

ISSUE 2: OCTOBER 2022

WENTREPRENEUR

HONG KONG'S ONLY MAGAZINE FOR AND BY WOMEN ENTREPRENEURS

INTERVIEW

MEET OUR CHAIRWOMAN

Geetanjali Dhar

TIPS

ON BUILDING
ONLINE
PRESENCE WITH
A PERSONAL
TOUCH

HOW TO REDUCE

THE INVISIBLE WORKLOAD!

PLUS

PHOTOS FROM
OUR INAUGURAL
GALA!

HIRING INTERNS:

All you need
to know



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WENTREPRENEUR

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Message from our Vice- Chairwoman

Welcome to the second edition of **WENTREPRENEUR**, Hong Kong's magazine for female entrepreneurs. With another year of fluctuating uncertainties comes even more opportunities with new female-led business ideas, promising pivots, and inspiring lessons. In this issue, readers can enjoy a range of stories from startup to scale as well as fabulous tools and resources.

First up, meet Geetanjali Dhar, our dedicated Chairwoman at **WEN** and the leader behind many of the new exciting initiatives this year including the launch of this magazine! The interview takes you on a deep dive into her entrepreneurial journey. Explore **WEN** Spotlights where we highlight Members who have overcome obstacles through innovation. Enjoy trending content including a discussion on the invisible workload, tips for intern hiring in Hong Kong, and tools for better content creation.

WEN is all about the community and celebrating the challenges and successes along the way. Events are back on at **WEN** as we celebrated the launch of the **WEN** Gala. Premium Membership continues to grow weekly as do the resources that come along with the community. Plan ahead for more Circle Events, Webinars, 1-to-1 Mentoring, and Masterclasses. **WEN** is truly a place where inspiration is found, connections are made and problems are solved.

Feel free to share your thoughts! We would love to hear from you at admin@wenhk.org.

Happy reading!

Shea Stanley
Vice-Chairwoman

Set Your Life On Fire,

seek those who fan your flames. - Rumi

MEET THE CHAIRWOMAN: GEETANJALI DHAR

Described as a trailblazing entrepreneur, she built her business brick by brick, co-branding with the right partners and exhibiting clarity of vision and implementing strategies for long term sustainability and growth.

In this interview Geetanjali Dhar, in her avatar as Chairwoman of the Women Entrepreneurs Network, talks about her life's journey which has seen her set up companies built on strong values, quality and service.

ABOUT GEETANJALI

Tell us about you...

After spending my initial years in India, I moved to Hong Kong in 1999. Looking back and joining the dots, I realise that having had the opportunity to grow up in various locations was such a blessing. Moving around constantly brought heart-breaking goodbyes, promises of staying in touch forever and also the thrill of making new friends, the anticipation of a warm welcome in new destinations and learning to acclimatise. And an important life lesson at an early age that a good bye in one place means a cheery hello in another, has played a big part in shaping my attitude towards life. This helped develop a mindset of adjusting and making friends anywhere and everywhere and I am sure many can relate, when I say that we are a sum total of all the places we have lived in.

'Do you have the 'GO?' was a phrase, my dearest Maa coined several decades ago, as a nurturing but tough parent. The

'GO' roughly translated meant passion, proactiveness and perseverance! This stayed with me (and my two siblings), throughout my educational journey and right until the moment my career in the Hospitality industry commenced. As I transitioned to being a fulltime trainer, came the realisation that being an entrepreneur was my calling. Thereon the aspiration of creating and building something of my own started taking shape.

In 1999, life presented my husband Manoj and me, with an opportunity to move to Hong Kong and with it began an exciting, roller coaster ride! Fortunately, my area of expertise was not limited by borders or geographical limitations, thus enabling a seamless transition and commence work almost immediately upon arriving in Hong Kong. With the opportunities that life has presented me, it has been a privilege to have been able to create two iconic organisations, Sanskriti and IBEL (Integrated Brilliant Education), from the ground up.

And it did take an immense amount of 'GO', to nurture these dream projects!

Do you have a nickname?

My nickname 'Roma' was courtesy of my Dad's love for

Italian cuisine and language. I must admit, I used to introduce myself as Roma to save time. However, on multiple occasions, explaining how to pronounce Geetanjali, has actually acted as a wonderful ice breaker!

Where were you born and where did you grow up?

I was born in Srinagar, in India. My parents' professional commitments took us to a wide range of places, enabling us to soak up the essence of different cultures. Having to move to new schools and places every couple of years was an invaluable experience, and extremely influential in shaping an adaptable attitude. We literally grew up, mapping the subcontinent from Leh to Chennai and from Mumbai to Kolkatta.

When did you come to Hong Kong and why do you love it there?

In the late nineties, my husband and I were presented with the opportunity to move to Hong Kong. The initial 3 to 4 months were spent in making friends and developing social and professional networks. Hong Kong is a melting pot of cultures, nationalities and a superb quality of life. The can-do spirit in people energises you and this is a place where many dreams have been realised, mine included. Speaking from my personal experience of launching companies in other countries, the ease of registering a company in Hong Kong is unparalleled.

What is your typical daily routine?

I am up by 6:30 am-ish on most days. A quick cup of tea, a 30-minute workout, shower and meditation before the day starts. Morning hours are devoted to administration, logistics, meetings. Post lunch, we have our language programs and events in various educational institutions or venues. I remind myself to take regular breaks and finish work at 7:00 pm! Evenings are spent winding down by watching sports or Netflix, Amazon Prime, which seriously have amazing movies and talk shows!

What is your favourite thing on your desk and why?

The picture of Manoj, sandwiched between our children, Tanya and Karan wins hands down. It always reminds me of how precious moments with family are and how important it is to smile, laugh and make memories together.

GEETANJALI'S ENTREPRENEURIAL JOURNEY

What or who inspired you to launch your own business?

The multitude of nationalities co-existing in Hong Kong, and yet preserving their language and culture is what inspired



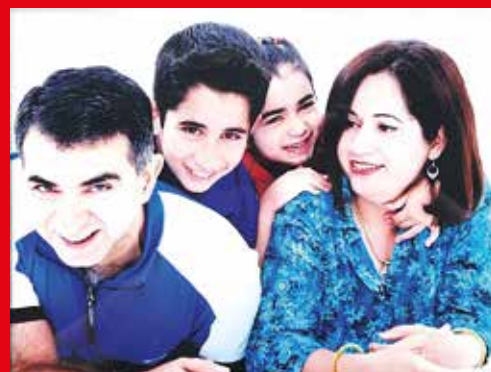
Top: One of Geetanjali's many media appearances



Keeping the younger generation in touch with their cultural roots



Treasured moments and memories



me to conceptualise, design and launch my own business. In an increasingly globalised world where opportunity invites immigration, it can be easy for younger generations to lose touch with their linguistic roots.

Sanskriti addresses this issue and provides a platform to the Indian Diaspora to pass on the intangible cultural heritage to the younger generation. Over time, the profile of learners has widened to include students of various nationalities. Sanskriti offer a professionally designed Hindi language learning program with a pathway all the way to a recognised certification. Sanskriti scaled up to Singapore in 2017 and widened it's digital footprint in the past few years to cover Canada, Boston, Dubai and India. Creating Sanskriti from my

dining table and scaling it up internationally has truly been a dream come true.

There is a story behind what pushed me to take the plunge. A quote from the movie Robots "See a need-fill a need" got stuck in my head and kept reminding me about the huge need that I had to fill. Next day, 10th of January 2006 to be exact, instead of going to work, I walked into the Inland Revenue Tower. Excitedly, I called up Manoj and told him about my intentions. He exclaimed "Brilliant!" and that very moment the lady on the registration desk asked me "What is your company's name?" On an instinct I said, "Brilliant, it's Brilliant Learning". And eventually, Sanskriti – which was a signature program, under Brilliant Learning became our identity and was incorporated in our official name.

What is the best piece of advice you have received as an entrepreneur?

'If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!' - Richard Branson

This has been my mantra as it sums up the essential qualities of an entrepreneur of being a risk taker, proactive and keeping an open mind needed to stay ahead.

One story of an 'entrepreneur hardship or failed idea' that you learned from and want to share.

I firmly believe that a start up is a series of failed ideas and one has to keep trying different combinations of product, price, packaging, promotion and place in the initial stages to make it into a success. Every entrepreneur has their own story to tell and when one reads about how Steve Jobs was fired from his own company, one learns what traps to avoid. Ultimately, all of us have to chart our own path.

One success story of an entrepreneur that you learned from and want to share.

Mr. Rata Tata (Chairman Emeritus of Tata Group and Tata Sons) has always been a revered and outstanding inspiration for me. In his several avatars - as an industrialist, an entrepreneur, a philanthropist, a humanitarian and a business leader with immense social conscience, he continues to be par excellence. His leadership has nurtured a culture of exemplary vision and employee care across Tata's global businesses and instilled an unparalleled social conscience in the brand's corporate culture. That the mission of the Tata brand is "to improve the lives of the communities we serve globally", speaks volumes about his unique brand of entrepreneurial vision. [W](#)

This quote lifts me up daily:



लहरो से डरकर नौका, पार नहीं होती।
कोशिश करने वालों की, कभी हार नहीं होती।।

*"Lehron se darr kar nauka paar nahi hoti,
Koshish karne walon ki, kabhi haar nahin hoti."*

These very inspiring lines from an iconic Hindi poem by *Sh Sohan Lal Dwivedi*.
Translated they mean:

*"Fear of waves does not deter a boat from crossing over;
those who display courage against all odds,
are never defeated."*



Geetanjali's SECRET TIPS & INSIDER TRICKS



TOP 3 TIPS FOR ENTREPRENEURS LOOKING TO SCALE THEIR BUSINESS:

- 1 Always stand out from the crowd.
- 2 Go where the customers are.
- 3 Focus on your core product while leveraging benefits of new technologies.

GEETANJALI'S 3 FAVOURITE PRODUCTIVITY TOOLS:



- 1 Google docs
- 2 Canva
- 3 Outsource and delegate

It goes
without saying
- look for
supportive
networks like
WEN.

SHARE ONE TIP YOU WISH YOU WOULD HAVE KNOWN WHEN YOU STARTED YOUR BUSINESS:

The 80:20 principle: To be effective one should aim to generate 80% of results with 20% effort.

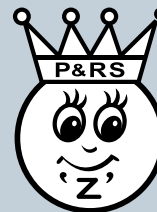


GEETANJALI'S 3 FAVOURITE BUSINESS BOOKS:

- 1 **Rich Dad - Poor Dad** – by Robert T. Kiyosaki and Sharon Lechter
- 2 **E-Myth Revisited** – by Michael E. Gerber
- 3 **The Other Guy Blink:**
How Pepsi Won the Cola Wars – by Jesse Kornbluth and Roger Enrico



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SPOTLIGHT

MAURA THOMPSON

WEN is shining a spotlight on Members who have had great wins, overcame obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature: Digital Media

Business Start Date: 2009

Best Achievement to Date:

Honestly, it's a huge thing to say we have been in business for 10+ years. There are so many highs and lows when running a business so I am proud that through the lows we kept at it and have been able to get to that milestone.

One thing to do differently:

I would ask more questions earlier on in my journey. I felt like there were so many things I was just supposed to know. I thought admitting that I didn't know those things made it look like I didn't know what I was doing. I now realise that asking questions helps you to know what you are doing MUCH faster.

www.sassymediagroup.com

Entrepreneurial Journey

I call myself an accidental entrepreneur as Sassy started as a hobby with friends back in 2009. We never expected it to be a business at the beginning but after a few months we could see that people resonated with it and advertisers were starting to ask for our Media Kit. After a



quick Google of 'what is a Media Kit?' we started the business and here we are today!

How do you measure success?

I feel great when communication is in a really good place. I find when people are in a good communication groove it helps to put everyone on the right path for setting themselves/their team up for success.

What have been your biggest lessons?

My biggest recent lesson has been knowing when to let go. In 2021, we promoted one of our long term team members to CEO as I realised there were certain things that weren't my strengths and she in turn has those. I don't have an ego when it comes to needing to have a certain title within the company but I

have a very hard time letting go of things I care about. I learned that sometimes holding on too tight to something because you care may be hindering it a bit from growing. I am still involved in the business but I learned that it's important to put the right people in the right roles even if that role may be yours!

What is the next step for your business?

With locations in both Hong Kong and Singapore we are looking forward to some consistency after battling the ups and downs of COVID-19. We launched a podcast in Singapore which is very exciting so who knows... maybe you'll start to see more things from us outside of our web and newsletter content.

What makes **WEN special to you?**

I love being a part of a community that encourages asking questions and celebrates women supporting each other. **W**

TOP TIPS

- 🕒 Ask questions
- 🕒 Learn your business first but then outsource after when/if needed
- 🕒 Be responsive to your clients/customers



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The Invisible Workload

BY NICOLE GRAHAM



Do you feel like you have information overload, all the time? Or do you hear yourself saying you're 'too' busy? And yet, you don't seem to be crossing things off your to-do-list. Let me say, you're not alone!

In this article we're going to explore the invisible workload that could be keeping you from achieving your goals.

WHAT IS THE INVISIBLE WORKLOAD?

You're about to add another item to your already-packed to-do list. In your personal life, you're *thinking* about an upcoming birthday, an appointment you need to make with your doctor, and a gift that needs to be purchased. And then on top of those, you're *thinking* about business - the proposal that needs to be finalised, what needs to be done to launch your new product or service, and the client call you have first thing in the morning.

Most people know the familiar feeling of being completely overwhelmed with everything they need to do, and how much is expected of them by their family, friends, colleagues, and most of all themselves.

There's one type of stress nobody talks about, and that the Invisible Workload.

EVEN THINKING ABOUT WORK CAN BE EXHAUSTING

We call it the invisible workload because even if you're not the one actually, physically, doing the tasks, you are still

THINKING about all the things that need to be done, and all the decisions that need to be made. You may have the help of a spouse or an employee, but you are the one who needs to give out the instructions, which means at some point, you need to consider all that needs to be done.

The invisible workload leads to the burden you feel when you don't have enough hours in the day to take the time that's needed to plan and make decisions about things so that you can delegate tasks.

HOW THE INVISIBLE WORKLOAD AFFECTS YOU

The anxiety may start slow, usually just a nagging sense that you aren't keeping up with life. You go to bed late because there just wasn't enough time earlier in the day to get through everything on your list, let alone plan future lists.

In today's fast-paced world, time management skills are vital to maintaining work-life harmony, but entrepreneurs get stuck when they get too busy to get out from under their pile of responsibilities.

The invisible workload may feel like a constant pressure to keep your head above water. To keep your commitments organised, your deadlines straight and your own to-do list manageable. This burden can increase exponentially when you take on something new or start a business, or life throws a curveball that you had not planned for.

It's easy for this burden to feel like too much, but there are simple ways to combat it.

EXAMPLES OF THE INVISIBLE WORKLOAD IN YOUR BUSINESS

Much of what we do every day, may fall into the invisible workload category, without us even realising it. It's little things that can't necessarily be checked off a to-do list, but that often requires our limited time and energy.

Examples of the invisible workload include:

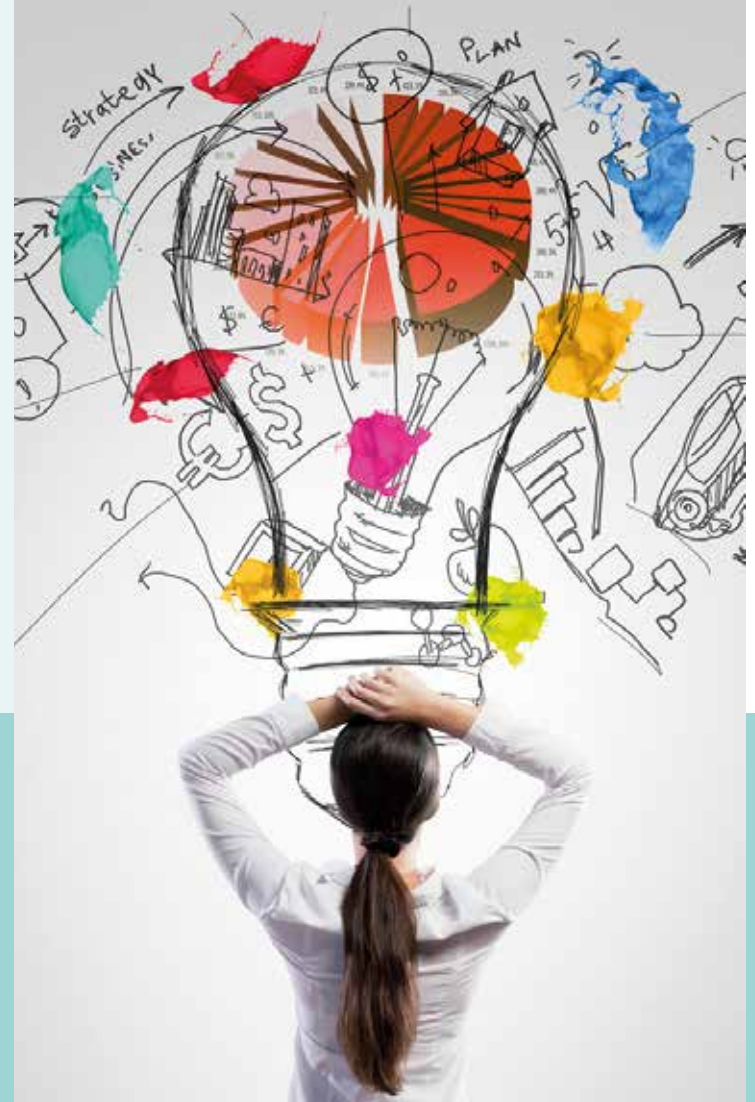
- > **Planning:** Considering what needs to be done. It's your responsibility to decide how, by whom, and when a task needs to be completed.
- > **Delegating:** Once you have outlined a plan, you need to delegate the work to someone else. This requires explanation and sometimes coaching or training.
- > **Follow Up:** After all, it's your head on the block, which means you need to chase for updates, status checks, and the occasional reminder.
- > **Decisions:** You're the boss which means everyone looks to you to decide. This can be a blessing and a curse. Even small decisions require energy to think through properly, and decision fatigue may creep up unexpectedly.

PART OF THE JOB

For business owners, the invisible workload is part and parcel of being the boss. It's something you signed up for because in a business, there will always be things that need to be delegated and decided.

As your business grows and develops, your time constraints are pulled tighter and tighter. You may not have the capacity you once did, or your energy may be pulled in other directions.

The effects of too much work and an 'invisible workload' that is too heavy to bear, may lead to exhaustion, frustration or even a lack of progress. Your in-tray may be completely overloaded and things can begin to fall through the cracks as people wait for your input and decisions.



WHAT CAN BE DONE?

When the invisible workload feels overwhelming, consider these three things:

1 Simplify. Simplify. Simplify.

It pays to simplify complex to-do lists. You may think you want to do everything yourself and do it NOW! This type of thinking doesn't serve you. If you are overwhelmed and have too much on your plate, you will not be able to accomplish goals at the highest level of success.

There's only so much time in one day. There (hopefully) will always be more work than hours available. By prioritising and simplifying your to-do list, you can really set your focus on high-value activities with the most potential for growth. This

includes completing tasks that create differentiation for your business or generating new products and services.

Instead of having one big to-do list, create a weekly list and remove any of the regular tasks that you won't forget to do, such as check email. Having a weekly list will allow you to roll tasks over to the next day without feeling like you've not achieved everything on your list. Prioritise 1 or 2 tasks each day, and while working through your list, ask yourself, "Is it necessary for me to complete this task? Can it be delegated to a team member, freelancer, or a virtual assistant?"

As you start working through your list, you will start to identify those tasks that are key for you to do, and those that you can actually delegate.

2 Encourage Leadership

If you have a team, instead of having people waiting for direction, encourage them to take more ownership of their own roles. Empower them so they don't feel as though they have to run everything by you or wait for your decisions.

Creating standard operating procedures (SOPs), as well as working with your employees to clarify their roles and clearly define your expectations is key. This way, they will be able to take ownership of their work and feel empowered to make decisions without having to check in with you every time.

Many business owners can get stuck when it comes to creating their SOPs. You don't have to do it all. Again, this is where you

can utilise your team. A simple solution is for you to create a video of the task, talking through the steps, and then having your employee take over the task and, at the same time, write the detailed SOP. Each time the task is complete, review the SOP, that way over time you'll have a detailed process for the work your team are doing.

3 Hire a Virtual Assistant or Online Business Manager

In today's world, traditional employment is changing so if you have a business that is online or location-independent, you can explore roles in the virtual space.

If you don't have any employees, a Virtual Assistant (VA) could be the first person you consider bringing onto your team. A Virtual Assistant can support you with the ad-hoc and repetitive administrative tasks that are a must-do, yet, you don't need to be doing them. Your time is worth more than spending time on those tasks.

Alternatively, if you have a team and managing them takes your focus away from building your business, an Online Business Manager (OBM) might be better to hire. An OBM specialises in working with business owners on the journey from 6 - 7+ USD figures, and is the 'liaison' between the business owner and the rest of the team - *similar to the role of an Operations Manager or COO in the traditional business world*. They can work with you to take your vision for your business and your future goals, and turn them into a plan with actionable steps. They will be able to delegate to or recruit the right people for the tasks that are needed, and they will follow up to ensure all deadlines are being met.

The role of a virtual assistant is to be a DOER in the business. What they do will vary from person to person depending on their area of expertise - admin, customer service, tech, marketing, etc.

The role of an online business manager is to be a MANAGER in the business - to make sure the right things get done, in the right way, in the right time, and by the right person.

Whether you're working with a virtual assistant, online business manager, or traditional 'in the office' employees, they can help to lighten your invisible workload considerably. In fact, as your business grows and you achieve a certain level of success, it may be fool-hardy to even expect to do it all yourself.

FINALLY

Delegating with the right support systems in place can take a world of weight off your shoulders. It can free up your brain space to allow for creativity and inspiration to take root once more.



Start to identify those tasks that are key for you to do, and those that you can actually delegate.

If you are trying to do everything yourself, you need to make time to plan, and make decisions on how you move forward. When this isn't possible, it often leads to frustration and, many times, a feeling of failure.

Remember, quality is always better than quantity. Focus on a few important tasks per day and do them properly. For the rest, either delegate them out or schedule them in to focus on another day.

We hope you find these tips helpful in reducing your invisible workload.

*The bottom line is this:
You don't have to do it all alone.*

There are people and tools available to help lighten the load. By taking a step back, delegating tasks where possible, and using outsourced help as necessary, you can reduce the amount of invisible work in your life and reclaim some much-needed time and energy. [W](#)

MEET OUR EXPERT



NICOLE GRAHAM

Founder and CEO of Bauhinia Solutions

Nicole is the only Certified Online Business Manager® in Hong Kong and an expert in virtual support. Nicole is able to work with business owners to improve work efficiency and establish processes that maximise efficiency and time economy.

Nicole understands what it's like to be stuck in the day-to-day of running a business because she's been there herself. This allows her to lead business owners through all stages of their business growth without the stress and anxiety that comes with an overflowing workload..

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WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!

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Entrepreneurial Journey

It is a roller coaster journey, both exciting and, at times, scary.

How Do You Measure Success?

Being happy when achieving settlement/negotiation for clients without litigating it.

What have been your Biggest Lesson?

Taking on clients that do not align with my values.

What is the Next Step for your Business?

Staying focused with conscious leadership.

What Advantages Does Being a WEN Member Have?

Wise counsel and support for business growth.

My inspiration

My mother and Oprah Winfrey

My favourite app

Flipp Board

My mantra

Oh, what the Fxxx, just do it anyway. W

Our favourite INSPIRATIONAL QUOTES

Sharlene:

*"I have not failed,
I've just found 10,000
ways that don't work"*

- Thomas Edison

Maura:

*"I am lucky that
whatever fear I have
inside me, my desire to
win is always stronger."*

- Serena Williams

Suzanne:

*"The only place where
success comes before
work is in the dictionary."*

- Vidal Sassoon

Geetanjali:

*"You don't choose your
passions; your passions
choose you."*

- Jeff Bezos

Shea:

*"If opportunity
doesn't knock,
build a door."*

- Milton Berle



Stop looking for your BRAND PURPOSE and start looking for your CUSTOMERS' PURPOSE.

BY CORAL PUIG



In the words of Bob Dylan, “The Times They are a-Changin’” and there’s no truer time than now to reflect on the lyrics of the 1965 classic. Gone are the days where corporations are building Brands ‘just because’ or feel comfortable resting on the laurels of a past legacy.

Brand Purpose is a buzz phrase you might have heard bouncing around for some years now, but what exactly is it? When the Davos Manifesto 2020 was published at the World Economic Forum the idea of Stakeholder Capitalism was explained as *the* new approach to doing business reinforcing the ‘Brand Purpose’ discuss. The Financial Times printed a cover story “Capitalism. Time for a Reset” last year, to continue the conversation about a broader agenda and wider purpose for companies to adopt beyond ‘profits at any cost’. The Business Roundtable also redefined its ‘Purpose of a Corporation’ endorsed and signed by 181 CEOs who are committed to leading their companies for the benefit of all stakeholders - customers, employees, suppliers, communities, and shareholders. To add to the snowball effect, almost 70% of Unilever’s growth is attributable to purpose-led brands. Some multinational companies are now creating jobs, and allocating budgets for Chief of Purpose hires.

Given all this, it’s a small wonder that phones were on ringing off the hook with brands reaching out to purpose seeking experts, asking for help to find their brand purpose.

What? To find your Brand Purpose? What does that even mean? Well, let me tell you that your brand purpose is in your Brand Positioning Statement (or at least it should be). It should be in your USP (Unique Selling Proposition), in your Brand Promise. It's not something that's 'out there' waiting for you to find. You're unlikely to stumble across it during workshops and endless brainstorming sessions. And to save you time, it's not about to float off one of the thousands of post-it notes on your office wall either, so you can stop staring at them.

Your Brand Purpose mainly relates to your target audiences' needs, expectations, and perceived performance. They want to know what they're getting when they buy from you, so it's a guarantee of sorts. It's a short cut to help consumers make purchase decisions so, it's also seeking-time saving of sorts. They know what they'll get when they shop at Tesla, Apple, Patagonia, Chanel, Coca-Cola, or buy a pair of TOMS. Without brands, consumers would waste their life, evaluating and researching numerous companies when trying to decide which company to buy from. Brands need to be consistent, honest, do the job they are qualified to do, and explain how they are better for the differentiable, measurable and reachable market segment they chose to market, and why.



To put it in terms of how people buy a house (which is a non-branded item), usually, the first point of the decisionmaking process is to look at neighbourhoods. Neighbourhoods are 'branded'; people check if a neighbourhood is reliable, is in a good location for their daily needs, has good council and governance, and comprises an appealing (or aspirational) community demographic, (in some circumstances, only by seeing the names of neighbours). The same applies to brands in our lives.

Don't get me wrong: A company's Brand Purpose is essential, and not every company gets it right. Your Brand Purpose it's the objective of developing a proper marketing strategy, and it is what should be rolled out in your marketing plan, your implementation plan (what to post in social media and what not to post, what products or services to have, and what products not to have, what content to create, what promotions to make, what price to have, all that comes from your marketing strategy, and therefore, your Brand Unique Selling Proposition, Purpose or Promise.

Your Brand Purpose or USP or Brand Promise has to be well defined and unambiguous to gain the confidence of your customers. You need to make sure you're getting the job done and accomplishing the purpose your Brand set out to achieve.

Once you have your Brand's Purpose defined, look at your Brand Competitive Advantage. To do this, engage in dialogue with your industry customers and ask them what value they think your Brand should be adding to society, to your community, and the world. *That* is valuable knowledge to have but can only be achieved once your purpose is firmly established and your customers recognise that you are getting the job done. What is actually changing is not your Brand Purpose but what your community of customers thinks is the best way 'to get the job done'.

Entrepreneurs are more likely than big corporations to think about making the world a better place through their business models...

Entrepreneurs are more likely than big corporations to think about making the world a better place through their business models, which is where the even bigger ideas come into play; like 'Brand Activism' (Brand Activism is the present of Marketing, not my words but Europe Unilever President, Hanneke Faber). Then the Brand Purpose become even more attractive for a generation of consumers that are obsessed over getting followers and 'likes' (most of them call it 'making an impact').

They like brands that make them, the customers, the HEROES who take care of the world, the society, the environment etc.

People want to make decisions that make them feel good about themselves. These decisions include many things we, in the marketing community, are very familiar with already: a sense of belonging, connection with aspirational reference groups, status, self-esteem, etc. But something is happening with how the digital natives get social validation. People feel better about themselves also when they can claim to be making responsible consumption decisions and share it with the world (a world that has on average 1,400 followers) in a cool way; in other words, they like brands that make them, the customers, the HEROES who take care of the world, the society, the environment, etc.

Customers are so used to making brands the hero, but the new way of marketing is a paradigm shift. It is why so many brands are devoting so much time and resources into purpose-led-consultant-guru-hours and are spending days looking at post-it covered walls. Because it is shifting the very core of our Marketing Plans from our Product/Service to the SOLUTION, we are offering to relive consumer's psychological tensions (again; human social needs of validation, connection, love, belonging, self esteem, self actualisation... they are the same since the dawn of time, but the way we fulfil them change and evolve).

Allowing PR and communications people (who are a crucial and irreplaceable element of marketing strategy implementation) into marketing and business strategy work, might cause unnecessary confusion and risk good ideas sounding like greenwashing, woke washing (#dontbeepsi in 2019, remember?). But marketing departments are busy now analysing 'click-throughs' and 'views' that they may forget they are business strategists and consumer psychology students (and not media analysts). So, go back to where you belong, my marketing friend.

MEET OUR EXPERT



CORAL PUIG

Adjunct Assistant Professor, Lee Shau Kee
Business School and Marketing Professor at
Hong Kong University of Science and Technology

Go back to talking to consumers

Go back to talking to consumers. Do some focus groups and listen to some of the finest neuro-marketing learnings and research. Establish the expectations of your consumers beyond product performance; how they want to 'vote with their wallets', how they are as willing to 'boycott' as they are to 'buycoat' those brands who believe and stand for what they, the customers, believe and stand for.

In these times of uncertainty, entrepreneurs are in a privileged position because consumers' unrest leads to distrust of big organisations and institutions. So, spend some time to understand what makes their lives worth living to them in this exponentially changing environment. Figure out how your already performing and positioned business idea needs, to offer a powerful USP Brand that can help them to feel they matter, to feel they can make an impact in the world by getting followers and likes, or through offering meaningful consumption and leave a legacy behind that they can be proud of, depending on your target audience (remember, you are making THEM the hero, not your brand the hero). And then, use all that to offer a more committed brand and use your commitment to add true social value as a competitive advantage: don't say you would like to make a difference in 2025, but make a difference today, even if it is small, in your customer's life purpose, that your competitors can't do. **W**

All you need to know about HIRING INTERNS

BY GEETANJALI DHAR & EMMA BONNIFAIT



HOW DO INTERNS BENEFIT?

Through Internships, most interns gain insight and knowledge into the work field. Interns aim to broaden their understanding of the industry through connections and experiences which will help choose a career path.

HOW CAN COMPANIES HELP?

By providing tasks, allowing interns to shadow employees and involving them in meetings. The work experience a company offers an intern can enable skills such as problem solving, communication, proactivity, perseverance and teamwork. All these skills can be seen as essentials to succeed within the business environment.



3 TIPS ON WHAT INTERNS WISH A COMPANY WOULD DO

- 1 Interns look for a more active experience, they would like to be given tasks with explanations as to why they are doing them.
- 2 Interns are usually young and most of the time nervous! Be sure to make them feel welcomed.
- 3 Knowledge is key, interns aim to gain as much insight as possible from professionals. Communication and sharing knowledge is a key part of the experience.

TO PAY OR NOT TO PAY?

- > A paid internship is a one-to-two-year programme for those wishing to gain experience.
- > They are less common to find and are usually offered to individuals with more experience than fresh graduates.
- > An unpaid internship is a far more common way to find experience in a company, they can range in any duration and provide such as much insight to individuals with zero experience.

3 BENEFITS TO A COMPANY

- > Companies are able to hire enthusiastic recruits who are eager to develop experiences at little to no cost.
- > Interns may bring new insights that may heavily benefit the business.
- > To teach is to learn, bringing in interns to train will also allow current employees to improve skills such as communication and teamwork.

PLACES TO SOURCE INTERNS FROM



Commonly used sites such as **LinkedIn** and **Glassdoor** are a simple way to recruit interested interns. Companies may also contact **local universities** in search of interns. Most importantly, **personal connections** within the business could also provide eager interns.

What the Interns say...

WEN created an online form approaching local students around Hong Kong who have experience as interns. The form asked about what students expect from internships and how they personally obtained them.

Natascha Lisa Netz, 18, Fresh High School Graduate

"I look to gain insight into new things and knowledge from internships. I believe that companies can make internships more fulfilling by providing communication and projects. I personally gain access to internships through my school."

Rhyce Dalton, 18, The University of Hong Kong

"Internships help me gain work experience. For a more fulfilling experience for interns, I believe that companies should give a diversity of tasks. I gain access to such opportunities through my school."

Tanya Dhar, 21, City University Of Hong Kong

"Through internships I hope to gain experience, connections and knowledge from professionals. I believe for an internship to be fulfilling companies may give interns relevant and useful tasks whilst explaining the purpose of said tasks. I find access to internships through University posts, LinkedIn and personal connections."

Melody Lau, 19, Fresh High School Graduate

"I hope to gain a strong impression on universities through completing internships. I believe that companies can make an internship experience better through challenging tasks. I gain access to internships through referrals."

Yamauchi Takuma, 18, HKU SPACE

"I aim to gain knowledge and skills from internships. As an intern, a company can make my experience more fulfilling by learning all the specifics of the work field. I access internships by submitting my resume to companies and Facebook."



EMMA BONNIFAIT,
WEN Intern

My tasks include social media posts, emails and writing articles such as this one.

As an individual who was privileged with the experience, I would highly suggest others looking for a start to their career path to seize the opportunity to apply for internships as they have personally allowed me to develop skills and attain knowledge which shall be crucial to my future.



Legal Implications of Hiring an Intern

> **Minimum Wage Ordinance (Cap.608)**

When hiring an intern the minimum wage ordinance is in action, where the employer must pay the employee the wage set by regulations. However it can be noted that this does not imply to student interns or work experience.

> **Student Interns and Work Experience**

The criteria of being a student intern and work experience differ under the law of Hong Kong.

To be a student intern, the individual is undergoing a period of work endorsed by a local education institution (University, High School). It is also a requirement that the student is a local resident. Work Experience is defined as an individual who is under the age of 26 and a local resident who seeks to find experience in industries.

> **Non Local Interns**

According to the immigration department the regulation for hiring international interns is that the internship must be curriculum related and approved by the individual's university. Furthermore the internship cannot last longer than an academic year. The prospective intern would have to provide the following documents: NOL, Student Visa, Offer Letter, Reference Letter.

Citation: Legal implications for interns www.thehkip.com/internship-regulation/

SPOTLIGHT

SHOBHA NIHALANI

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!

Business Nature: Author and Writing Consultant

Business Start Date: 1995

Best Achievement to Date: Latest book on self-esteem, ghostwriting for entrepreneurs, creating content for media and businesses

One thing to do Differently: Be flexible so that you can adapt to changing trends

Entrepreneurial Journey

Having lived in four different continents before the age of 23, and then a writer for over 25 years, has given me a treasure trove of experiences.

My scope into writing was expansive. I have covered fiction, non-fiction, and self-help books. I have worked as a freelance journalist, copywriter, screenwriter, ghostwriter and more recently a writing consultant and mindset coach.

The journey has been amazing, navigating through personal goals, family commitments, people's judgements, my own set of doubts, and ultimately, in my midlife, discovering a balance.

I believe in the concept of 'Die Empty' developed by Todd Henry, where he says that there is so much knowledge and experiences which can be discovered from everyone's life. One must share all those experiences to help others.

Material wealth is one aspect of what we leave behind, but pearls of wisdom are a powerful legacy that can help others to change their lives.

Developing my mindset was the greatest part of my journey as a writer. I am keen to share my experiential knowledge, so others can benefit from my life lessons.



I believe that every decision we make in life, culminates to how we view ourselves in context to the world. If one is discouraged by 'I am not good enough' - this kind of mindset suffocates the creative instinct.

I have stepped out of my comfort zone and discovered a new way to express myself, and that is through the Toastmasters journey, to become an effective public speaker.

I am on a mission to share the power of words, both in writing and speaking, to show how they can transform our lives, and build new connections.

How do you measure success?

I would say health, mental freedom and fulfilment from doing what you love

What have been your biggest lessons?

Comparisons: Comparing ourselves with others is disempowering, it negates our good qualities, and we end up focusing on weaknesses.

Self-Worth: Uplift ourselves rather than downplaying our talents.

Self-respect: We often focus on the part of ourselves that is not good enough, let's focus on our strengths and our unique qualities.

What is the next step for your business?

Developing a training course to guide individuals to create the right mindset to write.

What makes WEN special to you?

WEN is a strong network of amazing women from different professions. A great platform where I can learn and develop new skills, as well share my journey as a writer. I look forward to forging new connections with the members. **W**

TOP TIPS

- ⌚ Keep up the learning curve. You are never too old to learn something new.
- ⌚ When you share your content, it reflects on who you are and your brand.
- ⌚ Test your limits, step out of your comfort zone.



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Creating Content Entails A Personal Touch

BY SHOBHA NIHALINI

Content is everywhere, it has become part of our daily life. When we scroll through social media, television, newspapers, YouTube, podcasts, there is endless kinds of content.

With the evolution of content creation, it has become a powerful tool to build your online presence and brand. Content, in this day and age, has evolved to being meaningful and authentic.

While we commonly repost or reshare stories that connect with us, content creation has become more than that. The reasons to create good content:

- > to stand out in the crowd
- > to educate and add value
- > to reach out to a target audience
- > to build visibility and loyalty

OCEAN OF CONTENT

There are thousands of businesses who do what you do. To stand out, you have to express your story in a fresh way. This requires deeper thought and reflection.

If you want to be noticed amongst the millions of posts, you have to know how to hook the reader with your magic. Content needs to be short, sharp, and eye-catching.

Your 'voice', the words you use, the way you present your viewpoint, and how you express yourself, is what creates an impact. Your insight in navigating your entrepreneurial journey is valuable content. But first, you need to be clear on how you want to be perceived.

STAND OUT CONTENT

Let's assume you are clear on your target audience, and your brand goals. When you write content, you are building trust, strengthening your position as an expert in your specific field. Therefore, write with your ideal client or reader in mind. The one whose heart you want to touch.

Write from a place of who you are and where you are right now. For example, fitness is a broad subject. If you were to narrow it further and write about your personal fitness routine from pregnancy to becoming a mother, or maintaining mind and body balance, this will resonate with a specific niche of women. When you share from a position of experiential learning, you are being unique and this will lead to trust and result in leads. The key is the **quality of the content**.

STYLE OF CONTENT MAKES A DIFFERENCE

How do you express yourself when you talk to people? What do you want people to know about you?

Your personality and brand have a certain style. **Be true to yourself**, and it will show up in your words and videos. Writing content is essentially from your standpoint, your way of looking at the world, and how you discovered your own problem-solving methods.

When you write, you could have a conversational style, or a more direct technique. Some content writers share statistics and testimonials, others choose to tell stories. Each type of message will create an impression in the reader's mind.

For example, if you are in the food business, jot down 'vegetarianism' or 'food for children' or 'fitness-related foods'. Once you have narrowed down a few of these sub-topics, add in your personal touch, an experience or a story, substantiate with evidence. Writing for social media requires a less formal style, it is not about impressing with your writing skills, more about communicating your point of view. Keep it simple and crystal clear.

The content you create across all communication channels, including emails, website content, blog posts and even on social media has to be carefully crafted. This kind of consistency will create a powerful impression, and your 'voice' will stand out.

*Selling
has become
less pushy,
more
inviting.*

Well-known brands have a content strategy to position themselves. Many brands focus on an aspect of their unique points. They then build content around that specific ideology; it could be sustainability or ethical work conditions or climate change. Selling has become less pushy, more inviting. This enables the brand to build on their strengths, creating trust, and increasing visibility through their communication channels.

CREATING CONSISTENT CONTENT

Start by writing one key message that defines your content. For example, when I write about self-esteem, I will choose a specific area and build on that. If I write, in general, about self-esteem, it will not stand out. There is so much talk about self-esteem available online, I want to steer away from that. Therefore, I will find a **unique angle** to share.



CREATE A STORY BANK

Ideas don't come easy, and if you want to be noticed, you need to come up with fresh stories and ideas. First, have a digital notepad or notebook handy to jot down ideas. As you keep up with the knowledge in your field, ideas will come up.

Another way is to reflect on your career path, you will be surprised how much there is to share from your discoveries. That's where you mine your stories. Ideas come up from all around you, during conversations, Youtube videos, podcasts, news stories, trending topics. Link these ideas to your story. Jot your thoughts and ideas in your notebook, and you will have a bank of ideas for content by 10th of every month.

Creating content is a commitment.

Ideally, create a calendar schedule for publishing your new content. Setting deadlines and writing goals will keep you consistent and motivated to publish.

*Be true to yourself, and
it will show up in your
words and videos.*

MEET OUR EXPERT



SHOBHA NIHALINI, SN Consulting

Shobha started her consultancy business, *SN Consulting*, to meet the urgent demand for writing and creating content. Her expertise covers twenty-five years as a freelance writer and multi-genre author of eleven published books. Her book on self-esteem - **Reboot, Reflect, Revive: Self-Esteem in a Selfie World** – has become popular. It has been featured in the *SCMP*, and other media. It is recognised for raising awareness on self-esteem.

Shobha believes that the way we communicate with ourselves, and others, has the power to impact our lives.

My key message: self-esteem fluctuates from moment to moment.

Once I am clear about the key message, here's the process that I follow:

> **3- Point Outline: WHAT, SO WHAT, NOW WHAT**

WHAT: a personal story. A story on how I see-sawed between self-confidence and self-doubt within the day.

SO WHAT: The reader empathises, but may not need this information. Then I will research for evidence to support my statement.

NOW WHAT: I end with a takeaway for the audience. A few simple steps that have helped me when I go through self-esteem swings.

If you have the three WHATs in mind, you can easily structure your content. This outline is a flexible guideline, you can start with research, and back it up with your story.

The first draft is called the 'shitty first draft' for a reason.

> **Write First, Edit Later:**

Next step is to start writing by fleshing out your outline. Often, when we write we tend to procrastinate, more because we want the first draft to be perfect. It NEVER happens that way. The first draft is called the 'shitty first draft' for a reason. Even if you feel you are writing useless, unnecessary stuff, don't stop. Use a noisy timer, set it to ten minutes, block out any other distractions, and write non-stop. Keep writing without judgement or criticism. When you have content on the page, you can refine and polish as many times as you like. You cannot edit a blank page.

> **Edit Stage:**

In this phase, take your time to polish, rewrite, and reframe. Often, we end up with too much research, or the story is not concise. This is the phase where you cut out all the unnecessary words, and reread your draft multiple times. **Editing should take twice as long as writing.** Always put the reader in your mind. While editing, ask these questions: Will anyone benefit from my content? Am I sharing a new angle about an old topic? Did I share a story that adds value? Am I diluting my content with too much data?



SHAREWORTHY

Done right, your content will get you noticed. It will inspire readers to tell others about what you have written. There will be times when many of your followers will gain deep insights or 'aha' moments from your perspectives. They will be inspired to reshare your post. That's how you gain more visibility and client leads. High quality content will get noticed. Search engines notice websites with well-written content, and rank them higher in search results.

> **Captivate with Headlines:**

A catchy title will attract people to read your content. If you cannot find anything catchy, make the headline relatable that solves a specific issue. Many titles use numbers: three tips to gain confidence, or five secrets to get you writing. If you can hook the reader with your title, they will be curious to read your content.

> **The 'Why' behind your content:**

It's easy to dispense advice, and share your expertise or knowledge. The point is that it is meaningless if your audience is disinterested. When you express what you truly feel, it rings authentic and connects with the reader emotionally. That's how your writing becomes memorable and creates impact. As you consistently share your perspectives, it shows that you are an expert, you don't have to tell them that. It also helps if you show that you follow your own advice, that you 'walk the talk'. Show, don't lecture. **W**

BE ENLIGHTENED THROUGH ARTS



Gowld Art Centre ('GAC'), founded in 2017, is a social enterprise with a mission to bring arts closer to everyone's life. **GAC** aims to act as the mediator of arts and culture by diversifying the approach to arts education, supporting the local artists, and building arts communities. **GAC** was established by *Kaisha Woo*, and it is now run together with three other management members (and dear friends) coming from Korean and Hong Kong backgrounds – *Brian Cheng*, *Jason Cheung*, and *Vivian Seo*.

The name **GAC** originated from the Chinese character 覺, which contains the meaning of enlightenment and mastery of skills through the realisation of the vision. **GAC** aims to create an optimal atmosphere for people to experience enhanced learning of sensory perception (感覺), hone their discretionary quality (知覺), decide and act according to one's own judgment, and cultivate the power to reflect on oneself and develop self-awareness (自覺).

GAC has a very wide range of customers, and its diverse programs are suitable for children, adults, working professionals, and seniors. To cater to the different needs, **GAC** develops its own unique arts curriculum to customise the learning experience of its customers, invites local artists with a variety of special areas of expertise to deliver workshops, and organises public events and exhibitions to bring people together. Ultimately, it is at the **GAC** Team's heart to assist the people of Hong Kong to build their soft power and live a life full of inspiration and creation through arts as a medium.

BRING ART CLOSER TO...

WORK 📅

- TEAM BUILDING ART PROJECTS
- GROUP ART JAMMING
- WELLNESS & HEALING WORKSHOPS

LIFE ☕

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Channel News Asia: Interview with WEN Chairwoman

July 2022

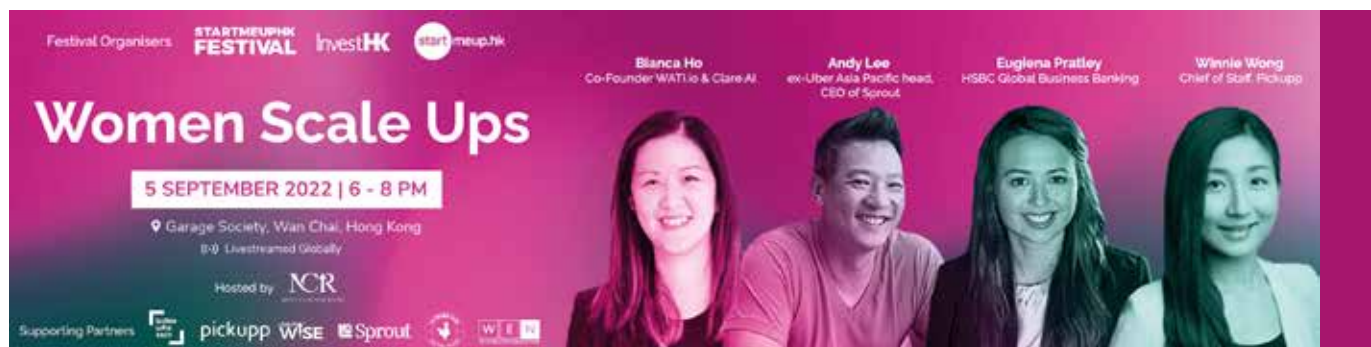
Geetanjali Dhar was interviewed by Channel News Asia on the momentous occasion of the 25th anniversary of the establishment of the HKSAR. In June this year, *The Reuters Institute for Journalism* ranked CNA as the most trusted news brand in Singapore. It showcases the immense opportunities that Hong Kong continues to offer for businesses to reboot and thrive especially in the Greater Bay Area.



WEN Circle Event: Success Stories

June 2022

WEN had its first In-person event at the Envoy on 8th June and it was wonderful to see our members gathered (in spite of the torrential rain!) for our **Circle Event: Success Stories** and for many it was an opportunity to meet other new members face to face and share experiences and challenges. A big thank you to our amazing experts - **Angela Chow, Katya Virshilas, Ivy Wong Stephens** and **Koren Thomas** for their valuable time and insights. A big shout out to our Board volunteers - **Ivy Wong Stephens, Tracy Ho** and **Kimberly Whiley** without their tireless efforts this event would not have been possible.



Proud Partnership with Next Chapter Raise

5 September 2022

WEN was proud to partner with *Next Chapter Raise*, for their hybrid virtual/in-person community event **Women Scale-Ups** as part of the *StartmeupHK Festival 2022* on 5 September 2022. *Next Chapter Raise* is an education and coaching platform to help female founders take the fear out of fundraising and start growing your business. The Women Scale-Ups event was organised to highlight how local entrepreneurs and global business women can scale up in Hong Kong and beyond and brought together investors and female founders who have used Hong Kong as a launchpad to scale their business to share their perspectives, experiences and insights.



Celebrating Innovations & Tech Transformations

August 2022

WEN was excited to be the supporting partner for *Revive Tech Asia*. This 2 day face-to-face business tech show took place on 24 and 25th August 2022 at Asia World Expo, celebrating innovations and tech transformations in all business industries.



Celebrating International Women's Day

26 May 2022

WEN celebrated International Women's Day at *Helena May* in May with an Inspirational speaker, **Ms. Nicole Sicard**. Thanks to our host **Kim Whiley**, the **WEN** team was in full force to support the event.



Top 20 Finalist

June 2022

WEN was honoured to support *HKTDC Start-up Express 2022*. As part of this program, 260 start-up teams applied and we are pleased to share our **WEN** Premium member, **Cristy Almeida** (Founder and CEO at *Bizibuz*) was in the 20 finalists chosen!

Upcoming WEN Events

WEN EXPERT CHAT

Date: 29 Sep 2022

Time: 3:00 PM - 5:00 PM

Location: Dot Cod Restaurant, Level B4, The Landmark Prince, 10 Chater Road, Central

SOLD OUT

WEN WORKSHOP: CREATE THE MARKETING PLAN THAT WILL GROW YOUR BUSINESS

Date: 6 Oct 2022

Time: 5:30 PM - 7:30 PM

Location: DLA Piper, 25th Floor Three Exchange Square 8 Connaught Place, Central

WEN ADVISORY BOARD

Date: 1 Nov 2022

Time: TBA

Location: Online and In-person (TBA)

WEN POWER CIRCLE: SESSION I

Date: 1 Nov 2022

Time: 12:00 PM - 2:00 PM

Location: Online

WEN CIRCLE EVENT: SOCIAL MEDIA MARKETING

Date: 18 Jan 2023

Time: 6:00 PM - 8:00 PM

Location: Goldman Sachs Asia L.L.C., Queen's Road Central, 59/F Cheung Kong Center



scan to view our latest events



THE WOMEN ENTREPRENEURS NETWORK

www.wenhk.org

WEN SOCIALS

On 9th September the inaugural **WEN GALA** took place at Hong Kong Cricket Club.

We are grateful to our title sponsor, *Goldman Sachs Women's Network Hong Kong*, for their incredible support.

It was heartwarming to hear **Larissa Duddley** speak highly of **WEN** and we look forward to continuing our association in the future.





It was an afternoon full of laughter, making new friends and discovering common interests. Everyone left with a smile on their face and a spring in their step.



Thanks to the generous support of our table gift sponsors and donators of fabulous lucky draw prizes and goody bag fillers!



The panel discussion, moderated by **Tracy Ho**, shed light on the interesting and inspiring stories from speakers **Fiona Nott**, **Krizie Li** and **Heidi Lee** on how they overcame various business challenges faced and finding their way forward.





WEN SOCIALS ☆

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www.reflectwithbhakti.com

Talent Gap

Recruitment/Manpower Services
Trish Meecham
www.talentgap.hk

Transitions Intl. Limited

Coaching & Consulting
Lalita Raman
<http://transitionsintl.com>

VT Comms

PR & Digital Marketing
Alice Au-Yeung
www.vtcomms.com

Wresonate Media

Branding & Online Marketing Services
Anne Suaverdez
www.wresonatemedias.com

Education & Training

Cascade Train Teach Learn

Education and Training
Vanessa Misso-Veness
www.cascadetrainteachlearn.com

Mud Pies Education Centre

English Tuition
Liz Search
www.mudpieseducation.com

Sanskriti Global Group

Hindi Language & Culture Classes
Geetanjali Dhar
www.sanskritiglobal.org

Seed Learning Hong Kong

English Education
Lana Ho
www.seedlearning.com.hk

Sky No Limits

Coaching & NLP
Rachel Shieff
www.linkedin.com/in/rachelshieffskynolimits/

Ying Studio

Chinese Language Training
Kit Ying Lau
www.biopage.com/kitlau89

Financial Services

Cachet Group

Investment Advisory Services
Angela Chow
www.cachet-group.com

Elegance Financial Communications Limited

Media & Publishing
Patt Yuen
www.elegancehk.com

Fin Tech

One Chain Agency
Blockchain Marketing
Anne Yeung
www.onechainagency.io

Sprout
ESOP & Token Management Software
Katherine Gudgin
www.getsprout.co

Tribe Fintech
Fintech Solutions
Mo Harvey
www.tribefintech.com

Food & Beverage

Aitch's Biltong Limited
Online Meat Supply
Bessa Odendaal
www.aitchsbiltong.com

Meiburg Wine Media
Wine Consultancy
Debra Meiburg
www.mwminternational.com

Sweet Secrets HK
Food Services
Sarah Lee
<https://sweetsecrets.com.hk>

Ruggers
Restaurant
Sze Nga Wong
www.facebook.com/ruggers.hk

Whole Foods Asia Limited
Online Meat Supply
Ivy Wong
www.meatmarket.com.hk

Health & Well-being

Blissup
Corporate/Wellness Workshops
Alice Gosse
www.blissup.com

BodyTalk Hong Kong
Treatments & Workshops
Angie Tourani
www.bodytalksystem.com.hk

Ingredients of Wellness
Mindfulness coaching
Angie Bucu
www.ingredientsofwellness.com

Inner Temple Healing & Travelling Treasures
Holistic Wellness & Beauty Products
Shirley Budhrani
www.innertempleoils.com

International School of Mindfulness
Mindfulness
Nadine Anderson
www.isom.co

Joint Dynamics
Wellness & Fitness Training
Sharlene Jacquiery
www.jointdynamics.com.hk

Limitless Gym
Wellness & Health Training
Tricia Yap
www.limitlessgym.com.hk

Positive Wellbeing Ltd
Health & Wellness Courses
Shirralee Sisson
www.positivewellbeinghk.com

Vibrant Concepts
Health & Wellness
Ifat Hindes
www.linkedin.com/in/ifatkafry

Home & Lifestyle

B Squared Design
Interior Design & Architecture
Britta Butler
www.bsquaredesignhk.com

Into her Waves
Lifestyle Brand
Lukus Labrador
www.intoherwaves.com

Liquid Interiors Limited
Interior Designing
Rowena Gonzales
www.liquid-interiors.com

Melanie Molenaar Int. Ltd
Interior & Architectural Styling
& Design
Melanie Melanor
www.melaniemolenaarinteriors.com

Legal Services

BKLT Law
Legal Service & Consulting
Zoe Leong
www.linkedin.com/in/zmmleong

Copper Beech Consulting
Internal Audit and Non-Financial Risk Management
Amy Cotton
www.copperbeechconsulting.com.hk

Elsa Law & Co. Solicitors
Legal Services
Elsa Law
www.elsa-law.com

Good Wills
Will Writing Services
Amy Kwan
www.goodwills.com.hk

JC Legal
Fundraising, Corporate & Commercial Law
Janice Chew
<https://jc-co-hk.com>

Payne Clermont Velasco Litigation Lawyers
Legal Services
Jaerey Velasco
www.payneclermont.com

Manufacturing & Exporting

Harmony Link Trading Co Ltd
Textile Trading
Alessandra Cochi
<http://hmy-link.qq-soft.com/>

J Gordhan & Co Ltd.
Retail Services
Deepa Jivan
www.linkedin.com/in/deepajivan77/

Tamco Holdings
Merchandising & Logistics
Kimberly Whiley
www.tamcoholdings.com

The Vertical Collective
Product Design/Merchandising
Morgaine McGee
www.theverticalcollective.com

Media & Publishing

Little Steps Asia
Online Magazine
Shea Stanley
www.littlestepsasia.com

Media Focus
Lakshmi Laroia
<http://indiabythebay.com>

Naari
Women's Online Magazine
Tanya Singh
www.naari.com.hk

Sassy Media Group
Online Magazine/Publishers
Maura Thompson
www.sassymediagroup.com

SN Consulting
Writing Service
Shobha Nihalani
www.linkedin.com/in/shobha-nihalani

Non-Profit & Social Enterprise

The Amber Foundation
Elizabeth L Thomson
www.theamberfoundation.org

Diamond Cab
Wheelchair accessible Taxi company
Doris Leung
www.diamondcab.com.hk

Pet Care

Creature Comforts
Veterinary Services
Trilby White
www.creaturecomforts.com.hk

Paws in Motion
Veterinary Physiotherapy
Jane McNee
www.pawsinmotion.hk



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Kowloon Veterinary Hospital
Amanda Roddam
www.kowloon-vet-hospital.com

Retail & Online Stores

Anvi Candles and Eternity Jewels
Candles & Jewellery
Jhanvi Panjabi
www.anvicandles.com

Ayla HK Ltd
Vendors for Online E-Commerce Sellers
Nita Daryanani
www.one-stop-globalsourcing.com

HKP International Limited
Joanna Moreau
www.linkedin.com/company/hkp-international

Nishtia Fine Jewellery & 852 Designs
Jewellery Design
Nishita Mehta Jasani
www.linkedin.com/in/nishita-mehta-jasani

Travel

Travel Tricks Limited
Travel/ Quarantine Services/ Corporate/
Social Events
Charu Surtani
www.traveltricks.com



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