance company. She talks about the importance of deciding about your future career as early as possible and engaging in activities that will facilitate getting the job you desire, and also stresses the importance of setting clear goals for yourself (Video 1:00-3:15). She advises women to take advantage of their superior emotional intelligence, and says "Never give up and treat others as you want to be treated yourself." (Video 4:14-5:25).

### Dagmar Bojdunyk-Rack: **Communication and clear vision are keys to success (AT)**

Mrs.Rack is a managing director of Rainbows Austria, a company which helps children going through separation of their parents and children who have lost their loved ones. She emphasizes the value of enabling her employees to evolve and how communication is a key trait when leading a group of people. While she thinks there is no single recipe for success, she points out that every person should have a clear vision of their future. She also stresses the importance of seeking support in other people and building a network of persons who can help you to grow (Video 2:10-5:11).

### Sabina Scholtens: **Setting clear goals is a must (NL)**

Sabina Scholtens is an accountant on her way to become one of the first female partners in her firm and a co-founder of a carpentry factory. She talks about the rise in her career – how she wanted to literally advance to a higher floor and how setting clear targets helped her achieve that goal (Video 1:10-2:12). She says that with support of others, you can reach your top.

### Nasim Miradi and Rosa Vitalie: **You should think about your career actively and regularly (NL)**

Nasim Miradi and Rosa Vitalie are specialists in graphic design and story-telling. They share the tips which they believe are most important in order to succeed in the business world – staying true to your values and thinking BIG: actively and regularly about your career wishes (Video 5:51-6:53).

### Andrea Kroupova: **Follow your passion; everything else will follow (CZ)**

Andrea Kroupova is a head of marketing of a glass and crystal company. She stresses the importance of following your passion on your career path. She claims that once you do that it will not be difficult to overcome obstacles you will encounter along the way (Video 3:55-5:44).

### Irena Juzova: **Working in the art business brings a unique set of obstacles (CZ)**



Irena Juzova is an artist, associate professor and a rector of an art institute. She talks about the obstacles she faced in the unique world of art business (Video 1:10-2:06) and explains what she thinks are the key ingredients for being successful (Video 4:20-5:10). She claims that success attracts more success.

**Carla Antonelli: “Look at the horizon to design your future.” (ES)**

Carla Antonelli is working at the Spanish Parliament and fought together with other people for the rights of gays, lesbian and transsexual people in order to have the same rights as others (Video 0:40-1:50). She talks about the importance of being resilient and persistent even when one has to face years of exclusion, marginalization and banning (Video 0:29-4:50). She underlines the weight of cultural obstacles and educational barriers which are still jeopardizing the women’s rights. Her motto is: “Don’t flag, be persistent”.

**Lucia Lotti: *Turning difficulties into enrichment (IT)***

Lucia Lotti is attorney general in Gela (Sicily); before, she was appointed Public Prosecutor in the Attorney of Rome, and then of Milan. Between 2000 and 2008 she was appointed to the District Anti-Mafia Prosecutor's Office in Rome. She tells she has never experienced the demands of work as a burden, even when they were complex and difficult. She has always turned the difficulties in enrichment when carrying out challenging tasks (Video 0:10-14.16).

**Ingrid Gerencser: *Stay true to yourself and do the things you know (AT)***

Ingrid Gerencser is the founder of Gepa Pictures, a company specialized in sport photography. She talks about how, since she was little, she always “wanted more” and how that motivated her to launch her own project at an early age (Video 0:42-1:13). She stresses the importance of “keeping true to yourself and your ideas while doing the things you know” (Video 4:34-5:11).

**Katharina Soos: *“patience and persistence to stay true to your Project” (AT)***

Katharina Soos is a farmer and operator at Verein Erde, an organic farm. She talks about how she came to live and work on an agricultural land owned by her husband (Video 0:09-0:37) and stresses the importance of “patience and persistence to stay true to your project” (Video 1:29-3:00).

**Ursula Zelzer Lenz: *Have a strong and powerful vision (AT)***

Ursula Zelzer Lenz is self-employed at her company Zelzer-Lenz counselling and development. She talks about how “a deep longing to develop her own project” motivated her to start her own company (Video 1:05-1:37) and stresses the importance of having a strong and powerful vision while being brave and persistent (Video 4:31-5:08).

**Jana Karásková: *Have your goal, know why do you do it and persevere (CZ)***



Jana Karásková works as an economist at NGO Integrating Kindergartens Smiley-Smíšek. She describes her motivations behind non-profit work and the benefits it offers (Video 1:12-4:11). She describes how negative experiences are just experience; “it is coincidence and let's move on”.

**Marie Petrovová: Know your values and know your goals (CZ)**

Marie Petrovová is co-owner of »Osvobozena domacnost« (liberated household), a company offering household services. She emphasizes the importance of dreams and goals, so that “you know where you are going and why”, as well as the importance of knowing when to persevere and when to give up (Video 0:56-1:50).

**Markéta Teutrine: Good planning and discipline are a must when starting a business (CZ)**

Markéta Teutrine is the CEO and founder of ČesByz, a consulting company offering mediation of business contacts between Germany and the Check Republic. She believes that “if you decide to start your own business, you should plan exactly what, when, where and how you do it and you should be aware that discipline is an absolute must in the business.”

**2. Dare to take steps! Don't be Shy Apply! Yes we can! Be brave!**

One of the common characteristic of women by applying for a (new) job seems in practice, that they a lot of time, need to think about it a lot. They see all the functions and tasks of the asked profile and thinks ‘I fulfil 3 of the 5’... Oh I don't apply. When a man comes to the same conclusion he fits to 3 out of 5, he thinks for the other 2: **I bring at least myself!** It is the so called imposter syndrome. The following women tell more about that **building up self-confidence and dare to take steps.**

**Vreneli Stadelmaier: Insecurity can ruin your career chances (NL)**

Vreneli Stadelmaier is a coach who helps women overcome their insecurities in the business environment. She talks about the impostor syndrome, a phenomenon of about 65% of all women feel they could not be competent enough for their job, despite the evidence for the contrary (Video 1:22-1:58) and explains some non-constructive ways women usually choose to deal with those uncomfortable emotions (Video 1:59-3:00).

**Kajsa Ollongren: Women please do persevere in moving up, as well in politics as in the administrative top (NL)**

Kajsa Ollongren was secretary general of the ministry of General Affairs during 2 cabinets, and supported the ministers Balkenende and Rutte. She is now Deputy Mayor of Amsterdam. She tells - although having the most important jobs - never having had a sort of ‘dot’ at the horizon mood. So do not a vertical blueprint of steps to take. That works quite well for her. She wants to deliver perfect work, realizing a lot, also learning new things and above that, enjoy a little. There are new elections, every 4 years, where everything can happen. She grabs the chances that come around. She has ambitions with respect to content



[Ursula Kothgasser](#): ***You must be confident in your abilities (AT)***

Ursula Kothgasser is a founder of Koco, a graphic design and photograph company. Even though her career path spontaneously took her from studying biology to starting a company in her own home, she believes that every successful entrepreneur should have confidence in their own abilities, enthusiasm about the work they do and also persistence and support from others. She also stresses the importance of regular training and self-evolving (Video 1:59-3:18)

[Jana Klampflova](#): ***Be brave when starting a new project (CZ)***

Jana Klampflova is a co-founder and a managing director of a training company that deals with gender inequality. She talks about the importance of being brave when starting a new project in your career (Video 1:22-2:08). She also stresses the importance of constant development and talks about traits that are needed in the business environment (Video 3:35-4:25).

[Laura Abásolo](#): ***Every past job gives you a unique set of skills for the future (ES)***

Laura Abásolo is manager of planning, budgets and management control in a telecommunication company. She talks about leaving her job at Goldman Sachs due to not being happy and how were the skills she gained there useful in her future work (Video 0:37-2:03). She says that "you must go further, contribute, leave a mark, and make an impact".

[Uršula Cetinski](#): ***You must be willing to work for free (SI)***

Uršula Cetinski is a general director of the cultural centre. As a student she had worked as a journalist and was later promoted to the position of cultural editor. She was later a director of a theatre group, a dance group and a co-founder of a festival. She talks about how education, passion, extraversion and willingness to work for free or underpaid helped her succeed in a business world (Video 3:15-4:38).

[Marcella Smocovich](#): ***Passion for your job can lead to the success (IT)***

Marcella Smocovich is professional journalist, now retired. She is also a Hispanist, as she studied in Spain and Portugal. She explains how is important to have passion for the work you choose to do. To young women who want to be journalist, she says: "Listen well to your heart" (Video 08-8:14). If one loves her job, she will be able to overcome problems and obstacles, as well to find her path to success.

[Laura Simionato](#): ***You can create your dream work (IT)***

She is an orchestra conductor and a pianist. She was awarded with several prizes. She decided to create her own orchestra, to fight the negative attitude towards the female conductors. She suggests to all woman to develop their managerial skills, their organizational and communication competences (Video: 0:10-5:06)



**Carla Antonelli: *Never give up your project (ES)***

She is an actress, a politician, a member of the Spanish Parliament and an activist in the fight for gay, lesbian and transsexuals' rights. She talks about the importance of being resilient and persistent even when one has to face years of exclusion, marginalization and banning (Video: 0:29-4:50). She underlines the weight of cultural obstacles and educational barriers which are still jeopardizing the women's rights. Her motto is: "Don't flag, be persistent".

**Lena Kothgasser: *Courage, curiosity and persistence are important when dealing with setbacks (AT)***

Lena Kothgasser is a graphic designer and photographer at Coko, a company founded by her mother. She talks about how she gradually became involved in her mother's company (Video 0:47-1:30), the challenges of working with family members (Video 2:16-3:02) and stresses the importance of courage, curiosity and persistence in dealing with setbacks (Video 4:00-4:35).

**Iveta Svobodová: *Love what you do, have strong nerves and confidence in your abilities (CZ)***

Iveta Svobodová owns an ecological farm, which she bought at 20 years old. Although it is hard work she says it is something she was born for. Her advice is to choose to do what you really like, what fulfils you, and do it with love and confidence in success (Video 2:30-2:49). "When I want something, I have to believe I can do it."

**Martina Vuk: *Go your own way and let the world say what it wants (SI)***

Martina Vuk is the State Secretary at the Ministry of Labour, Family, Social Affairs and Equal Opportunities. She point out the importance for women to work on their confidence, determination and assertiveness (Video: 4:11-5:14). "Go your own way, don't let negative comments get to you and build alliances."

### 3. Let other people help you in your career

**Elfriede Dirnberger: *Self-employment brings distinct challenges (AT)***

Elfriede Dirnberger is a self-employed financial service provider. She explains how her two colleagues were the key factor on her path towards self-employment (Video 1:19-1:56) and talks about the challenges of being self-employed (Video 2:25-3:50).

**Olga Stavropoulou: *Family support is crucial in career development (EL)***

Olga Stavropoulou is a consultant and a mentor for women entrepreneurs. She explains how her friends and family played a crucial role in her career decisions and talks about the advantages of starting a company in the middle of the economy crisis (Video 0:29-1:14).

**Teresa Azcona: *Mentors can help you develop professionally (ES)***



Teresa Azcona is a co-founder and manager of a risk capital management company. She talks about her diverse career path (Video 0:15-1:52) and how her mentors helped her develop professionally (Video 2:28-3:00).

[Vreneli Stadelmaier](#): *Insecurity can ruin your career chances (NL)*

Vreneli Stadelmaier is a coach who helps women overcome their insecurities in the business environment. She talks about the impostor syndrome, a phenomenon when women feel they are not competent enough for their job, despite the evidence for the contrary (Video 1:22-1:58) and explains some non-constructive ways women usually choose to deal with those uncomfortable emotions (Video 1:59-3:00).

**A career is more than your education, lifelong learning**

[Gerlinde Kämpf](#): *“Wrong” education doesn’t have to stop you (AT)*

Gerlinde Kämpf is a director of regulatory affairs and pharmaco vigilance. While she inspected various occupations, she decided to go for the one that interested her most. It was a coincidence that brought her an offer for an executive job, but it was her determination that secured her that position, despite her inexperience at the time. She explains how she was able to succeed in the world of pharmacy despite having an educational background in law (Video 0:34-3:42).

[Astrid Brouwer-Mesman](#): *From an entry level job to a position of a director (NL)*

Astrid Brouwer-Mesman began to work as a typist in a bank at the age of 15. In years she managed to climb to a position of a director of a regional bank office. She explains how holiday work unexpectedly turned into a lifelong career (Video 0:23-1:01) and talks about the details of her career advancement (Video 1:02-1:43).

[Ayfer Orhan](#): *You can succeed even when nobody believes in you (NL)*

Ayfer Orhan is a lawyer that works predominantly in the field of immigration law. She explains how she succeeded despite the lack of belief others (teachers/schools) had in her capabilities. (Video 0:12-1:30). She talks about overcoming difficulties she encountered on her education path (Video 1:31- 2:23).

[Emanuela Corona](#): *Having a diversified career can help your future (IT)*

Emanuela Corona works at a non-profit organization. She talks about how having varied and diversified career helped her develop professionally (Video 1:53-3:19).

[Aureliana Alberici](#): *A career can start from a variety of circumstances (IT)*

Aureliana Alberici is a university professor, scientist, president of a network of universities, and a former senator. She talks about how gathering knowledge had led her to writing her dissertation (Video 1:10-4:25), which in turn lead her to her path in politics, where she focused on promoting laws for the emancipation of women (Video 4:26-7:12).

[Eliska Vyhnanekova](#): *Hard work and education are crucial (CZ)*



Eliska Vyhankova is a social media marketing specialist. She stresses the importance of hard work and constant education needed when working as a freelancer (Video 1:10-2:07).

**Dušica Šibav: *Having an education in a field where others don't is of great advantage (SI)***

Dušica Šibav is a wine producer. She transformed her family tradition into a profitable business. She points out that having a university education in a field where others don't brings great advantage, but special talents and hard work remain crucial (Video 3:24-4:14).

**Luisa Franchina: *It is possible to overcome gender-biases (IT)***

She is an electrical engineer, who worked in public administration and is now an entrepreneur. She tells how to overcome gender-biases through authoritativeness and continuous learning (Video 0:8-5:43).

**Maddalena Santeroni: *You can use your talents to create your own work (IT)***

Maddalena Santeroni is president of the Association "Amici della GNAM", an association that works to raise funds to support GNAM, the National Gallery of Modern Art in Rome. She tells about the importance of reversing your talents and knowledge into your job (Video: 0:10-8:22)

**Laura Carrera Garcia: *Educational and professional training are key success factors (ES)***

She founded and edible flowers enterprise (Video: 0:16-3:16). She talks about the importance of developing your business skills together with your project. She explains that when one is starting up her own business, it is difficult to make a difference between friends for leisure and friends for working, as boundaries can be easily blurred. At the same time, you need to follow your intuition and learn from your mistakes. She explains how important is to set up your goals and priorities. Her lucky saying is: "Very good!", "Who said fear?"

**Esther Millan: *Empathy, learning from others' experiences and education (ES)***

She carried her specialisation in Hospital Radiation and achieved a PhD in Physics. Now she works in the Hospital of Zaragoza and teaches at the university. She founded with other people a NGO, the Association of "Friends of Subhadra Mahatab Seva Sadam" (ASMSS), now "Friends of Odisha", aimed at supporting and empowering children, women and disadvantages minorities in India. With her partner she adopted three girls. She speaks (Video: 0:07-6:07) about the importance of being empathic, perseverant and being able to learn from others, since the education is not only about learning theories.

**Pilar Andrade: *Always innovate and update your skills and competences (ES)***

She is the CEO of Andrade & Iranzo S.L, one of the most important insurance companies in the Aragon Region. In the last years she has also founded and developed a number of other companies, like: Hobbyclick, an e-commerce focused on selling agricultural and gardening products; Clickerland, company focused on the study of research and markets o Arymedia Solutions that looks to unify technologies and mediation services in a single education spot. She is also the president of the Spanish



Confederation of Young Entrepreneurs. She speaks (Video: 0:008 – 6:45) about the importance of being always innovative, updating your skills and knowledge and focusing on your goals, without being worn up by your mistakes or difficulties. Her lucky saying is: “I’ve been lucky, but luck caught me working”.

Lenka Hejduková: *Everything is in our own hands (SI)*

Lenka Hejduková is a partner at a large law firm. She emphasizes the importance of personal growth (Video 0:57-2:07), learning from experience and building your name (Video 4:46-5:20). “Do not do anything that brings you no joy, but when you do start something, make sure you complete it.”

Nina Jakovljević: *Experience with different jobs enriches you and gives you breath (SI)*

Nina Jakovljević is CEO of Mediodrom, a digital media agency. She explains how having different jobs as a student “enriched /her/ and gave /her/ insight into the breadth and variety of professional profiles”. She explains how she struggled with low self-confidence, which she gained over time with experience: “It took me time that I fully matured and only after that, there was a period of growth.”

### Learning Outcomes when studying the cases of Strategic Career

- **Knowledge and understanding:** definition and understanding of the concepts of “talent” or “gift”; career development; career planning; job orientation; work socialization, knowing the differences between soft skills and hard skills: competences and skills; differences among counsellor, coach and mentor, tutoring; the role of a coach and of a mentor; differences between career development and career strategy, action plan; work objective and goals; short, medium and long term objective; goal setting.
- **Intellectual skills:** analysis, synthesis, evaluation, and problem solving may be practised and demonstrated through active use of our videos and portraits of women; through individual and /or group-learning activity. Questions that could be analysed by students/participants are: How one can discover his/her talent? How and where and from whom one can get career advices? How to reverse one’s talents or gifts in her work? Why is important to find the right job for you? Which are the difficulties and the obstacles in shaping and endorsing a career development? Which are the resources and the opportunities for a career development? How one can identify her skills and the skills she has to develop in order to reach her goals? How one can understand her weaknesses and strengths? How one can identify her options for a career strategy? Why setting up goals is important? How goals can motivate and sustain action?
- **Practical skills:** practical skills may be developed through opportunities to practise the activity in an appropriate learning context (eg. in laboratory, field, or workplace placement). Practical skills may be implemented through the use of references materials indicated above in writing: a career development plan; the setting of one’s own medium and long term career objectives;



a clear and practical strategy of one's own career; an action plan.

- **Transferable skills:** planning and project design and management; communication; team work; critical thinking.

## Learning Resources and Didactic Tips about Career Strategies

- <http://www.hihohiho.com/> DOTS and NEW DOTS The model how to develop your career (DOTS) <http://www.hihohiho.com/memory/cafdots.pdf>
- Webpage for making better career decisions <http://kivunim.huji.ac.il/cddq/>
- Gati, I. (2009). From career decision-making styles to career decision-making profiles: A multidimensional approach. *Journal of Vocational Behavior*, 76 (2010) 277–291.
- Harren, V. A. (1979). A model of career decision making for college students. *Journal of Vocational Behavior*, 14, 119–133.
- Law B.; Watts A G (1977). The DOTS analysis: original version. The Career-Learning NETWORK:
- Doorpakkers E-book for students (2013): step by step [‘how to fully use internet to market yourself and/or your business’](#)
- Scott, S. G., & Bruce, R. A. (1995). Decision-making style: The development and assessment of a new measure. *Educational and Psychological Measurement*, 55, 818–831.
- Law, B. (1996). A career-learning theory. V A. G. Watts, B. Law, J. Killeen, J. Kidd, & R. Hawthorn, *Rethinking Careers Education and Guidance: Theory, Policy and Practice*. London: Routledge.
- Law, B. (1999). Career-learning space: New-dots thinking for careers education. *British Journal of Guidance & Counselling*, 27(1), 35-54.
- Savickas, M.L. & Hartung, P.J. (2012) *My Career Story: An Autobiographical Workbook for Life-Career Success*. PDF version available: [www.vocopher.com](http://www.vocopher.com)
- Isaacson Walter: Steve Jobs
- Maurya Ash: Running lean <https://leanstack.com/running-lean-book/>
- Richard Branson: The virgin way
- [Ladies Who Launch](#), by Victoria Colligan, Beth Schoenfeld with Amy Swift
- [Shark Tales: How I turned \\$1000 into a Billion Dollar Business](#) by Barbara Corcoran
- [Lean In: Women, Work, and the Will to Lead](#) by Sheryl Sandberg

## Book tips of our Mirrors

- Vreneli Stadelmaier (NL): [The imposter syndrome soon in English version](#)



## Appendix Countries and Sectors

### Role models by Countries

Stories from 10 different European countries, 20 stories in each country; all of them are available in English.

Besides, stories from Austria, Czech Republic, Greece, Italy, Netherlands, Slovenia and Spain are also available in all partners' languages (CZ, DE, EL, IT, NL, SL, SP)

[France](#)

[Greece](#)

[Poland](#)

[Spain](#)

[United Kingdom](#)

[Czech Republic](#)

[Austria](#)

[Italy](#)

[The Netherlands](#)

[Slovenia](#)

### Role models by Economical Sectors

Women from different countries are divided by 10 different economical sectors so you can compare how European women are implementing their business project or professional career in the same economical sector

[Agriculture & Livestock](#)

[Bank & Finance](#)

[Industry & Retail](#)

[Culture & Sport](#)

[Politics](#)

[Third Sector](#)

[Services](#)

[Science, Health, Research & Technology](#)

[Legislation \(Law & Justice\)](#)

[Education](#)



## List of Free Give Away Tools for teachers and students exchanged in or produced by 100Mirrors.eu

Besides all the portraits in text and video and information on our site [www.100mirrors.eu](http://www.100mirrors.eu) , which you freely can use as teachers, women and students, we developed and exchanged the following supplementary tools for the Teaching (learning) Topics, which you directly can use with your students:

- **Career management:** E-work book for students (2013 edition 2016): step by step [‘how to fully use internet to market yourself and/or your business’](#) From defining your passion, develop a portfolio, to an elevator pitch; design your curriculum vitae to an application letter and using Social Media to promote yourself or your business.

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