THE CENTER FOR WOMEN’S ENTREPRENEURIAL LEADERSHIP AT BABSON

PREPARING WOMEN TO LEAD THE WORLD.
PREPARING THE WORLD FOR WOMEN LEADERS.
BABSON COLLEGE’S CENTER FOR WOMEN’S ENTREPRENEURIAL LEADERSHIP (CWEL) educates, inspires, and empowers women entrepreneurial leaders. When we launched the Center in 2000, our goal was to increase gender diversity in corporate management and challenge the underrepresentation of women in the top ranks of leadership.

Today, our team propels women to the C suites of established companies, to the helm of their own high-growth ventures, and to leadership positions worldwide. We advance gender equality as a growth strategy for individuals, organizations, and society. CWEL is more committed than ever to supporting women as they fulfill their entrepreneurial destinies to create social and economic impact of all kinds.

CWEL’S CHIEF GOALS ARE TO:

- **Empower** students to fulfill their entrepreneurial leadership destinies
- **Promote** gender awareness among men and women at Babson College
- **Transform** the role of women in business and beyond through research and education
EMPOWERING

THE NEXT GENERATION OF WOMEN ENTREPRENEURIAL LEADERS

CWEL empowers Babson’s exceptional undergraduate and graduate students by surrounding them with resources and role models to catalyze their innate potential. We offer women on campus access to a variety of educational and inspirational programs, events, and speakers, through which they can discover their strengths and explore their abilities.
“With CWEL’s support, BAWMBA has grown to be one of the largest and most active organizations on campus, helping foster a safe environment for women in the Babson community to develop themselves personally and professionally.”
— Pranjal Hegde, M’14, former president of Babson Association of Women MBAs (BAW MBA)

CWEL SCHOLARS PROGRAM AND UNDERGRADUATE PROGRAMS

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

THE WOMEN INNOVATING NOW (WIN) LAB

Our WIN Lab offers a hands-on learning laboratory for women entrepreneurs who are aiming to start companies, giving select Babson students a unique opportunity to iterate, design, and launch their ventures. CWEL recognizes that women build businesses differently from men. Through groundbreaking programming, the WIN Lab invests in the development of its residents, enabling them to test, disrupt, and innovative. When WINners are ready to launch, WIN provides the road map, expertise, inspiration, and community needed to successfully build ventures. Learn more at www.babson.edu/winlab

THE BABSON ASSOCIATION OF WOMEN MBAS (BAW MBA)

BAW MBA 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 different routes to success. As Babson women MBAs prepare to advance their careers after graduation, they’ll find an established network of colleagues ready to help them in the journey.
Babson College is a world-renowned hub for entrepreneurial thought leaders, and thanks to the presence of CWEL on its campus since 2000, it’s also recognized as a gender-enlightened business school. CWEL hosts expert speakers, panel events, and campus groups committed to educating the community about gender. By utilizing our resources to play a proactive role on campus, the team at CWEL ensures that all students, staff, and faculty thrive as they work and learn together.
“The WIN Lab has helped me to believe in my dream and act on it. The sessions at WIN were very thoughtfully designed to help budding entrepreneurs take their initial business ideas to launch stage.”

–Savitha Sridharan, M’14, Founder & CEO at Orora Global, Inc.

CROSS-CAMPUS COLLABORATIONS
We leverage the strength of our affiliation with an array of on-campus offices and organizations to provide gender best practices, research, and resources to the communities they serve. Along with other campus stakeholders, CWEL sponsors nationally recognized gender experts to speak on campus and engage with our students in small group settings. Through these collaborations, students gain valuable insights into the challenges and success strategies of diverse entrepreneurial leaders.

FACULTY ENGAGEMENT
We convene Babson faculty and fund cutting-edge research on gender-related topics in various ways, including our widely attended Gender Research Luncheons, where faculty present their gender-centered research to the Babson community. CWEL also collaborates with the Babson Faculty Research Fund to support faculty projects focused on gender and women’s entrepreneurial leadership. By harnessing the power of Babson’s dynamic faculty, we are able to make great strides toward highlighting gender issues on campus and beyond.

GENDER IN THE CLASSROOM INITIATIVES
The analysis of classroom materials from a gender perspective resulted in the creation of a new first-year student class module regarding gender awareness at Babson. When both male and female students examine the role gender plays in their lives and their future careers, they are better able to address myths and misperceptions of gender in society. We also conducted an institution-wide assessment of gender optics at Babson and an analysis of case materials in our graduate school. We are currently building the only repository of all-women-protagonist cases across the functional disciplines.
TRANSFORMING THE OPPORTUNITIES FOR WOMEN IN BUSINESS

CWEL funds and disseminates vital research regarding the accomplishments of women entrepreneurial leaders and creates educational programs for current and future business leaders. Our thought leadership is aimed at further transforming the entrepreneurial world into an ecosystem where women and men thrive together.
EXECUTIVE EDUCATION
We have created the “Women’s Leadership Program: From Opportunity to Action,” a transformational five-day leadership development program for women executives moving into roles with increased strategic and leadership responsibilities. The program focuses on strengthening entrepreneurial thinking and empowering women to make unique and vital contributions to their company’s growth. Learn more at www.babson.edu/womensleadership

RESEARCH SPONSORSHIPS
We support groundbreaking research that focuses on the economic value women entrepreneurial leaders bring to the world. This research includes The Diana Project, the Ernst & Young Entrepreneurial Winning Women impact assessment, and the Global Entrepreneurship Monitor Women’s Report. By gathering and analyzing the data regarding the experiences of women entrepreneurs, we can shed light on the opportunities and address the obstacles that still remain.

CAMPUS EVENTS
Our innovative education programs and events introduce students to successful, near-peer role models in both the Boston and San Francisco entrepreneurship ecosystems. Other regularly-scheduled events teach skills such as strategic networking, negotiation skills, and resilience building, all of which contribute to helping students launch their careers and become leaders within their organizations.

“As a graduate assistant for CWEL, I’ve seen firsthand the effect CWEL has on both the graduate and undergraduate student body. From quality and thoughtful programming to the dedicated staff, CWEL is one of the most vital resources at Babson. CWEL gives women support, encouragement, mentorship, and confidence to be successful entrepreneurs.”

– Marissa Goldstein M’15
EMPOWER

PROMOTE

CWEL AT BABSON
WE LOOK FORWARD TO PARTNERING WITH MISSION-ALIGNED ORGANIZATIONS THAT SEEK TO UNDERSTAND AND BENEFIT FROM THE POWER OF WOMEN’S ENTREPRENEURIAL LEADERSHIP.
Susan G. Duffy, PhD, is the executive director of the Center for Women’s Entrepreneurial Leadership. Under Susan’s leadership, CWEL offers a portfolio of world-class programs for undergraduate, graduate, and executive women; advances gender enlightenment; and disseminates research into the unique skills and experiences of women entrepreneurial leaders.

Susan earned her PhD in Management and Organization from The George Washington University (GWU), a master’s degree in Applied Behavioral Science from the Johns Hopkins University, and a bachelor’s degree in Nutrition Science from the Pennsylvania State University. In 2006, Susan founded the GWU Women’s Entrepreneurial Leadership initiative, which was subsequently recognized as the National Model Specialty Program in Entrepreneurship Education by the United States Association for Small Business and Entrepreneurship.

Currently, Susan serves on the board of directors of the Tory Burch Foundation and the International Council for Small Business.
Learn more about CWEL, including how you can get involved, at:

WWW.BABSON.EDU/CWEL