CWEL / IMPACT REPORT
CENTER FOR WOMEN'S ENTREPRENEURIAL LEADERSHIP AT BABSON
2015–2016
LETTER FROM THE EXECUTIVE DIRECTOR

The 2015–2016 academic year brought exciting new developments and opportunities for the Center for Women’s Entrepreneurial Leadership (CWEL) at Babson. With an expanded staff, commitments from our new advisory board, and renewed energy coming out of our 15th anniversary celebration, CWEL has strengthened its role as the recognized global leader in women’s entrepreneurial leadership research, pedagogy, and practice. Some notable highlights include:

» Announcing a new advisory board that will support CWEL’s forward-looking research and programming. This board benefits from the expertise of strong business leaders representing highly regarded companies such as EY, IBM, McKinsey & Company, Biogen, Mercer, and Deloitte Consulting.

» Expanding our groundbreaking accelerator program to launch the Women Innovating Now (WIN) Lab in Miami with support from the John S. and James L. Knight Foundation. Driving WIN Miami are its newly appointed director, Nelly Farra MBA’10, and Heatherjean MacNeil, the global director of the WIN Lab.

» Developing a signature learning experience for Babson graduate students based on a gender-enlightenment curriculum and embarking on a gender film series with support from Faculty Director Rosa Slegers MBA’13.

We look forward to even more exciting opportunities in the coming academic year, kicking off with the Babson Breakaway Challenge, the first and only competition to promote gender parity in the venture capital industry and award $250,000 to a high-potential, women-led business.

We are grateful to the Babson College community, our generous donors, corporate and individual partners, and all who give their time and expertise to support CWEL’s important mission.

Sincerely,

SUSAN G. DUFFY
OUR TEAM

SUSAN G. DUFFY, EXECUTIVE DIRECTOR
LINDA WOODS CURTIN, DIRECTOR OF MARKETING
MEG DEMARCO, DIRECTOR OF PROGRAMS
AMANDA ELAM, RESEARCH DIRECTOR
NELLY FARRA, DIRECTOR, WIN LAB MIAMI
ASHLEY LUCAS, DIRECTOR, WIN LAB BOSTON
HEATHERJEAN MACNEIL, GLOBAL DIRECTOR, WIN LAB
ROSALBA SLEGERS, FACULTY DIRECTOR
JULIE WONG, PROGRAM MANAGER, CWEL SCHOLARS

OUR MISSION

The Center for Women’s Entrepreneurial Leadership (CWEL) seeks to create a gender-enlightened business ecosystem where a diverse range of entrepreneurial leaders is encouraged to create economic and social value for themselves, their organizations, and society. We do this by empowering women leaders through educational programs, events, and research while also promoting gender equity as a growth strategy that allows all individuals and organizations around the world to embrace their strengths and reach their full potential.

CWEL HAS THREE STRATEGIC PRIORITIES:

» Be the U.S. academic leader for women’s entrepreneurial leadership, education, training, and research.
» Be the thought and action authority for gender-enlightened and inclusive business schools.
» Create positive directional progress toward a sustainable revenue model.
CWEL SCHOLARS PROGRAM

Each year, a select group of undergraduate women students who demonstrate strong leadership abilities are chosen to receive financial support through the CWEL Scholars program. As part of this rigorous four-year program, the scholars—along with all undergraduate students—are provided opportunities to learn, experiment, and lead. Exclusive events, expert talks, and hands-on coaching empower these young women entrepreneurial leaders to combine business knowledge with passion and purpose.

CWEL SCHOLARS GIVE BACK TO BABSON AT A RATE 95% HIGHER THAN NONSCHOLAR ALUMNI.
BABSON ASSOCIATION OF WOMEN MBAS (BAWMBBA)

BAWMBBA enables women MBAs to build networks, find and be mentors, develop leadership skills, and transition to their next professional opportunities. Surrounded by inspiring peers and extraordinary role models, graduate women are shown firsthand the wide range of routes to career success.

“As a student, as well as the co-president of the Babson Association of Women MBAs (BAWMBBA), I appreciated that BAWMBBA provided me with the opportunity to connect and build relationships between women across all graduate programs as well as with alumnae outside of Babson. It was great to have the opportunity to experience the strength of Babson’s community of women that supports and encourages each other in many ways.”

– Jacqueline Marchand MBA’16

BAWMBBA HOSTED 22 EVENTS FOR APPROXIMATELY 750 ATTENDEES IN THE 2015–2016 ACADEMIC YEAR

OUR 2015–2016 EVENTS INCLUDED:

» MBA Mingle and speed networking
» How to market yourself workshop
» Leadership presence workshop
» Rock climbing excursion
Women Innovating Now (WIN) Lab, now in its fourth year, provides women entrepreneurs with an inspiring community and a rigorous, experiential process that catalyzes innovative thinking and enables them to successfully grow their businesses.

Launching WIN Lab Miami

In fall 2016, WIN Lab will expand to Miami thanks to an $800,000 investment from the John S. and James L. Knight Foundation. WIN Lab Miami will be located at CIC Miami, a co-working space with a mission to empower exceptional entrepreneurs to create new products and companies. Both WIN Lab Miami and WIN Lab Boston—which will be housed at Babson’s new 100 High Street downtown location—will accept 20 women entrepreneurs.

“\[quote\]I always refer to the WIN Lab as an amazing gift. I gained more from the experience than I ever imagined—confidence as a leader, a wide and extremely supportive network of highly accomplished mentors, and new friendships with women working hard to reach similar goals while facing many of the same challenges as me.\[quote\]  
— Marisa MacClary MBA’99  
President and CEO, Artifact Health LLC

“\[quote\]In addition to providing the tools, education, and connections necessary to pivot and grow my business, my WIN Lab cohort has provided me with a true sisterhood. We’ve assisted each other in making valuable connections; we’ve supported each other when things have become difficult; and we consistently hold each other accountable. WIN Lab offers a rich opportunity to access resources and the mentorship needed to grow.\[quote\]  
— Betty Francisco  
Founder, ReImagine Play, a FitNation venture

WIN Lab by the Numbers, 2015–2016

- 21 women founders
- 15 companies
- 1,350 attendees at WIN Lab events
- 29 workshops
- 36 hours with expert advisors
We support groundbreaking research that focuses on the economic value women entrepreneurial leaders bring to the world. Projects from 2015 to 2016 include academic publications, gender research symposia, and applied research reports.

**WALMART**

Last year, CWEL performed a focus group study of Walmart supplier firms run by women in order to explore the salience of gender in their day-to-day experiences as Walmart suppliers. There were a number of important findings. This year, a follow-on study will examine the extent to which these key factors occur in female-owned firms in comparison to male-owned supplier firms. This report is expected by the end of 2016.

**OXFAM**

CWEL is preparing to launch a study with Oxfam America to examine the role of unconscious bias in the debt-financing process for small business owners in Guatemala, paying particular attention to potential barriers encountered by women and indigenous entrepreneurs. The forward-thinking methodology was developed with a long-term goal of repeating the study in other countries and potentially creating a self-assessment tool for financial-lending organizations.
GENDER MATTERS

Babson College is a world-renowned hub for entrepreneurial thought leaders, and, thanks to the presence of CWEL on its campus, it’s also recognized as a gender-enlightened business school. We host expert speakers, panel events, and campus groups committed to educating the community about gender.

3 FACULTY SYMPOSIA ON GENDER

» Family, Career, or Sanity
» #DistractinglySexy in the Sciences and Beyond
» Gender Film Initiative: Everything You See Here Is True

9 CROSS-CAMPUS COLLABORATIONS

GENDER FILM SERIES AND DISCUSSIONS

CWEL sponsored a gender film series featuring:
- *The Hunting Ground* – A documentary about rape on college campuses and the fight for justice.
- *Force Majeure* – A man’s reaction to the danger posed by an avalanche causes cracks in his marriage and relationships with his children.
- *Don Jon* – For the first time in his life, Jon begins a real courtship, but his obsession with erotica threatens to ruin everything.

INVENTOLOGY: AN EVENING WITH PAGAN KENNEDY

CWEL hosted Pagan Kennedy, the former innovation columnist for *The New York Times Magazine*, for a discussion about her book *Inventology*. In it, Kennedy uses the stories of inventors and surprising research to reveal the steps that produce innovation.

“LEADERSHIP AND GENDER: BEYOND STEREOTYPES”

Inaugural Signature Learning Experience for all Two-Year MBA students

Gender-based stereotypes and unconscious bias persist despite regulations addressing overt bias. The sense that women are equal now leads to an attitude best expressed as “stop making a fuss!” and as a result the subtle ways in which biases continue to exist are often overlooked.

Working in partnership with Babson’s F.W. Olin Graduate School of Business, CWEL led a daylong program for all students enrolled in the Two-Year MBA program. Highlights of the day included guest speaker Eleanor Tabi Haller-Jorden, president and CEO of The Paradigm Forum GmbH (TPF), as well as interactive, faculty-led sessions which served as the basis for discussions about how an improved understanding of gender dynamics can positively impact business performance.
EXECUTIVE EDUCATION

The Women’s Leadership Program: From Opportunity to Action is a transformational, five-day leadership development program for women executives moving into roles with increased strategic and leadership responsibilities. The program is differentiated by an integrated approach to gender, strengths, and entrepreneurial leadership that empowers women to make unique and vital contributions to their companies’ growth.

“Taking a week to devote to the Babson Women’s Leadership Program is a gift to yourself that honors your unique leadership potential. It’s a transformational, weeklong journey that serves to reset your career, your confidence, and liberates your passion to be your very best self.”

– Heather M. Magaw
Vice President, Client Services, Chadwick Martin Bailey

SINCE THE PROGRAM’S INCEPTION:
THERE HAVE BEEN 249 ATTENDEES FROM 136 COMPANIES INCLUDING 23 FORTUNE 500 CORPORATIONS

Customized Executive Education programs run by CWEL include the Biogen Women’s Leadership Program and Launch and Grow: The Kenyan Women’s Entrepreneurial Leadership Program, which is supported by Santander Bank and the Women in Africa Foundation.
PRESS COVERAGE INCLUDED:

“WOMEN MUST UNITE TO MAXIMIZE SUCCESS IN START-UPS”
– FINANCIAL TIMES (JUNE 5, 2016)

“WOMEN ENTREPRENEURS UNDERESTIMATE THEMSELVES: WHAT WE CAN DO ABOUT IT”
– ENTREPRENEUR (APRIL 7, 2016)

“How Babson is Fostering the Next Generation of Women Entrepreneurs”
– BOSTON MAGAZINE (OCTOBER 28, 2015)

251,197,230 MEDIA IMPRESSIONS

11% OF ALL PRESS RELEASES ISSUED BY BABSON DURING THE ACADEMIC YEAR FEATURED CWEL NEWS AND ANNOUNCEMENTS.
AWARDS

STEVIE® AWARDS FOR WOMEN IN BUSINESS
In November 2015, Executive Director Susan Duffy accepted a Gold Stevie award on behalf of CWEL in the Women Helping Women category in the 12th annual Stevie Awards. The Stevie Awards for Women in Business are open to all organizations worldwide, and recognize the achievements of women executives, entrepreneurs, and the organizations they run.

ICSB WILFORD L. WHITE FELLOWSHIP
The International Council for Small Business (ICSB) is a nonprofit organization devoted to continuing management education for entrepreneurs and small businesses. In June, Susan Duffy was named a Wilford L. White Fellow at a ceremony in New York City. Selection as a Wilford L. White Fellow is the highest recognition that the ICSB gives to individuals who have made an outstanding contribution to the development, furtherance and benefit of small- and medium-sized businesses.

PRESENTATIONS

SXSWEDU
Susan Duffy presented a session titled “Teaching Women Entrepreneurs: Tips from WIN Lab” at SXSWedu in Austin in March. During her session, she shared practical tips on creating alternative spaces that support the entrepreneurial development of women.

OTHER CONFERENCES CWEL PRESENTED AT INCLUDE:

» Keynote, Women in Public Policy (WIPP) Annual Conference
» Keynote, REBA Women’s Network
» Constant Contact’s Entrepreneurial Women’s Empowerment Marketing Summit
» Bloomberg: Workforce of the Future
» Tory Burch Foundation Fellows Conference
» Center for Women and Enterprise Women Business Leaders Conference
ECOSYSTEM EVENTS

Ecosystem events sponsored by CWEL spanned Boston, Miami, and San Francisco and included:

» Mass Innovation Nights: Women Entrepreneurs (600+ attendees)
» Miami WIN Lab VIP reception for local entrepreneurial leaders
» Women Entrepreneurial Leaders: Disrupting the Status Quo in San Francisco

Additionally, CWEL hosted a large group at the Boston Quick Service Incubator for Food Entrepreneurs, the WIN Lab Miami Launch Party, and the second annual Capital W: Women’s Venture Capital Summit in May, which brought together hundreds of local organizations, venture capitalists, executives, and more in an effort to provide women entrepreneurs with better access to funding.

Led by Director of Programs Meg DeMarco, CWEL in 2015–2016 designed and managed more than 30 internal and external events, reaching nearly 2,500 participants from Boston to San Francisco.
OUR PARTNERS

Knight Foundation

CIC

MassChallenge

Brown Brothers Harriman

Endeavor

Communications

EY

Building a better working world

Gesmer Updegrove LLP

District Hall

A new home for innovation in Boston

Ellevate

Invest in women

SheStarts

Walmart

Wyncode

The art of code
PREPARING WOMEN TO LEAD THE WORLD.

PREPARING THE WORLD FOR WOMEN LEADERS.