



# Turbulent Times

EWMD International Conference | October 1, 2022 | Berlin

With around 120 TOP women  
from 9 countries,  
there is one thing in particular  
besides exciting content:

# Great Atmosphere!



You were part of this great conference -  
do you remember the day  
and the evening in Berlin?





# How did you come up with that ...

**A**lmost three years ago, at an EWMD Berlin-Brandenburg networking meeting in November 2019, we talked about it for the first time: Why not bring the annual EWMD International Conference to Berlin? Maybe in 2021, allowing sufficient time for preparation? The enthusiasm was great and grew with every glass of wine. Hints that this also implies a lot of work and effort and might cost quite some nerves were gradually brushed aside with every wine refill. Good thing, because new things only come into being if you do them. And so, we announced it. We will hold the International Conference in Berlin in 2021. And what shall be the conference theme? That was the first challenge. Either the proposed topics had already been heard too many times (new work) or seemed too niche (I don't remember exactly, it was maybe something like women in biochemistry?). Eva Maria Scheid brought up the topic of "entrepreneurship". Not only because she saw the need for it in the corporate world, but also because she is a business angel. It is not only about women and their own start-ups, but also about women as investors and promoters of start-ups. Women not only earn money, they also want to invest it wisely and supportively. And so, the topic formed more and more. EWMD is a network for women in leadership positions – what does that have to do with entrepreneurship? More than meets the eye. Things are changing in the economy right



now. Skills shortages, new work (whatever that means exactly) and the need for innovation are preoccupying companies everywhere. Young people refuse to work from 9 to 5 and in traditional hierarchies where they are told what to do and what not to do. Their working world should be different. Somehow freer, more independent – does that mean more entrepreneurial? So, there is upheaval in the companies. How are companies taking these changes into account? How do you embed entrepreneurial spirit, space for innovative approaches and new ways of working into traditional structures? Are change programmes or future labs sufficient to solve the current problems and be well positioned for the future? What does intrapreneurship really need in these crisis-ridden times? Click! There it was: Being Entrepreneurial In Turbulent Times. When we chose the conference

## ... aren't we all a bit entrepreneurial?

title end of 2019, we had no idea about just how turbulent the times were going to be. Turbulent meant to us „workforce disruption“ and „climate change“ rather than pandemic and war. And then they were there, the turbulent times. In 2020, the Covid virus shook the world. The small world of EWMD Berlin-Brandenburg was also shaken. While I was stuck in lockdown on a small island in the South Pacific, Eva Maria Scheid and Irem Geles switched to digital and also hybrid events. And so did the whole EWMD world. Honestly, I was very impressed with the speed and professionalism in which this happened. One of the first hybrid events in Berlin, by the way, happened at ITDZ Berlin! The date for the conference in Berlin was pushed back. Turbulent times just that. Our EWMD network became entrepreneurial, inventive, innovative and worked together beyond the regional horizon. Being entrepreneurial

became alive and tangible. For the conference, we were looking for women as speakers and workshop leaders who could give us an understanding of both entrepreneurship and intrapreneurship. Eva quickly found what she was looking for. This shows once again how important networks are and how supportive they can be for all topics. And also, how many networks there are nowadays in which women strengthen and support each other. It took another postponed digital international conference and more anxious months to find out whether we would have a „real“ conference in Berlin with face-to-face encounters. Because it was clear to us very quickly: we need a real encounter, we want to see, hear and perceive each other with all our senses. Communication is 90% non-verbal, after all. Only such genuine encounters create the closeness and commitment we need for sparkling ideas and supportive cooperation. Human exchange in a trust-based network seems more important than ever. Teams and Zoom are great tools when we cannot travel, but really seeing each other is the best! Let's use digitalisation where it helps us to become faster and safer. But we need formats of lively encounters for real innovation. Around 120 women came together for the conference and not only worked out the topic in an exciting and insightful way, but also really brought the network to life again. What a pleasure to meet face to face after such a long time. In Berlin the nights are long and with the EWMD women also quite turbulent. **Martina Hoss**

## Our speakers



MOR EINI



DR. GESA MICZAIKA



DR. KATRIN LUMMA



DR. RAMONA SAMBA

**“Doubling down on gender diversity in VC: What can we all do – together?” Or the subtle art of not giving a f\*\*\* ...**

The solution is: You! Think of yourself like Pippi Longstocking did: I have never tried that before, so I think, I should definitely be able to do that. Build and use networks. You know people – get them connected, talk about your projects and ideas and about money. Invest in lower valuations. Gain access to technology, knowledge, talents. Know what other people are doing. Translate how the market is evolving to how the risk may affect your industry. In a breakthrough, the return on your investment can be 5X. Tech is the future and the future becomes more expensive so investing in tech becomes important. Change the world through your investment!

**How to become a Business Angel?**

Just as founders and young entrepreneurs need the 3 Fs – Family, Fools and Friends – business angels need a preference for the specifics of such investments: they often need substantial capital (which you may have to write off). Expect illiquidity because ROI is long term. Portfolio building is very important (at least 10 investments, follow-on rounds if necessary). And remember it is transaction business with strong workload peaks. My most important tips to start: First do 1-2 investments with experienced angels and pool/build syndicates. Also checkout platforms like Companisto. Do not invest too much and too fast at the beginning and get informed, get informed, get informed. Define what you can and want to deliver as an angel and network actively!

**To build and ensure entrepreneurial spirit is key for growth**

Entrepreneurship is a kind of buzzword of our times: growth and speed are what people talk about. But is that the purpose? How can growth be combined with innovation and long-term perspectives? What is the key to growth with a future? Our conclusion: Give people responsibility at a very early stage according to the maxim “content beats hierarchy”. For us, elements to secure entrepreneurship are: partnership, cooperation, network, incentives, governance, career advisors and decentralised responsibility. If we inspire clients and colleagues alike, we can grow together. To do this, you have to be ready for change, also internally. You have to be open to new ideas and topics, open to new characters among employees, colleagues and managers, and open to new clients.

**Implementation – The underestimated little sister of innovation**

Or better: little sister of the idea... but as I have the experience that the idea generation or creativity is more valued than the long road of implementation, this title might still be right. So what does implementation mean: ideation, proof of concept, pilot, roll out & production, measurement & feedback. And what are the key aspects to successful innovation? Team, Team, Team, Idea, Team. For 1 creative person there is need for 2 implementation persons. Ask why, why us, why now and break down great visions into short-term goals and daily to-do lists. Get feedback early and drop perfectionism. Head through the wall, evolve, develop and change. And if necessary, don't worry, be crappy. Implementers, we need you, because ideas will stay ideas without you.

## Entrepreneurs & Intrapreneurs – Women in leadership unleashing their superpowers

The most advanced superpower is the human brain. A world that is changing and in flux requires new ways of thinking. Neuroplasticity means, our brains can be rewired, adapt and be trained as a result of experience. Entrepreneurship is a mindset, a set of muscles that we can strengthen over time, and a set of behaviours. Uncertainty is there? So, we don't have certainty anymore. Don't expect that. What helps us? First of all: Curiosity! It's integral to an entrepreneurial mindset. It propels us to explore, seek, find out, experiment, and ask questions. Second: Conviction. It is about tenacity and doing the work even though you know it will be hard. You can choose comfort or you can choose Courage – you can't have both at the same time. Conviction & Courage ignite passion & energize the team. Passion and energy are infectious. Connection & Col-

laboration are the most valuable assets for the new economy. Can you connect with customers, employees, investors, partners? Can you be trusted? Who can trust you matters just like who will listen to you. We have to make being humane and people-centered cool again! The stories of 21st century's women explorers are the stories of courage, curiosity, conviction, and passion that, at the end of it all, define what they live for. Ever wondered what your story would be? Today is an extraordinary opportunity to explore, connect, be curious and have the courage to shift your mindset from survival to unleashing human potential in yourself and others! We have to embrace our own humanity and the humanity of others with all its complexity, interconnectedness, and uniqueness.



Mairi O'Brien



## Equal participation of women and men

To achieve this goal, it is absolutely necessary that the ethical and legal foundations of our society support equality and justice. The foundations must be right so that things can be right in the world of work as well. For this, we need more women in leadership positions who can drive change. There is still a lot to do! —

## Thanks Kristina,

you made that we are now a bit further ahead in Germany. We honour you for this great result and as a dedicated physician and learn from you as a role model. You have a strong mission and high ethical principles. You defend these even against hostility. We admire your courage and thank you for it. —

## Unbelievable! Is this 2022?

When I was in my thirties, I accompanied a friend who had decided to terminate her pregnancy. It was not an easy decision for her. She was lucky to have a good gynaecologist who gave detailed information and took the time to talk to her. That was not a matter of course. And only today, almost 30 years later, are we finally getting rid of this unspeakable paragraph that makes "being better informed" so difficult. —

## Those who do not fight have already lost.

It is worth fighting for the things that are close to your heart. Our values carry us through difficult times and they let us find people who fight together with us, support us, and contribute to making the world a little bit better. We need more people like Kristina Hänel! —

## And what did the jury say?

The issue of pregnancy or abortion is so important and decisive for life for us women that any change that improves the situation of women in this decision is of great importance. Laws that make it more difficult for women belong in the dustbin of history. Thank you, Kristina! —

## When I tell people ...

... that we are awarding a prize to Kristina Hänel, the response is: I think that's great! After the session in the Bundestag to abolish § 219a, the topic was again present to everyone and in my circle of acquaintances there was only respect and recognition for this fight of a doctor who finally brought down an unnecessary paragraph. —



# Kristina Hänel – 2022 Award Winner

Catherine Schwierz, president EWMD Germany, found the right words for this great woman.

**E**very Woman Makes a Difference! We regularly honour women who make very special contributions to politics, society, and business with the "She made a difference" award. Our 2022 award winner, Kristina Hänel, is a general practitioner with a practice in Gießen, Germany. Among other things, she performs legal abortions. She says: "Providing adequate medical and psychosocial care to women in distress is my calling." Every woman in Germany is probably familiar with § 218 of the German Criminal Code, around which there has been much debate for as long as I can remember. Far fewer people know about § 219a of the German Criminal Code. It prohibits the advertising of abortion. Unfortunately, this prohibition also includes the provision of

*I fought for all the women who died from pregnancies.*

Kristina Hänel, General Practitioner

information relevant to the decision-making process. Information that women can hardly find before making such a serious life decision. § 219a became known to many of us through Kristina Hänel. She was assessed a fine by the Regional Court for violating § 219a. What for? She listed abortion as a medical service on her website and explained the procedure. This marked the beginning of her courageous journey through the courts. Kristina Hänel appealed twice, and the sentence stood. She then filed a constitutional complaint. In June 2022, which means just three months ago, the German Bundestag, in the presence of Kristina Hänel, decided to abolish § 219a and to rehabilitate all convicted medical professionals, including Kristina Hänel. Thank you, Kristina, for your courage and perseverance.

# Workshops

## Creativity Gap

**Sigrid Peuker** told us about the importance of imagination. Ever more resources are put into getting from ideas to businesses. Wondering how to activate your creativity? Sigrid offered to practise a few tools. One of them was an old friend of mine, and I find it always amazing to feel the energy it sparks: "What I like about your idea is (share what you like) AND (add your own new idea)". Even if you only like a mere 1% of an idea – talk about that 1%. Take turns and build on each other's ideas.



## Are you a game changer from within? Values make all the difference

says **Guénola Langenberg**. Our values make us shine from inside and determine our mindset. They give us the drive and orientation for action. So if we become aware of our personal game changer values we will discover what is really important to us and makes us special as a shaper and innovator. Important on that way are tips like: take things less personal and stay true to yourself.



## Test your business idea

**Sophie Ravel** offered an experiment for those who wanted to find out how much entrepreneur is already in themselves and what about their business idea. We worked with the Sustainable Business Model Canvas and talked about an entrepreneur DNA and had a look at gender differences. We then did a role play to road test our business plan and tried to write our first and definitive pitch line. Maybe a new business is started soon?

## Intrapreneurship in the public sector – the change story of the ITDZ Berlin

**Anne Lolas** and **Ina Maria Peters** gave us a look behind the scenes and we searched for solutions for the questions: How can I encourage my employees in the ability and willingness to change? And what do employees need in order to be able to contribute to transformation? Giving security, being clear in communication and being a role model – actions match words – this is the task of the leaders. Good framework conditions, individual support and a positive error and feedback culture are very important so that employees can implement change processes well.



We would like to thank the sponsors of the conference



## IMPRINT

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# Apéro



Hamburg meets Berlin and Yasemin meets Jasmin. And finally the small Teams and Zoom pictures of the last few years became living beings – unmistakable in the bar of the Novotel.



From Italy to Lithuania, whether coffee, wine or water, the main thing is that we see each other again and have a lot of fun together. Even the organising team is happy.



## Women as change makers...

The day was filled with interesting keynotes and presentations and an exciting discussion. During the breaks, there was a lot of exchange and a lot to discover at our marketplace.



On the Marketplace there were job offers and tips for relaxation, we collected languages that are spoken and looked for women who have been in EWMD for a very long time or not so long.



# Party at Ballhaus

The later the evening, the more turbulent the party. Ladies, that was fantastic. Thank you. See you all at the next conference.

