



*ambitious girls,  
entrepreneurial women*



## GET YOUR STORY TOGETHER

COACHINGSESSION WITH HALINA BLETEK  
05 MAY 2020 | WEBINAR



# COACH + SESSION

Halina Bletek is an experienced coach. Thanks to her paternal grandfather she carries a Polish surname. This gave her the natural interest in different backgrounds and stories of people and communities. She built up these experiences by working for organizations like Markant and Unizo.

She also ran a printing company with her husband, which became a staple name "the sustainable printer". After this, she again launched a business with her husband "Olivia & Julius" where she coaches and advises entrepreneurs on operational, strategical and sustainability issues.

During the coaching session Halina focussed on getting your own story together, not your entrepreneurial but your authentic self that influences your entrepreneurship. How can you tell your story with confidence, make it stick and be truly authentic.



*Why was Halina Bletek your coach for  
"Getting your story together"*

Halina is passionate about stories and believes that we as humans are in need of stories. That's why she focusses on helping entrepreneurs make sure they have a strong story. She has the knowledge, the skills and the methods to make you achieve an authentic story.



**#She  
DID IT**

#SheDIDIT frequently organizes coaching sessions in which an intimate group of (future) female entrepreneurs come together. During the sessions, women share their story and their experiences, gain inspiration, build their network or get the first push to start. The coach differs per session to help these women on their way. In these learnings you get to know the coach and what the women have learned during the session.

**#SheDID IT**

# QUESTIONS

## **IS THERE A WORD THAT DESCRIBES YOU, YOUR AMBITION OR MOTIVATION IN ONE WORD? WHY THIS ONE SPECIFIC?**

I think 'empathy'. I have the ability understand and feel the unspoken. This gives me the power to communicate and give advice on the things that really matter.

## **WHAT DOES FEMALE ENTREPRENEURSHIP MEAN TO YOU?**

Entrepreneurship is the mindset to spot opportunities and convert them into services and products (value proposition) that gives an answer to problems in the world or needs for customers with a healthy balance between costs and revenue.

## **WHAT IS YOUR VISION ON DIVERSITY IN FEMALE ENTREPRENEURSHIP?**

I believe that diversity in every environment is a necessity for survival. Therefore, also in leadership and entrepreneurship (male and female) we need all the diversity that we can get. Women have a different view (then man) on coping with the problems around us. I believe in this female power.

## **IN WHAT WAY DO YOU HELP OTHER ENTREPRENEURS (BASED ON YOUR JOB OR EXPERIENCES)?**

In my advice to entrepreneurs I look for the strengths in a person. I challenge my coachées to search for and recognize their own unique talents and work from that point on to find and make there bold and well-chosen path and project.



**WHAT HAS BEEN THE MOST CHALLENGING PART ABOUT BEING AN ENTREPRENEUR, AND WHAT PEOPLE MIGHT GET WRONG OF DON'T KNOW ABOUT BEFOREHAND?**

An entrepreneur is responsible for all the decisions she/he makes in good times and in bad times. Life isn't all about the good times. An entrepreneur faces the storm, acts and takes on the consequences.

**THE COACHING SESSION IS ABOUT GETTING YOUR STORY TOGETHER. HOW IMPORTANT IS THIS FOR YOU TO KNOW YOUR STORY?**

In a fast changing world it is so important to know yourself, to know your strengths and weaknesses, to know your passions and dislikes. From there on you can build your own project without comparing yourself constantly with others. And then you spread your own story. People not only love a good story, as humans we need stories in our lives.

**DO YOU HAVE ANY ROLE MODELS, IF SO WHO AND WHAT ROLE OR INFLUENCE DO THEY HAVE ON YOU?**

My role model is my grandmother, who was my godmother. She respected the opinion of every person, without denying her own values.

**IF YOU HAD THE CHANCE TO SHARE ONE GOLDEN RULE WITH OTHER FEMALE ENTREPRENEURS, WHAT WOULD IT BE?**

If it can't be done the way it should be done, then you do it the way it can be done.(als het niet kan zoals het moet, dan moet het zoals het kan)



# LEARNINGS



- 01 Choose your words wisely when telling your story.** Use words that are befitting your person. Practice and repeat your story as much as you need for it to flow out of you.
- 02 Stay close to your why,** it will make you and your story always authentic, always yours.
- 03 When people connect with your story,** they won't come simply for your product or service. They chose you because they believe in your story, your why.
- 04 It's okay to be more personal when sharing your story as a small business,** it will attract attention since you are the face of it. Think about the balance you want to create between you as a person and you as an owner.
- 05 Make sure the core of your story is strong.** You will meet moments where you'll have more or less time to share it.
- 06 Along the way your story will change,** but it will grow with you as a person both professionally and personally. You will develop it more.

