



**"I'm always hungry for more,
I won't stop achieving."**

SIHAM SRIHI

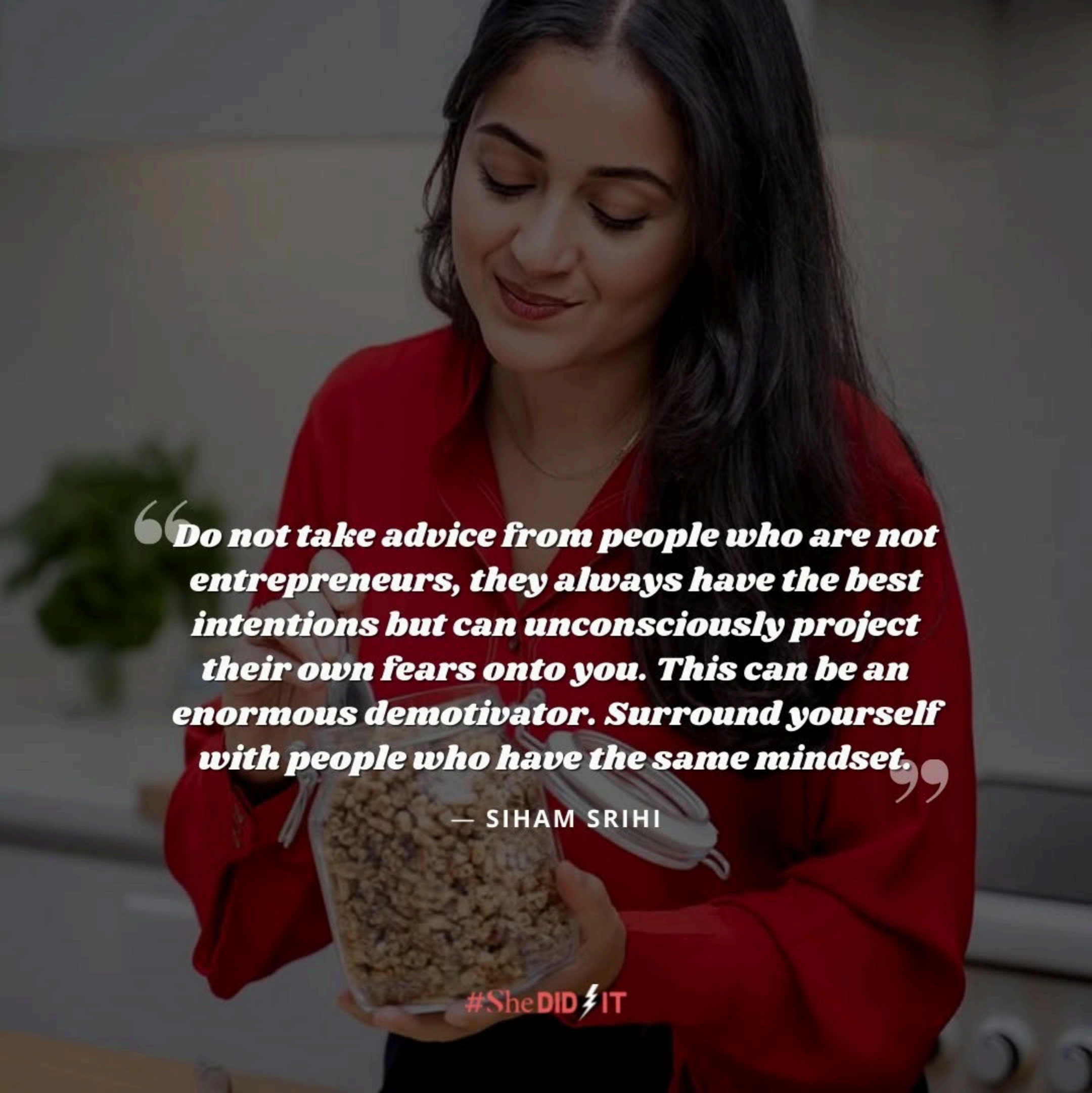
Founder of DIËTISTE SIHAM

#SheDID⚡IT

If you don't use your talents, who will?

You never know when someone plants the entrepreneurial seed in your mind. At one point in her career, Siham worked as an editor for a lifestyle magazine, where she met a lot of inspiring women who helped her pave her way to being an entrepreneur. After gathering all her courage and the knowhow she started her first one-woman-business as a MUA. **She couldn't stop her hunger**, so later on she added other services such as hairstyling and Moroccan dress rental "WAYFD".

Being multi talented, Siham still had one talent up her sleeve: a certified dietician. After sitting on this talent, she -finally- gathered her confidence and took the plunge to start her own practice in which she helps people search their own food-philosophy. I mean, choosing a healthy lifestyle means listening to your body, not the internet. If you're ready to go full entrepreneur, **Siham advises you to make a business plan! Not only is it a nice theoretical model, it gives you direction and helps you determine what you want to achieve with your business.**



“Do not take advice from people who are not entrepreneurs, they always have the best intentions but can unconsciously project their own fears onto you. This can be an enormous demotivator. Surround yourself with people who have the same mindset.”

— SIHAM SRIHI

#SheDID IT

Not skipping any meals, going for the full dream

Let's cut to the cheese, I think we can all agree that COVID hit every one of us one way or another. Entrepreneurs too had to take in the beatings, Siham's business WAYFD was put on pause. Luckily her partner supported her through it all, being her biggest motivator. She used that opportunity to work on her dietician business by increasing her knowledge and updating her socials, **I told you this woman does not take a break, she went for the full course meal.**

Talking about strength and perseverance. **Siham's roots do not only form a great part of her identity but also of her businesses.** As a dietician she has this cultural feeling with various types of food. Based on the advantage of growing up in two distinct cultures, she can help and understand all her different clients much more precisely by developing a unique personal action plan for each individual. Without giving up their cultural food preferences. For WAYFD, she found the perfect recipe to build a business while staying true to her heritage, what a boss.