The World is Becoming Feminine. Yes, really.

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Participate in the Conversation

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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
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
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
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
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
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.
Shape your Industry by changing your business model

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

**Step 1**
Micro

- **Goliaths** (have customer, distribution, non-tech, exponential, independent realities)
- **Davids** (revenue generating algorithms)
- **Consumer Data** (comes from social sphere)

**Business model/Transaction**

**Step 2**

- Company’s ability to shape industry dynamics
- Company market power increases
- Company valuation increases

**Step 3**
Macro

- Building Net New Revenue

- Industry > Ecosystem Distribution > Platform With Network Effects

- **Goliath/David Partnership**
Women are well-positioned to lead in an Ecosystem Economics™ world

- 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
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