

AN INTERVIEW

"Yes, I'm a mom and an entrepreneur. I'm creating my own balance"

NADOUA DAHMANE

Mompreneur coach & philosopher

#SheDIDIT

More than a mom or wife.

Being a mom is rewarding, but not easy for everyone. Nadoua encountered quite some difficulties in her life as she was always left with: lack of time, getting distanced from her family and limitations in every shape and form. **She experienced the feeling of suffocation as a result of not being able to use her full potential.** What's the first step to step out of this spiral? Get in touch with yourself. Realize how much you bring to the table, and make sure that table can twist & turn whenever you need it.

And so her journey towards becoming a womenpreneur began, but it wasn't easy. She quickly ended up in this vicious circle of being unable to combine both parts of her life. This had negatively affected her business, her being and even marriage. That's when life hit her hard and this changed her life. She started working on her inner self through counseling and coaching to regain that strength. If she's learned one thing, it sure is that through all the setbacks it's you who has to do the work. But you don't have to do it all or on your own.

“You will never be 100% ready to start something for yourself. There will always be something that comes your way to slow it down. You don’t have to be great to start, you have to start to be great.”

— NADOUA DAHMANE



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Take care of yourself, really.

Back to business. Nadoua had a strong set of professional skills, but that didn't suffice in her eyes. Thought-out plans, setting priorities and limits will help you, but won't put your full potential to work. It takes a lot more. She started focussing on personal skills such as self-love, authenticity, resilience, and more. Skills that aren't easy to come by, need hard work and a lot of patience to gain. Unfortunately, Nadoua says that **nowadays we just want quick results, this leads to a dead-end path resulting in burn-outs**. You know what they say, Rome wasn't built in a day. So, be easy on and kind to yourself.

Her business fulfills different purposes in her life, what started from her own pain to unleash her creativity and passion, turned into something bigger. By supporting other womenpreneurs develop professional and personal skills and help find the right dynamics to function properly, she's making it easier for everyone. Her obstacles played a prominent part in her career. She had no idea what she got herself into, there was so much to figure out. She first focussed on the look and image of her business, such as her website, but forgot the inner dynamics. What really mattered.