

Diversity Inclusion Now

Opening Remarks

Dr. Suzanne Gagnon

**Canada Life Chair in Leadership and Associate Professor
Asper School of Business, University of Manitoba**

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wcukier@ryerson.ca

[@CukierWendy](https://twitter.com/CukierWendy)

Agenda

- Introduction to WEKH
- Research highlights
- Building an inclusive innovation ecosystem
- Stereotyping and entrepreneurship
- Next steps and plans for the day

OVERVIEW OF WEKH

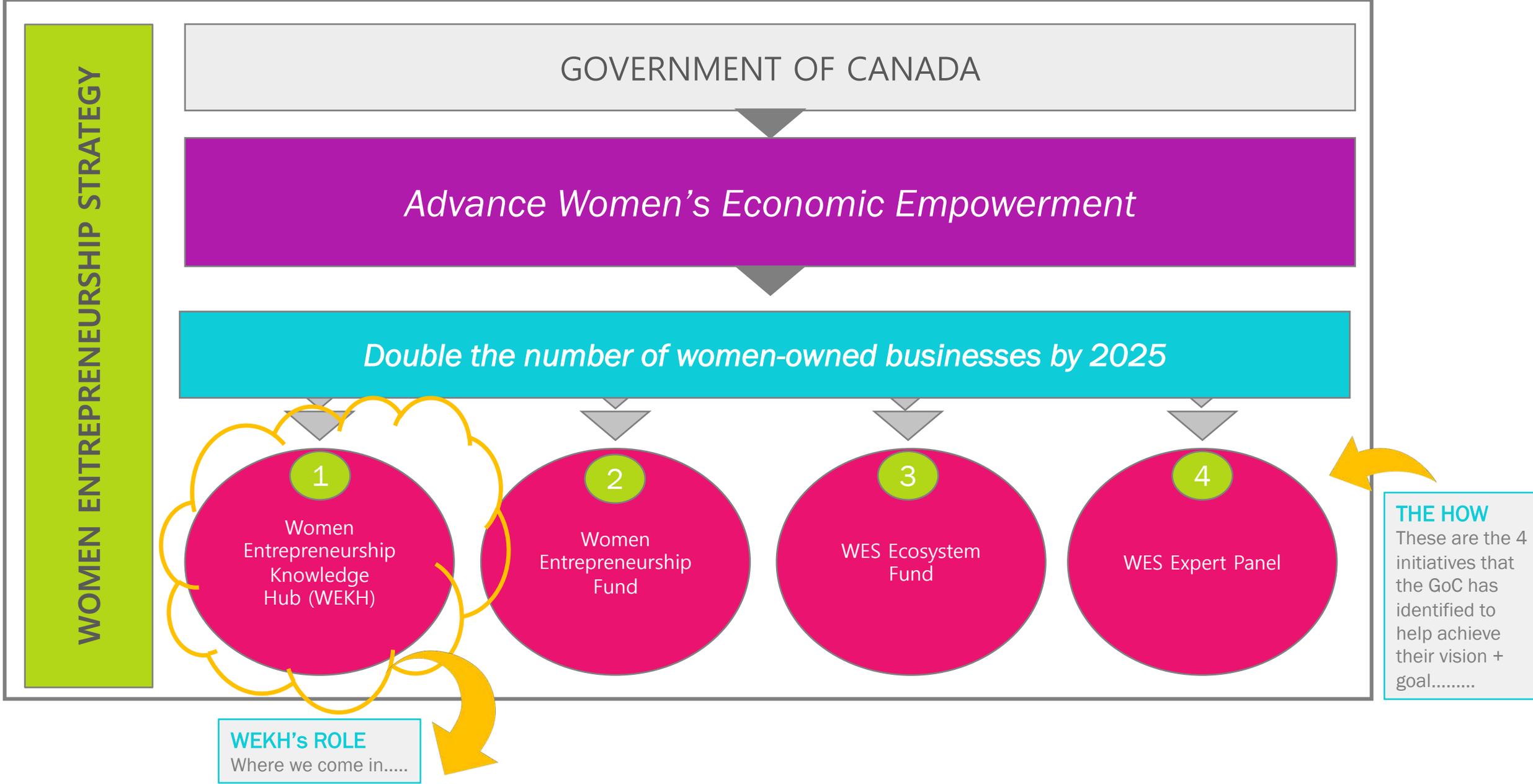
- Part of the Women Entrepreneurship Strategy (WES) of the Government of Canada, a cross-cutting strategy that aims to double the number of women entrepreneurs in Canada by 2025
 - The Government estimates that this will add \$150b to the Canadian economy
- WES funds individual women entrepreneurs and the organizations that support them through a \$2B investment
- WEKH is the platform for linking organizations together and sharing knowledge
- All of our work is informed by an intersectional lens – including diverse women across geography, sectors, stages and populations

What will WEKH do – B2B focus

- Build a community of practice among organizations supporting women entrepreneurs, both women's organizations and mainstream players – financial institutions, incubators, and more
- Advance gender and diversity analysis to develop inclusive policies, programs, and practices across the innovation ecosystem
- Develop a digital platform to better connect women with available resources and information
- Share research, knowledge, and 'what works' among organizations supporting women entrepreneurs
- Challenge stereotypes and build awareness of women's entrepreneurial success
- Develop a digital platform and tools to better connect available supports and resources reducing fragmentation and duplication



CANADA| WOMEN ENTREPRENEURSHIP STRATEGY



WEKH | A NATIONAL INITIATIVE

GOVERNMENT OF CANADA

WOMEN ENTREPRENEURSHIP STRATEGY

WOMEN'S ENTREPRENEURSHIP KNOWLEDGE HUB (WEKH)

WEKH GOAL

Develop a one-stop source of knowledge, data + best practises for women entrepreneurs

Asper SoB, U. Manitoba

Bissett SoB,
Mount Royal U.

BMO Chair for Diversity and
Governance, U. Montreal

Carleton University

Norman Newman Centre for
Entrepreneurship U.
Dalhousie

PARO Centre for Women's
Enterprise

OCAD University

VentureLabs and Beedie
SoB, Simon Fraser U.

Yukon College

Nine regional hubs, have been chosen to work together and form the foundation to achieve the overarching goal of developing a one-stop source of knowledge, data + best practises for women entrepreneurs.

GOVERNMENT OF CANADA

WOMEN ENTREPRENEURSHIP STRATEGY

WOMEN'S ENTREPRENEURSHIP KNOWLEDGE HUB



WEKH HUB
Asper, U of Manitoba

HUB STRAT PLANS

How we are going to achieve these objectives

HUB OBJECTIVES

COLLECT + ANALYZE + DISSEMINATE |

Collecting, analyzing, and disseminating information, and/or advancing research on women's entrepreneurship

ASSESS + SHARE BEST PRACTICES |

Supporting and sharing best practices and knowledge among women business support organizations

BENCHMARK + REPORT |

A report on the progress of women entrepreneurs in Canada, including a measure or review of the entrepreneurship ecosystem supports for women in Canada



WEKH Governance & structure

- **Nine regional hubs** to support outreach and mapping
- **Led by Ryerson** (Diversity Institute, Brookfield Institute, Ted Rogers School of Management)
- Yukon College, SFU, Mount Royal, U Manitoba, PARO, OCADU, Impact Hub Ottawa, UdeMontreal, Dalhousie
- Have pledged resources to sustain the network beyond the initial three years of funding
- A presence from coast to coast in both official languages



9 Regional Hubs

WEKH Research Strategy

- Synthesizing existing knowledge to identify gaps and questions
- Mapping the innovation ecosystem and who does what
- Examining what works to drive inclusion: practical strategies at the macro, meso and micro levels
- Documenting and celebrating women entrepreneur success stories
- Benchmarking and developing a framework for assessing progress

Partners



Magnet is our platform for community, talent and opportunities

- The Magnet Export Business Portal matches businesses to the right opportunities.
- A powerful platform designed to match relevant and timely export events and opportunities to Canadian businesses of all sizes, based on their export-readiness, sector, location and goals.



RESEARCH HIGHLIGHTS

- Growing segment:
 - 16% of SME (1-499 employees) owners are women
 - 37% of those who are self-employed are women
- More likely to focus on retail, services and accommodation sectors
- Women driven by necessity (ie to pursue flexibility) but most cite opportunity as driver (Hughes, 2017)
- Women and other groups face barriers (Cukier et al., 2017)

16%

of Canadian
entrepreneurs
were women in
2017

Previous Recommendations

- Increase access to SME financing
- Gender-specific SME training and development support services
- Increase access to federal procurement
- Internationalization of support
 - Female Trade Missions
- Promote entrepreneurship as career option
- Increased networking, mentoring, advisory and sponsorship opportunities
- Program evaluation using disaggregated data
- Better coordination support/information
- Female-friendly curriculum
- Income protection and wrap around support

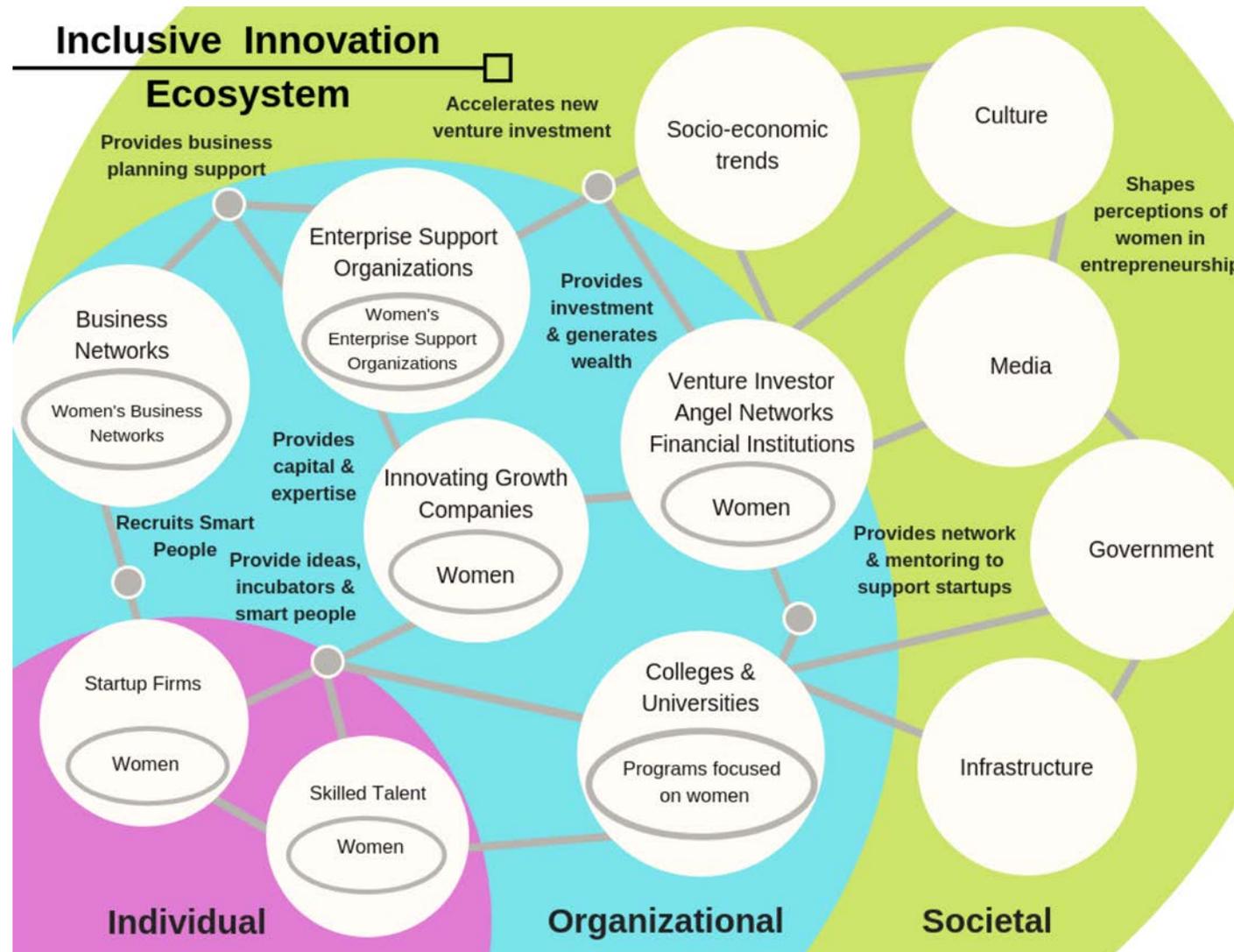
YET ...

Studies of incubators and accelerators show **gender is not considered** in innovation (e.g., Cukier et al., 2013)

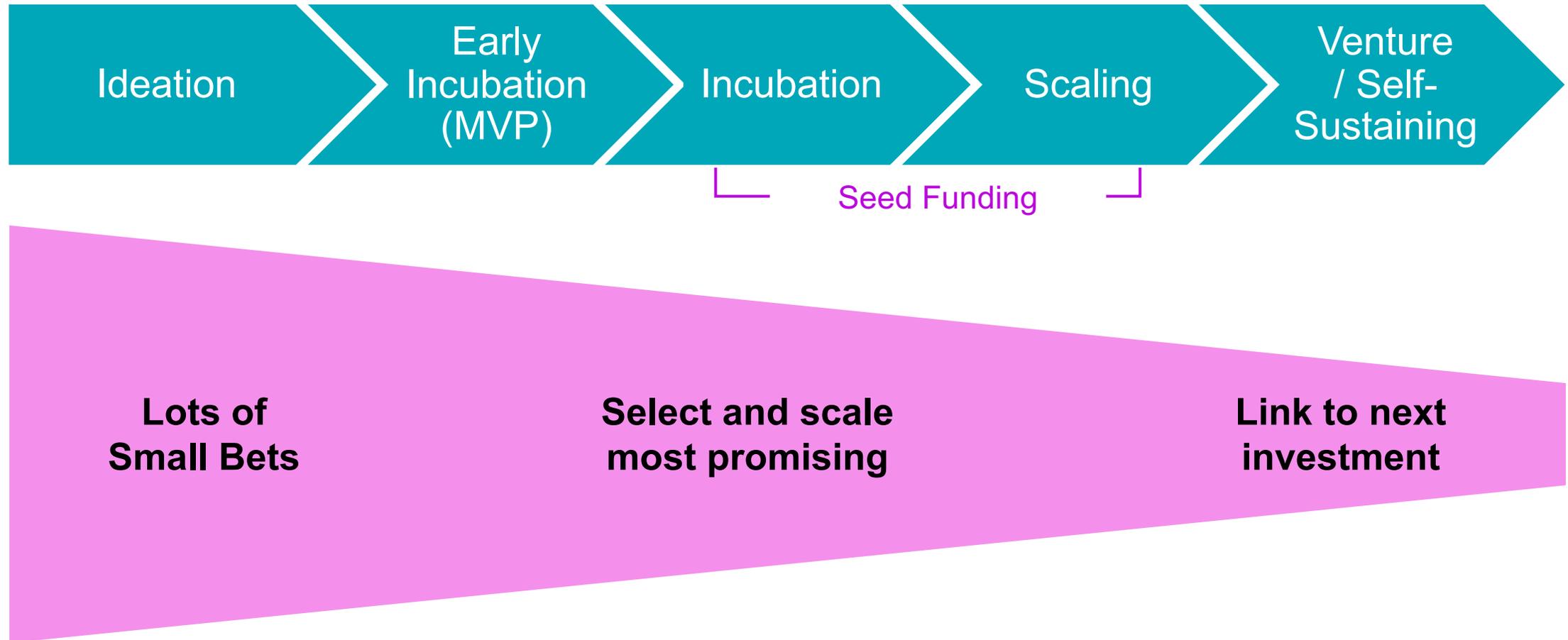
- Women in entrepreneurship programs typically seen as ‘add-ons’; do not address systemic barriers
- \$\$\$ invested in women’s advancement is fraction of overall funding
- There is little evaluation of impact

**A SYSTEMS
APPROACH
IS NEEDED**

BUILDING AN INCLUSIVE INNOVATION ECOSYSTEM



Build incubation pipeline



DEFINITIONS MATTER: NOT TECH ONLY

- Someone who carries out new combinations (Schumpeter, 1934)
- Pursues “opportunity without regard to the resources currently controlled” (Stevenson, 1983)
- Searches for change, responds to it and exploits it as an opportunity (Drucker, 1985)



Stereotypes (Individual)

- Impact on entrepreneurial intention.
- Impact on career preferences.
- Impact on evaluation of new business opportunities.

Gender Stereotypes are about the characteristics and attributes associated with each sex

Stereotypes and Bias: Think “Entrepreneur”, Think “Male”

Related searches

- entrepreneur logo >
- successful quotes >
- entrepreneur quotes >

Related searches

- number of entrepreneurs >
- type of entrepreneur >
- age of entrepreneurs >

TOP 10 SUCCESSFUL ENTREPRENEURS IN ...
kdbrothers.com

Propel Entrepreneur-In-Residence Has ...
huddle.today

Why Being an Entrepreneur is Hard...
thekickassentrepreneur.com

Five Qualities of a Good Businessman ...
ed.eu

TOP 5 SUCCESSFUL RICHEST E...
mrdhukkad.com

To find success as an entrepreneur ...
man.com

An Entrepreneur With O...
fastcompany.com

Entrepreneur - Key Person of Influence
keypersonofinfluence.com

Kevin Ouids, Founder ...
baystbull.com

Most Powerful Advice Entrepreneurs Ignore
entrepreneur.com

Entrepreneurs To Eliminate The Stigma ...
thriveglobal.com

Ahmad Al Mutawa ...
arabianbusiness.com

Frank Islam ...
m.econmictimes.com

Factors Affecting the Job Security of ...
work.chron.com

Emerging Entrepren...
bizjournals.com

Entrepreneurs Get Strong By Recogn...
canadianentrepreneurtraining.com

Young And Successful Entrepreneurs Who ...
lifehack.org

making big strides, meet Ze Nxuma!
news24.shortstoriess.com

Entrepreneur Types Explained - Launchopedia
fundingsage.com

Iranian Entrepreneur and Techn...
femigrants.org

business man suit p...
alamy.com

Chinese Entrepreneur: Success, Polit...
councilcommunity.com

Entrepreneurs & Sta...
foundr.com

Entrepreneur Drawing B...
pngix.com

Top 10 Young Indian Entrepreneurs 2...
yourstory.com

Related searches

- number of entrepreneurs >
- type of entrepreneur >
- age of entrepreneurs >

Binny Bansal: Want to help 10,000
thehindubusinessline.com

Michael Hill (entrepr...
https://www.thehindubusinessline.com/info-tech/binny-bansal-want-to-help-10000-entrepreneurs/article26182994.ece

First Person: Kevin Curry, entrepre...
yourstory.com

Most Promising Ghanaian ...
yourstory.com

Portrait Of Man, Closeup, Head Shot ...
yourstory.com

OSPE Supports the Engineer-Entr...
yourstory.com

ROI on branding is a del...
yourstory.com

Drent Zettl Wins Startup Canada ...
business.financialpost.com

ready to be an entrepreneur ...
techrepublic.com

Hasan Haider to share his success ...
m.muscatdaily.com

Cengiz Ehilz
cengizehiz.com

Stereotypes (Social)

- Stereotypes exist in language constructions e.g. “female doctor”, “female entrepreneur”, “immigrant entrepreneurs”, “Indigenous entrepreneur”, etc.
- STEM related focus is gender-biased.
- “Innovation” is synonymized with “technology”.
- “Bottom-of-the-pyramid” entrepreneurship is excluded in Canada.
- Representation of women in media is gender-biased.

Stereotypes (Corporate)

- Gender stereotypes affect venture capitalists' views towards women entrepreneurs; in which the ideal entrepreneur is a man not a woman.
- Immigrant entrepreneurs, some racialized minorities, and other designated groups face compounding barriers in accessing enterprise services and supports.
- There is limited collaboration between mainstream organizations and women-focused enterprise support organizations.

NEXT STEPS

- Continue to consult with key stakeholders – ecosystem leaders in each region
- Collect and share existing research – launching our new portal
- Undertake targeted studies
- Work to apply the Diversity Assessment Tool with key stakeholders in the ecosystem
- Assess what works and identify leading practices
- Share information across organizations and geography

Thank you!

Get in touch:

ryerson.ca/diversity

diversityinstitute@ryerson.ca

[@RyersonDI](https://twitter.com/RyersonDI)

416-979-5000 x6740

+ Regional hub in your area

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