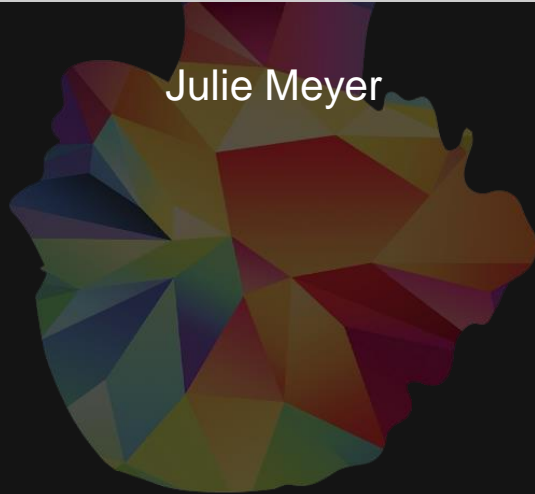




The World is Becoming Feminine. Yes, really.

Julie Meyer



Participate in the Conversation



Julie Meyer

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The Path to Strong Jules



- Daughter of an Entrepreneur
- Played Sports as a Girl
- Became an Outsider by going to Paris
- INSEAD Taught Me to Play to My Strengths



Julie Meyer

The Path to Strong Jules



- **Create Your Own Rules of the Game**
 - Being Prepared for Opportunity – First Tuesday
 - Build the Cathedral, Own the Glass Ceiling – Ariadne Capital



Julie Meyer

'Julie Meyer is one of the leading champions of entrepreneurship in Europe.' *Financial Times*



welcome to entrepreneur country

What it is
How to find it
Why **you** should go there

JULIE MEYER



Julie Meyer

How does the world look in Entrepreneur Country?

- More Avon than MadMen
- More Cashflow than Capital Gains
- More Family business than Public Companies
- Network not Linear
- Distributed not Top-Down
- Tortoise not Hare
- Beauty mixed with Strength



Julie Meyer

What do we mean by Feminine Leadership?

- All the good qualities!
 - Emotional Intelligence
 - Belief in the group/team
 - Transparency and Openness
 - Multi-tasking
 - Win, Win, Win – no I win, You lose mentality
 - Long-term thinking not short-term highs



Julie Meyer

What do we mean by Feminine Leadership?

- Feminine means Strength too
- Leaders are people who create the conditions of trust so that great things can happen
- Men can have Feminine Leadership qualities and character too
- The good news is the world which is emerging is the world that I've been living in all my life



Julie Meyer

Ecosystem Economics TM



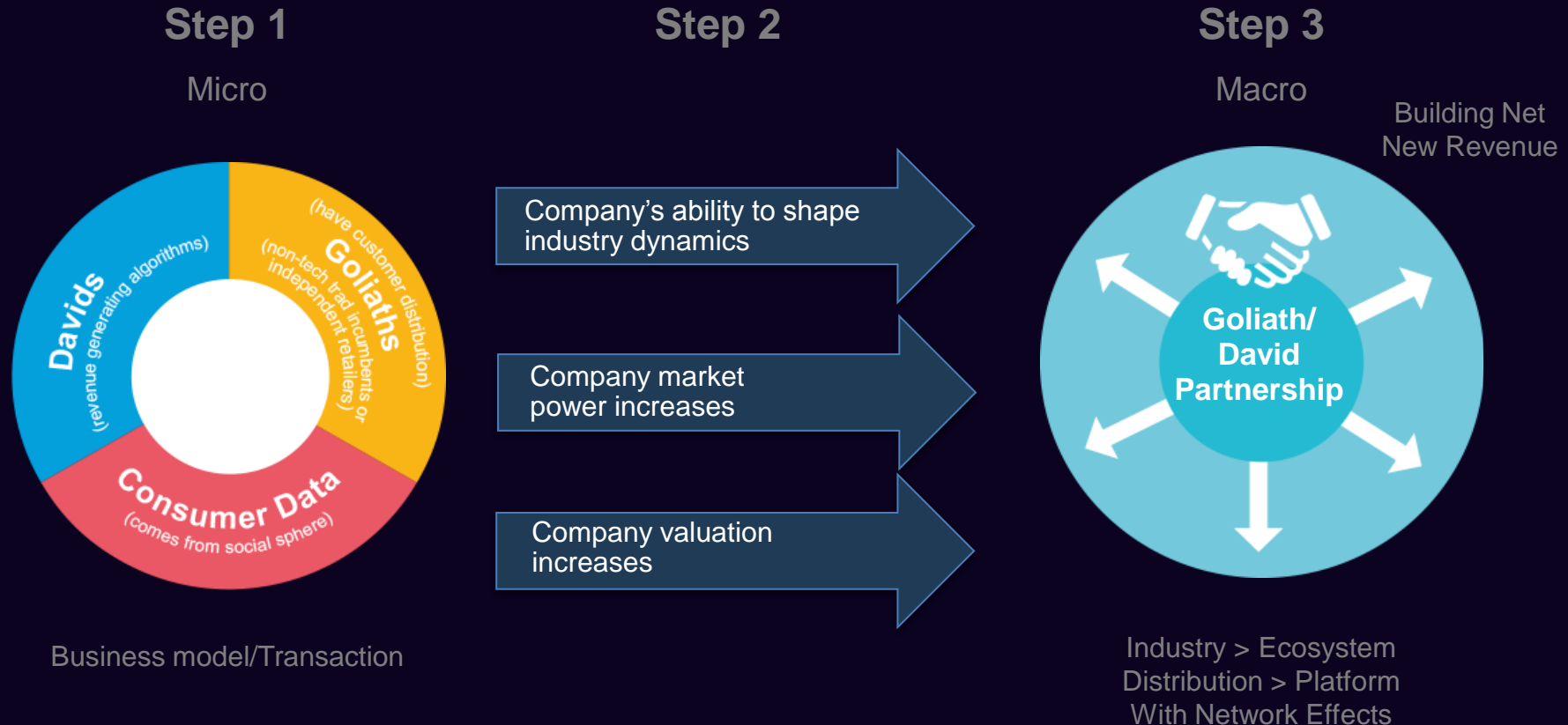
- Ecosystem Economics™ is the investment methodology of Ariadne Capital and the operating model of EntrepreneurCountry Global
- Companies which understand their role in the ecosystem and create the economics for their industry create market-leading positions



Julie Meyer

Shape your Industry by changing your business model

Everything is **Network-based**, not linear • Everything is **Multi-stakeholder**



Women are well-positioned to lead in an Ecosystem Economics™ world



Julie Meyer



- Figure 8 thinking
- Natural Allies
- Macro Follows the Micro
- Innovation is about Economics not Technology; otherwise we'd all be flying the Concorde – we're not, we're flying Jumbo Jets

Your Own Rules of the Game

- You 'never' win by playing by someone else's rules
- Form is Content; create the architecture, and then build your own cathedral instead of trying to crash through the glass ceiling of someone else's building
- Women will win big and fulfill their potential by becoming entrepreneurs – and intrapreneurs



Julie Meyer

What is Strong Jules?

- Strong Jules is:
- Your AlterEgo
- A Programme to help you 'get strong' physically, financially and mentally
- A Platform for all of us to help each other when we're strong, and when we're not
- >>> Coming in 2016



Julie Meyer



Julie Meyer