

# WENTREPRENEUR

HONG KONG'S ONLY MAGAZINE FOR AND BY WOMEN ENTREPRENEURS

## ENTREPRENEUR OF THE YEAR AWARD

### TRADE SECRETS

For Thriving in Business

MEET THE WINNER AND FINALISTS

### PROFILE POWER

Elevate your  
Online Presence



TOP 10  
TIPS  
FOR OUT-  
SOURCING

PLUS  
Vendors &  
Platforms







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# WENTREPRENEUR

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## Message from our Chairwoman

Can you believe it? It's been a whirlwind of a year since I took the helm as Chairwoman of **WEN**! Time flies when you're at the forefront of launching inspiring events and groundbreaking initiatives. We kicked things off and rolled out the red carpet for our Gala Awards during the annual Gala Lunch. To date, two remarkable women have been honoured with this award, and it's my dream to see it blossom into a lasting tribute to the spirit of women entrepreneurs everywhere.

Hot on the heels of that success, we introduced **WENStart**, our mentorship programme like none other. Pairing budding businesswomen with ICF-certified coaches and experienced **WEN** mentors, the first cohort included five dynamic ladies. We're all charged up for round two, kicking off this January—stay tuned!

Let's not forget the sizzling summer when we debuted our group Medical Insurance Plan. A boon for businesses, it offers an incredible 10% discount—be sure to flip to page 28 for the juicy details.

Our board members have been spectacular, spicing things up with fresh event formats like Speed Networking, the Women's Wellness Fair, High Tea, and a Weekend Business Retreat. As a non-profit, we count our blessings for our devoted Board of Directors. A heartfelt shoutout to Sharlene Jacquier, Kim Whiley, Suzanne Liu Duddek, Tarryn Hatton-Jones, Shea Stanley, Rowena Gonzales, Tracy Ho, Sioban Guilfoyle, Elsa Law, and Tricia Yap and along with our committee members Vanessa Misso-Veness, Denise Ho, Shiralee Sisson, and Freya Giles for their boundless energy and creativity. I would like to welcome Sherryn Hancock and Vannessa Misso-Veness who have just joined the **WEN** board.

Exciting times are ahead, and we can't wait to share them with you. Keep tabs on all the action by peeking at our events calendar on [www.wenhk.org](http://www.wenhk.org). Got a bright idea or feedback? Or fancy rolling up your sleeves and diving deeper with **WEN**? We're all ears at [admin@wenhk.org](mailto:admin@wenhk.org). Together, let's make magic happen!

Happy reading!

**Sharon McEneff**  
Chairwoman



Congratulations to the Finalists of the **WEN** Woman Entrepreneur of the Year Award! We are thrilled to celebrate the incredible achievements of our three finalists, who have exemplified exceptional innovation, leadership, and resilience throughout their entrepreneurial journeys. Your hard work and dedication are truly inspiring!

# Woman Entrepreneur of the Year 2024 *Award*

Say hello to our winner DEEPA JIVAN of J. Gordhan & Co. Ltd. and our two finalists NITA DARYANANI of Ayla HK Ltd. and SHARLENE JACQUIER of Joint Dynamics who have each made remarkable contributions to their fields, showcasing the power of female entrepreneurship.



## WINNER

**Deepa Jivan's** entrepreneurial journey with *J. Gordhan & Co. Ltd.* is characterised by resilience, creativity, and a commitment to making a positive impact. Through challenges and triumphs, she continues to inspire aspiring female entrepreneurs to embrace their unique paths and prioritise their well-being. Deepa's journey is a testament to the power of innovation and resilience.

### WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

Over 20 years ago, my father had a friend who owned a paper mill in the UK. They had a large amount of rejected waste paper and wanted to find a way to sell it profitably. We came up with the idea of a "Pick and Pack Paper Cellar" system for retail stores, similar to the Pizza Hut salad concept, where customers could fill up a set-sized container. This idea turned out to be a huge success, attracting over 500 customers in the first year. We then started sourcing "grade B" waste paper from mills across the UK, which led me to travel to China alone at just 26 to find products to cross-sell. From the beginning, we were committed to being sustainable and environmentally friendly, preventing waste paper from being re-pulped or thrown away. I'm still affectionately known as "Paper Cellar Deepa!"

### WHAT HAS BEEN THE MOST CHALLENGING OBSTACLE YOU'VE FACED?

Ten years into my entrepreneurial journey, I was approached to merge my business with another company. I saw it as an opportunity for growth, but, I ignored my gut feelings and doubts, influenced by the stereotype that women should be more logical and less emotional. Unfortunately, my new business partner drained our funds, leading to a difficult de-merger process. This occurred while my father was battling a brain tumour, adding emotional strain. In the end, I lost both my business and my father, who was also my best friend. Before he passed, he told me that a failed business is like a private education—full of valuable lessons, albeit costly. I took his words to heart and rebuilt my business from the ground up, focusing on what I had learned. Today, I measure success not just in profit but in the peace and fulfilment my business brings.

### DID YOU HAVE ANY ROLE MODELS OR MENTORS WHO INFLUENCED YOUR PATH?

My parents have been my greatest influences. They were expelled from Uganda in the '70s and started from scratch in the UK. Growing up around their businesses instilled in me a sense of determination and dedication. I also have a supportive network of entrepreneurial family and friends who have provided guidance and inspiration.

### WHAT IS THE MOST REWARDING PART OF BEING AN ENTREPRENEUR?

The most rewarding aspect is seeing my efforts make a tangible difference. I love having the freedom to shape my path and drive positive changes in my industry, such as addressing safety and compliance issues.

### WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS?

My advice is simple:

- There's never a perfect age or time—just give it a go!
- You're not alone; find friends or acquaintances to turn to for support, as it can get lonely.
- Talk to everyone; insights can come from unexpected places.
- Not everyone will love you or your ideas, and that's okay. Accept feedback but remember your vision.
- Know your numbers; if finances aren't your strong suit, seek help from those who are better at it.





## FINALIST

**Nita Daryanani** is a passionate entrepreneur and the founder of *Ayla HK Ltd.* With a curious spirit and a commitment to serving others, Nita's journey is one of transformation and resilience. With a focus on community and support, Nita exemplifies the spirit of entrepreneurship and the limitless possibilities that come from serving others.

### CAN YOU SHARE A MEMORABLE MOMENT FROM YOUR EARLY DAYS?

Absolutely! In the non-internet days, reaching out to customers meant cold calling or faxing. I was hungry for success, so I paid for fax numbers and addresses to potential clients, wrote over 2,000 letters introducing myself as a reliable Christmas decoration supplier, and spent hours at the post office mailing them. My first reply came three months later from a client in Germany, and he's still with me today! It truly exemplifies the saying, "Fake it till you make it."

### WHAT IS THE MOST REWARDING PART OF BEING AN ENTREPRENEUR?

The most rewarding part is leading my team to become the best versions of themselves. I encourage them to think outside the box and take risks, which aligns with my belief that living a purposeful life is essential for happiness. By giving my team time, encouragement, and love, I help create a supportive environment.

### WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS?

- Start with your "why" to guide you.
- Persevere through challenges.
- Surround yourself with successful entrepreneurs and learn from them.
- Help others who are struggling; it's a great way to learn.
- Stay humble and open to learning from everyone.

### HOW DO YOU STAY MOTIVATED?

I often lose motivation, especially from burnout. When this happens, I take a break and remind myself of the greater purpose behind my business. My incredible team also plays a vital role; we support each other and keep each other motivated.



## FINALIST

**Sharlene Jacquier** is a trailblazer in Hong Kong's health and wellness industry. As a co-founder of *Joint Dynamics Ltd.*, she has spent over a decade navigating the challenges of entrepreneurship with resilience and determination. Her story is one of unexpected beginnings and the power of community.

### CAN YOU SHARE A MEMORABLE MOMENT FROM YOUR EARLY DAYS?

Absolutely! When we first opened Joint Dynamics, social media was just taking off. Instead of relying on Instagram or Facebook, we hosted an old-fashioned opening party with champagne and water. Hundreds of friends and their acquaintances showed up, and that event marked the beginning of our community-focused approach to business.

### DID YOU HAVE ANY MENTORS OR ROLE MODELS WHO INFLUENCED YOU?

Yes, **WEN** (Women Entrepreneurs Network) has played a crucial role in my entrepreneurial journey. They provided invaluable resources and connections with like-minded individuals.

### HOW DO YOU STAY MOTIVATED?

Staying motivated is a multifaceted journey for me. My primary goal is to ensure that my staff feels secure and valued. I'm driven by the desire to build something meaningful and ultimately aim to create a company that I can sell for a comfortable retirement. My motivations can shift depending on the day, revealing different layers of what drives me forward.

### WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS?

I strongly recommend seeking mentorship and building a solid network. Connect with experienced individuals who can offer insights based on their journeys. Surround yourself with a supportive community, as networking can lead to valuable collaborations. **W**



Next year's Award Nominations open from April to June 2025

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print media, iconography

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pitch books, annual reports,  
newsletters

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scheduling, ad campaigns,  
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# Your OUTSOURCING Success Formula:

## Top 10 Tips



Outsourcing can be a powerful tool to drive your business forward, but it requires careful planning and management to ensure success. Here are our top 10 tips to help you achieve outsourcing excellence.

### 1 MAINTAIN CONTROL

Don't let your outsourcing partners take full control. It's easy to become overly reliant on them, which can pose significant risks. Be sure to maintain visibility into all the details, logins, and deadlines related to your outsourced work. This will help you stay on top of things and avoid being caught off guard. Regularly review the work being done and the processes in place to ensure you have a firm grip on the situation.

### 2 STAY ORGANISED AND DILIGENT

As a business leader, you are legally responsible for ensuring that key filings and obligations are met, even if the work is outsourced. Set calendar reminders, create a robust filing system, and stay on top of all your outsourcing-related tasks and deadlines. Missed filings can lead to fines and other penalties, so it's crucial that you maintain diligent oversight.

### 3 UNDERSTAND THE RISKS

Before engaging with a new outsourcing partner, take the time to dig deeper and understand the potential risks involved. Ask them about common mistakes that clients make and what you should be aware of. Address key issues like data privacy, security, and any hidden costs upfront in your contracts. This will help you make a more informed decision and set the right expectations.

### 4 STANDARDISE PROCESSES

Developing standard operating procedures (SOPs) for both your business and the outsourcing partner is crucial. This will ensure a seamless transition in case of staff changes on either side. It will also help your partner grow and scale alongside your company, as you can gradually refine and improve the processes together.

### 5 CLEARLY DEFINE EXPECTATIONS

Thoroughly review the scope of service and set clear expectations in your outsourcing agreements. Ensure that all deliverables, timelines, and communication protocols are well-defined. This will help avoid misunderstandings and enable you to hold your partner accountable. Additionally, make sure you have a fallback plan in place in case the partnership doesn't work out as expected.

### 6 COMPARE AND VET PROVIDERS

Don't settle for the first outsourcing provider you come across. Compare at least two options, get references, and understand the unique "superpowers" that each partner brings to the table. This will help you make an informed decision and find the best fit for your specific business needs. Take the time to thoroughly vet each provider's capabilities, track record, and cultural fit.





## CONTRIBUTORS



The authors thank **Doris Kuo** and **Raymond Chung**, the esteemed Guest Speakers, for sharing their valuable insights and knowledge. The authors also thank **Elsa Law**, **Rowena Gonzales**, **Shea Stanley**, and **Sharon McEneff**, the dedicated **WEN** board members, for their contributions to this article.

## 7 MANAGE COSTS

If you're paying your service provider on an hourly or per-project basis, ensure you have a written agreement on the maximum budget amount. This will prevent them from exceeding the agreed-upon cost and help you maintain control over your outsourcing expenses. Regular budget reviews and adjustments may also be necessary as your requirements evolve.

## 8 PROTECT YOUR INFORMATION

Make sure all agreements with outsourcing partners clearly outline your rights to your information and data. Ensure that you can easily obtain your data if you decide to part ways, and protect your intellectual property, confidentiality, and staff retention. Beware of any verbal discussions after the contract is executed, as they can potentially vary the original agreement.

## 9 COMMUNICATE EFFECTIVELY

Maintain open and transparent communication with your outsourcing partners. Regularly discuss progress, challenges, and any changes in your business or requirements. This will help you address issues proactively and keep the partnership on track. Establish clear communication channels and escalation protocols to ensure smooth collaboration.

## 10 CONTINUOUSLY EVALUATE AND ADAPT

Regularly review the performance of your outsourcing partners and the overall effectiveness of your outsourcing strategy. Be prepared to make adjustments or shift to a new provider if the current arrangement is not delivering the desired results. Stay attuned to changes in your industry, technology, and the outsourcing landscape, and be willing to adapt your approach accordingly.



By following these top 10 tips, you can maximise the benefits of outsourcing and ensure your outsourcing success formula leads to a thriving, sustainable, and mutually beneficial partnership. Outsourcing done right can unlock new opportunities, improve efficiency, and free up your valuable time to focus on core business activities.

Remember, the key to outsourcing success lies in maintaining control, managing risks, setting clear expectations, and fostering strong partnerships with your service providers. With the right approach, outsourcing can be a game-changer for your business. **W**

# SPOTLIGHT

## CEICY WONG

**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:** Ceicy introduced Vegware to Hong Kong in 2015, a visionary brand specialising in plant-based compostable foodservice packaging. These disposables are designed to break down with food waste, promoting sustainability and reducing landfill contributions.

**Business Start Date:** June 2015

**Best Achievement to Date:** Establishing recycling initiatives, including setting up recycling bins and conducting workshops and events to collect both food waste and used Vegware products.

**One Thing to Do Differently:** "Create history, don't follow it."

[www.vegware.hk](http://www.vegware.hk)



### What motivated you to introduce Vegware to Hong Kong?

After years of traveling and working globally, I recognised that sustainability is the new luxury. Plant-based disposables are essential for reducing plastic waste in the food sector and diverting waste from landfills. It felt like the right time to make an impact in my community.

### How do you measure success in your business?

For me, success is about overcoming challenges and honing problem-solving skills. Each obstacle provides an opportunity for growth, and that's how I evaluate my achievements.

### What have been your biggest lessons as an entrepreneur?

One significant lesson I've learned is to be brave and pursue your dreams. It's essential to be bold in the face of uncertainty and to trust your vision.

### What are the next steps for Vegware?

The next step is to elevate our offerings of compostables and plant-based disposables. I aim to broaden our brand awareness and reach more people, ensuring everyone knows about the great green alternatives to replace plastics in the food sector.

### What makes the WEN network special to you?

**WEN** is a unique network where I can seek professional advice and connect with like-minded individuals. It's a space filled with positive support, which is invaluable for any entrepreneur. **W**

## TOP TIPS

- 🕒 **Identify a Relaxation Outlet:**  
Find a hobby, zen practice, or a supportive group of friends. It's crucial to have a way to unwind and filter out stress from work.
- 👥 **Build a Supportive Network:**  
Surround yourself with a cheering team. Having a network of supportive individuals can keep you motivated and focused on your goals.
- 🧠 **Embrace Courage:**  
Don't hesitate to take risks and pursue your dreams. Being brave in your decisions is key to navigating the challenges of entrepreneurship.

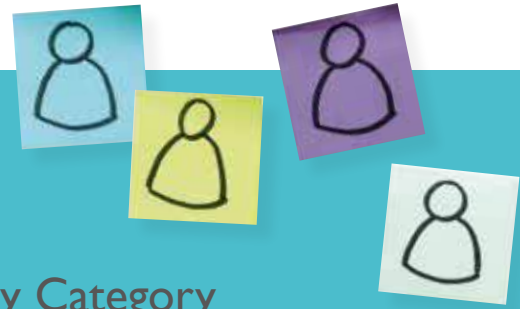
### Can you tell us about your entrepreneurial journey?

I was born in Hong Kong and raised in Taiwan. My education took me to the US and the UK, where I earned an MBA in luxury brand management from ESSEC Business School in France. Growing up in a traditional family, I was fortunate to make my own decisions. After working in luxury brands for a few years, I realised my passion for sustainability and decided to start my own business.



# OUTSOURCING

## Vendors & Platforms by Category



### DESIGN

#### **99designs**

A platform connecting businesses with freelance designers for logos, websites, and more. Clients can launch design contests or hire designers directly based on their portfolios.

🌐 [99designs.com](https://99designs.com)

#### **Fiverr**

Offers a wide range of design services for freelancers, including graphic design, illustration, and video editing. It's known for its diverse talent pool and budget-friendly options.

🌐 [fiverr.com](https://fiverr.com)

#### **Upwork**

A freelance marketplace where businesses can find designers with varying levels of expertise. Users can post jobs and receive proposals from interested freelancers, making it easy to find the right fit.

🌐 [upwork.com](https://upwork.com)

#### **DesignCrowd**

A global platform for custom design projects where clients can receive designs from freelance designers worldwide.

🌐 [designcrowd.com](https://designcrowd.com)

### ACCOUNTING AND FINANCE

#### **QuickBooks Live**

Offers accounting services via certified QuickBooks accountants, providing real-time financial insights and support tailored to the needs of small businesses.

🌐 [quickbooks.intuit.com/live](https://quickbooks.intuit.com/live)

#### **Xero**

A cloud-based accounting platform that allows businesses to outsource bookkeeping. It features user-friendly tools for invoicing, expense tracking, and financial reporting.

🌐 [xero.com](https://xero.com)

### SOCIAL MEDIA MANAGEMENT

#### **Hootsuite**

A platform for managing multiple social media accounts, with options for hiring social media managers to create content and strategise campaigns.

🌐 [hootsuite.com](https://hootsuite.com)

#### **Buffer**

A social media scheduling tool that also provides access to social media experts for guidance on best practices and content strategy.

🌐 [buffer.com](https://buffer.com)

#### **Sprout Social**

Offers social media management services along with analytics and reporting, helping businesses understand their audience and improve engagement.

🌐 [sproutsocial.com](https://sproutsocial.com)

### CUSTOMER SUPPORT

#### **Zendesk**

Provides customer service software and outsourcing solutions for managing customer interactions across various channels, enhancing the customer experience.

🌐 [zendesk.com](https://zendesk.com)

#### **Help Scout**

A customer support platform that offers outsourcing options for customer service, allowing businesses to focus on core operations while ensuring customer satisfaction.

🌐 [helpscout.com](https://helpscout.com)

#### **LiveAgent**

A help desk software that allows for outsourced customer support, offering live chat, email, and ticketing solutions to streamline communication.

🌐 [liveagent.com](https://liveagent.com)

#### **Freshdesk**

An Indian customer support platform that offers ticketing, collaboration, and automation features for businesses.

🌐 [freshdesk.com](https://freshdesk.com)

## VIRTUAL ASSISTANCE

**Belay**

Provides virtual assistant services tailored for entrepreneurs and business leaders, helping manage administrative tasks and improve productivity.

🌐 [belaysolutions.com](https://belaysolutions.com)

**Time Etc**

A platform connecting businesses with experienced virtual assistants who can handle a range of tasks, from scheduling appointments to managing emails.

🌐 [timeetc.com](https://timeetc.com)

**Fancy Hands**

Offers a team of virtual assistants for various tasks, from scheduling to research, available on-demand to meet business needs.

🌐 [fancyhands.com](https://fancyhands.com)

**MyOutDesk**

A virtual assistant service that provides support in various business areas, including real estate and marketing.

🌐 [myoutdesk.com](https://myoutdesk.com)

## CONTENT CREATION

**ContentWriters**

Connects businesses with professional writers for blog posts, articles, and website content, ensuring high-quality and engaging material.

🌐 [contentwriters.com](https://contentwriters.com)

**Scripted**

Offers a marketplace for hiring freelance writers for various content needs, from marketing copy to technical writing, tailored to specific industries.

🌐 [scripted.com](https://scripted.com)

## IT AND SOFTWARE DEVELOPMENT

**Toptal**

Connects businesses with top-tier freelance software developers and IT experts, ensuring high-quality talent for complex projects.

🌐 [toptal.com](https://toptal.com)

**Codementor**

A platform for finding experienced developers for project-based work or mentorship, ideal for startups needing guidance or technical support.

🌐 [codementor.io](https://codementor.io)

## MARKETING AND SEO

**HubSpot**

Provides marketing services, including SEO, with options for outsourcing. Their platform also offers tools for inbound marketing and lead generation.

🌐 [hubspot.com](https://hubspot.com)

**Neil Patel Digital**

Offers digital marketing services with a focus on SEO and content marketing, helping businesses increase their online visibility and drive traffic.

🌐 [neilpateldigital.com](https://neilpateldigital.com)

**Moz**

Provides SEO tools and consulting services for businesses looking to improve their online presence, with resources for keyword research and site audits.

🌐 [moz.com](https://moz.com)

## LEGAL SERVICES

**LegalZoom**

Offers legal services and document preparation, with options for hiring attorneys for various business needs, from formation to compliance.

🌐 [legalzoom.com](https://legalzoom.com)

**Rocket Lawyer**

Provides legal advice and document creation services, connecting businesses with legal professionals for personalised support.

🌐 [rocketlawyer.com](https://rocketlawyer.com)

**UpCounsel**

A marketplace for hiring freelance attorneys for various legal needs, allowing businesses to access specialized legal expertise on demand.

🌐 [upcounsel.com](https://upcounsel.com)

**Gigster**

Offers software development services with a focus on agile project management, providing a streamlined approach to building custom software solutions.

🌐 [gigster.com](https://gigster.com)

**Freelancer.com**

A global freelance marketplace that includes IT and software development professionals from around the world, including Asia.

🌐 [freelancer.com](https://freelancer.com)



## HUMAN RESOURCES

### Zenefits

A platform for managing HR tasks with options for outsourced HR services, including benefits administration and payroll processing.

🌐 [zenefits.com](https://zenefits.com)

### Gusto

Offers payroll, benefits, and HR services, including outsourced HR solutions that simplify compliance and employee management.

🌐 [gusto.com](https://gusto.com)

### BambooHR

Provides HR software with access to outsourced HR services, focusing on small to medium-sized businesses to streamline employee management.

🌐 [bamboohr.com](https://bamboohr.com)

### JobStreet

A leading job portal in Southeast Asia that also offers HR solutions and recruitment services.

🌐 [jobstreet.com](https://jobstreet.com)

## HONG KONG LOCAL-BASED OUTSOURCING PROVIDERS

### Numberz

What They Do: Cloud-based accounting and bookkeeping solutions.

🌐 [numberz.com.hk](https://numberz.com.hk)

### The Right Mix

What They Do: Graphic design, branding and digital marketing solutions.

🌐 [the-right-mix.com](https://the-right-mix.com)

### Optimize Operations

What They Do: Operational optimisation and process improvement services.

🌐 [optimiseoperations.com](https://optimiseoperations.com)

### DS& Co (Hong Kong)

What They Do: Strategic business advisory services.

Email: [dhunsukh@netvigator.com](mailto:dhunsukh@netvigator.com)

### Populis Digital

What They Do: Digital marketing services, including SEO and content marketing.

🌐 [populisdigital.com](https://populisdigital.com)

### ISSS

What They Do: IT support, software development, and cybersecurity services.

🌐 [iss.hk](https://iss.hk)

### Hotshot Consulting Services

What They Do: Business strategy and operational improvement consulting.

WhatsApp: +852 6639 2889

### GB Software

What They Do: Software development and IT solutions.

🌐 [gbsoftware.asia](https://gbsoftware.asia)

### HireRight Limited

What They Do: Recruitment and HR consulting services.

🌐 [hirerightlimited.com](https://hirerightlimited.com)

### Mandy Queen PR

What They Do: Public relations and brand communication services.

🌐 [mandyqueenpr.com](https://mandyqueenpr.com)

### T8 Corporate & Business Services

What They Do: Corporate Services, Accounting, Payroll and HR support.

🌐 [t8corporate.com/en](https://t8corporate.com/en)

### Accurate IT

What They Do: IT consulting and support services.

🌐 [accurate-it.com](https://accurate-it.com)

### Bauhinia Solutions

What They Do: Virtual assistance and business services.

🌐 [bauhiniasolutions.com](https://bauhiniasolutions.com)



# The Elements Of An Effective LinkedIn Profile:

## Insights From Steve Bruce

In today's digital world, having a strong online presence is essential, especially for professionals looking to connect with clients and peers. LinkedIn™, with over 1 billion users globally and more than 3 million in Hong Kong, stands out as a crucial platform for professional networking and business development. To effectively navigate this landscape, understanding the elements of an effective LinkedIn profile is vital. Steve Bruce, a leading Independent Marketing Consultant for LinkedIn training, shares insights on how to maximise your LinkedIn presence for professional success.

### THE IMPORTANCE OF LINKEDIN

LinkedIn has transformed into a powerful tool for professionals to showcase their skills and achievements. Statistics reveal that nearly 70% of LinkedIn users have sourced business through the platform, and those with fully completed or 'All-Star' profiles are 40 times more likely to attract new business. This underscores the necessity of a well-crafted LinkedIn profile. As Steve highlights, over 90% of B2B buyers prefer to engage with sellers who are recognised as industry thought leaders. Therefore, presenting yourself as an authority in your field on LinkedIn is not just beneficial; it is essential for attracting potential clients and enhancing your professional reputation.

### KEY ELEMENTS OF AN EFFECTIVE LINKEDIN PROFILE

#### 1. A Compelling Banner

Your LinkedIn banner is one of the first things people notice when they visit your profile. It provides a unique opportunity to showcase who you are and the problems you solve. A well-designed banner can communicate your brand message clearly and compellingly, helping potential clients understand your value at a glance.

#### 2. A Strong, Keyword-Rich Headline

Your headline is crucial for visibility on LinkedIn. It should be rich in keywords relevant to your industry and expertise. A strong headline not only summarises your professional identity but also improves your chances of appearing in searches conducted by clients and recruiters. This small but impactful section can significantly enhance your profile's discoverability.

#### 3. Professional Profile Photo

First impressions matter, and a professional headshot is vital for presenting yourself in the best light. A well-taken photo conveys professionalism and credibility, making you more approachable to potential connections. Avoid casual images; instead, opt for a clear, high-quality photo that reflects your professional demeanour.

#### 4. Populate All Profile Sections

Completing all sections of your LinkedIn profile is crucial for maximising engagement. Each section serves as a touchpoint for potential clients, hiring managers, and recruiters. Don't underestimate the power of personal touches; including photos from past schools or licenses can create connections and spark conversations that lead to business opportunities.

#### 5. Highlight Your Skills

LinkedIn allows you to add up to 100 skills to your profile. This feature enhances your visibility in searches, as recruiters often





search for candidates using specific skills. Be strategic when selecting skills, and consider adding them to each job in your experience section. This not only showcases your competencies but also informs potential connections about your expertise.

#### 6. Utilise the 'Featured' Section

The 'Featured' section of your LinkedIn profile is an excellent place to present yourself as an industry expert. You can highlight articles, presentations, or projects that showcase your work and thought leadership. This visibility can significantly enhance your credibility and authority within your industry.

#### 7. Use the Analytics Section

LinkedIn provides an analytics section that can help you track

how your profile is performing. Monitoring this data allows you to understand who is viewing your profile and how they are engaging with your content. Use these insights to adjust your strategy, ensuring that you are effectively reaching your target audience.

#### 8. Engage with Your Network

Building a robust network is essential for leveraging LinkedIn effectively. Each connection can introduce you to up to 400 new connections, so be proactive in connecting with colleagues, friends, and industry peers. The more expansive your network, the greater your opportunities for collaboration and business development.

#### 9. Incorporate Visual Elements

Using images and media to highlight your experience can make your profile more engaging. Visual elements can summarise your accomplishments and experiences in a way that is easily digestible for viewers. This approach can help your profile stand out among numerous others.

#### 10. Stay Active and Update Regularly

An effective LinkedIn profile is not static. Regularly updating your profile with new skills, experiences, and achievements keeps it relevant and engaging. Additionally, engaging with your network by sharing insights, articles, or updates can strengthen your connections and position you as an active participant in your industry.

Maximising your LinkedIn profile is essential for professional success in today's digital landscape. By focusing on key elements such as a compelling banner, a strong headline, a professional photo, and a thorough completion of all sections, you can significantly enhance your online presence. Steve Bruce's insights provide a roadmap for professionals aiming to leverage LinkedIn effectively, ensuring they present themselves as industry authorities and connect with the right audiences.

**W**

MEET OUR EXPERT



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**STEVE BRUCE**  
Independent Marketing Consultant

Steve Bruce is one of Asia's leading Independent Marketing Consultants for LinkedIn. With extensive experience in training, he has helped thousands of Senior Executives, Business Owners, and Corporate Teams achieve their business goals using LinkedIn through a series of in-person training sessions, workshops, and webinars. His expertise equips clients with the tools they need to enhance their online presence and connect effectively within their industries.

For further inquiries, you can reach Steve at  
[stevebruce@sbconsulting.com.hk](mailto:stevebruce@sbconsulting.com.hk)

# The Competitive Edge

## Trade Secrets for Thriving in Business From The **WEN** Board

In the fast-paced world of business, every decision can impact your bottom line. To thrive, owners must not only focus on revenue generation but also discover hidden opportunities to save money and optimise resources. This article compiles invaluable trade secrets from seasoned entrepreneurs within the Women Entrepreneurs Network (**WEN**). These insights go beyond traditional financial advice, offering a comprehensive approach to improving efficiency, reducing costs, and making informed decisions. By implementing these strategies, business owners can gain a competitive edge and foster sustainable growth.

### INVEST IN FINANCIAL HEALTH CHECKS



#### Tracy Ho

Executive Presence Coach, Personal Branding & Image Consultant

[linkedin.com/in/hotracy](https://www.linkedin.com/in/hotracy)

[@frame\\_and\\_fame](https://www.instagram.com/frame_and_fame)

Tracy suggests that sometimes the best way to save money is to spend wisely. By investing in an annual financial health check with an expert who understands the nuances of SME finance, businesses can uncover potential savings and optimise their financial strategies. This investment can yield valuable insights that may help avoid costly mistakes, ensuring that resources are allocated effectively.

### LEVERAGE AI AND AUTOMATION



#### Shea Stanley

Founder & CEO of Little Steps Asia

[linkedin.com/in/sheastanley](https://www.linkedin.com/in/sheastanley)

[@littlestepsasia](https://www.instagram.com/littlestepsasia)

Shea emphasises the power of technology in streamlining business operations. By making a comprehensive list of current business challenges, small business owners can explore how AI and automation might provide effective solutions. Whether it's automating customer service inquiries or utilising AI for inventory management, the tools available today can significantly enhance efficiency and reduce operational costs. Researching the right technologies can lead to surprising results, allowing businesses to focus on growth rather than getting bogged down by repetitive tasks.

### LEASE EQUIPMENT INSTEAD OF BUYING



#### Suzanne Liu Duddek, CPA

[linkedin.com/in/hongkongcpa](https://www.linkedin.com/in/hongkongcpa)

Suzanne recommends leasing rather than buying office equipment such as printers and copiers. Leasing typically includes maintenance, repairs, and toner costs in the monthly payment, which can lead to significant savings compared to the high upfront costs of purchasing. Additionally, leasing allows for regular upgrades, preventing equipment obsolescence and ensuring that businesses always have access to the latest technology without a hefty investment.





## CONSIDER OUTSOURCING BEFORE HIRING

### Kimberly Whiley

COO at MyWaves

[in linkedin.com/in/kimberly-whiley](https://www.linkedin.com/in/kimberly-whiley)

Kimberly points out that salaries often represent the largest expense for small businesses. Before hiring new staff, it may be more cost-effective to outsource specific functions or projects. This not only saves money but also allows businesses to leverage the expertise of professionals in those fields, leading to faster and better results. Outsourcing can be a viable alternative that optimises resources while maintaining quality.

## EMBRACE NON-BRANDED OPTIONS



### Tarynn Hatton-Jones

CEO of Burnt Oringe International

[in linkedin.com/in/tarynn-hatton-jones-b787001](https://www.linkedin.com/in/tarynn-hatton-jones-b787001)

[@burnt.oringe.design](https://www.instagram.com/burnt.oringe.design)

[f Burnt Oringe Design](https://www.facebook.com/BurntOringeDesign)

In a world where branding often drives prices up, Tarynn advocates for considering non-branded items. Many unbranded products offer the same quality as their branded counterparts but at a fraction of the price. Small businesses can save significantly by sourcing these alternatives without sacrificing quality. This strategy can apply to everything from office supplies to promotional materials.

## MAINTAIN CONSISTENT RECORDS



### Sharlene Jacquier

Director at Joint Dynamics

[in linkedin.com/in/sharlene-jacquier-41b20654](https://www.linkedin.com/in/sharlene-jacquier-41b20654)

Sharlene highlights the importance of good record-keeping. A structured record-keeping system not only provides financial clarity but also ensures tax compliance and informed decision-making. By keeping accurate records, businesses can better manage cash flow and track performance, ultimately leading to time savings and reduced stress. Implementing a consistent system can streamline operations and optimise financial oversight.

## UNDERSTAND LEGAL AND TAX FRAMEWORKS



### Elsa Law

[in linkedin.com/in/elsalaw](https://www.linkedin.com/in/elsalaw)

For small business owners, understanding the legal and tax framework relevant to their industry is crucial. Elsa advises that familiarising oneself with these regulations can prevent potential legal and tax liabilities. Additionally, outsourcing legal and accounting functions can free up valuable time for business owners, allowing them to focus on growth and strategy rather than compliance issues.

## UTILISE FIXED TIME DEPOSITS



### Tricia Yap

Founder

[in linkedin.com/in/triciayap](https://www.linkedin.com/in/triciayap)

For businesses with spare cash sitting idle in their bank accounts, Tricia suggests exploring fixed time deposits. These deposits can offer better interest rates than traditional savings accounts, even for short terms like three to six months. By making the most of available cash, businesses can generate additional income, enhancing their financial position without any significant risk.

# Your Invitation To Transformation

## Women in Business Mastery Retreat Q1 2025

# 20

lucky ladies will be  
attending this two day event  
where you GET AWAY  
from the office and  
FOCUS ON  
THINKING.

**G**et ready for the most transformative event of the year! Join us for the Women in Business Mastery Retreat, where you'll gain the tools, strategies, and inspiration to craft an effective, actionable business plan. Don't miss this chance to elevate your entrepreneurial journey—secure your spot today!

The workshop is designed to cover topics that will help elevate participants' businesses to the next level. Attendees will have the opportunity to hear from industry experts and engage in small group discussions for a more interactive experience. In addition to these insightful talks, participants will enjoy fun activities and connect with fellow like-minded entrepreneurs, sharing valuable experiences along the way.

## 2025 DETAILS

**WHEN:** 8 - 9 February 2025

**WHERE:** Discovery Bay, Hong Kong



**GET INVOLVED!**

Email [admin@wenhk.org](mailto:admin@wenhk.org)  
to get all the details.

*Secure your spot today!*

## A SNAPSHOT OF THE 2024 RETREAT



# SPOTLIGHT

## SHARLENE JACQUIER

**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:** Transform health and performance with personalised care that empowers individuals to thrive—because your journey to wellness deserves a tailored approach.

**Business Start:** June 2013

**Best Achievement to Date:**

Transform health and performance with personalised care that empowers individuals to thrive—because your journey to wellness deserves a tailored approach..

**One Thing to Do Differently:**

I would have implemented formalised processes and procedures earlier on. Keeping good notes and tracking actions could have created a valuable reference point for navigating challenges. This would have fostered a culture of accountability within the team, making it easier to focus on growth.

[www.jointdynamics.com.hk](http://www.jointdynamics.com.hk)



**How do you measure success in your business?**

I measure success through several indicators:

- Client Impact: Positive changes in our clients' health are paramount.
- Team Engagement: A motivated team translates to better service delivery.
- Brand Recognition: Establishing Joint Dynamics as a reputable brand reflects our success.
- Sustainable Growth: Financial stability and our ability to innovate are crucial.
- Personal Fulfillment: My sense of alignment with our mission drives my passion.

**What have been your biggest lessons?**

Key lessons include:

- Embrace Collaboration: A dedicated team fosters resilience and creativity.
- Adaptability is Key: Flexibility helps us navigate challenges effectively.
- Value of Processes: Clear processes streamline operations.
- Listen to Feedback: Valuing client and team feedback refines our services.
- Self-Compassion: Recognising the value of my contributions helps manage imposter syndrome.

**What is the next step for your business?**

Our next steps include:

- Invest in Technology: Implementing advanced solutions to enhance client engagement.
- Reinforce Core Values: Clarifying our unique service proposition.
- Invest in Our Staff: Ongoing training for our team is a priority.
- Expansion Plans: Exploring new markets in Hong Kong and London.

**What makes **WEN** special to you?**

**WEN** embodies resilience and collaboration among women in business. Connecting with fellow entrepreneurs reminds me of our collective strength. **WEN** fosters a supportive community where we celebrate successes and navigate challenges together. The inspiring stories of women overcoming obstacles motivate me to persevere. This sense of community makes **WEN** a vital network for us all. **W**

## TOP TIPS

- ⊕ Build a Support Network: Surround yourself with like-minded individuals who understand your journey.
- ⊕ Embrace Continuous Learning: Invest in personal and professional development through workshops and mentorship.
- ⊕ Stay True to Your Vision: Define your unique value proposition and remain committed to it, even when faced with obstacles.

**Can you tell us about your entrepreneurial journey?**

I didn't start as a natural health and wellbeing entrepreneur. However, I was fortunate to partner with individuals whose vision I could help realise. Their passion has guided our journey, allowing me to contribute my skills in operations. Despite sometimes feeling like an imposter, I take pride in ensuring our team delivers the best care to our clients.



UNLOCKING ONLINE ADVERTISING SUCCESS:

# Connecting with Your Target Audience

In today’s competitive digital landscape, effective online advertising is crucial for businesses aiming to connect with their target audience. To help you navigate this complex arena, here are the top 10 tips for unlocking online advertising success.

## 1. DEFINE CLEAR OBJECTIVES

Before launching any advertising campaign, it’s essential to define your goals. Are you looking to increase brand awareness, generate leads, or drive sales? Having clear, measurable objectives will guide your strategy and help you track success.

## 2. KNOW YOUR AUDIENCE

Understanding your target audience is key to effective advertising. Conduct thorough market research to identify demographics, interests, and online behaviours. Creating buyer personas will help you tailor your messaging to resonate with specific groups, increasing engagement and conversions.

## 3. CRAFT A SOLID STRATEGY

Your advertising efforts should be guided by a well-structured marketing strategy. This serves as a roadmap, ensuring that

all initiatives align with your overall business objectives. A solid strategy provides direction and clarity, helping you make informed decisions throughout the campaign.



## 4. CHOOSE THE RIGHT CHANNELS

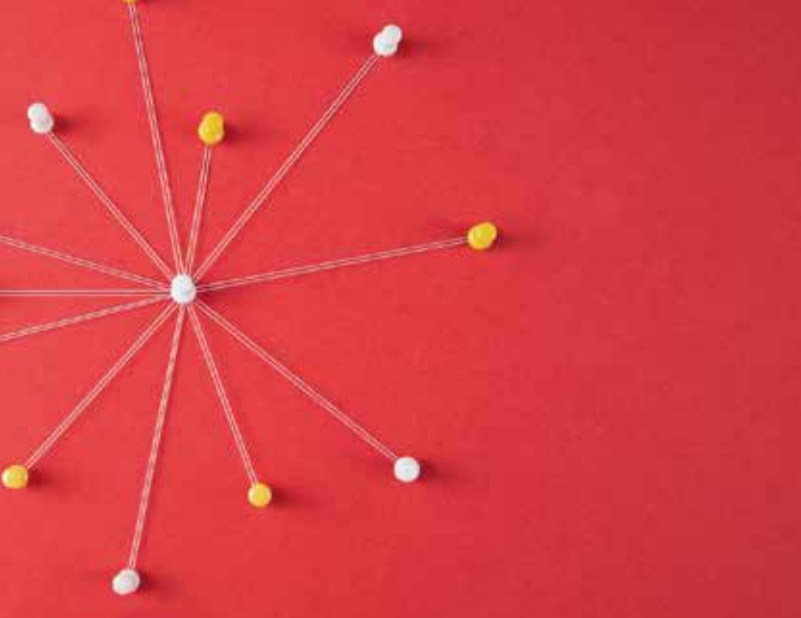
Not all advertising platforms are created equal. Depending on your target audience, some channels will be more effective than others. Use audience insights to determine where to focus your advertising efforts—be it social media, search engines, or email marketing.

## 5. CREATE COMPELLING CONTENT

Your ads need to stand out in a crowded marketplace. Invest time in crafting engaging and visually appealing content that captures attention. Whether it’s eye-catching graphics,

REACH YOUR TARGET AUDIENCE

	PEOPLE	CONTENT	STRATEGIES	CONS
	25 - 34 Boomers	Photos, links, live videos Information	Local marketing, advertising Relationships	Weak organic reach
	18 - 25 26 - 35	How-to's, explainers Webinars	Organic SEO, Advertising	Video is resource-heavy
	18 - 24, 25 - 34 Millennials	Inspiration & adventure Questions/polls	Organic Ecommerce, Influencer	High ad costs
	25 - 34, 35 - 49 Educated / wealthy	News, discussions Humor	Customer service Ads for males	Small ad audience
	46 - 55 Professionals	Long-form content Core values	Organic B2B, international	Ad reporting & custom audience
	10 - 19 Female (60%)	Entertainment, humour Challenges	Influencer marketing Series content	Relationship building
	13 - 17, 25 - 34 Teens	Silly, feel-good Threads	Videos ads, app marketing Location-based marketing	Relationship building



compelling copy, or a strong brand story, make sure your advertisements resonate with your audience.

## 6. INCORPORATE CLEAR CALLS-TO-ACTION

A strong Call-To-Action (CTA) is crucial for driving user engagement. Clearly tell your audience what you want them to do next—whether it's visiting your website, signing up for a newsletter, or making a purchase. Ensure your CTA is concise, action-oriented, and aligned with your campaign objectives.

## 7. UTILISE TARGETING OPTIONS

One of the key advantages of online advertising is the ability to target specific demographics. Use the targeting features of platforms like Facebook and Google Ads to reach potential customers based on age, location, interests, and behaviours. This precision enhances the effectiveness of your campaigns.

## 8. MONITOR PERFORMANCE METRICS

Regularly monitor your campaign's performance using Key Performance Indicators (KPIs). Metrics such as click-through rates, conversion rates, and return on investment provide valuable insights into what's working and what needs adjustment. Use this data to refine your strategy and improve future campaigns.

## 9. TEST AND OPTIMISE

Continuous testing and optimisation are vital for success in online advertising. Experiment with different ad formats, headlines, images, and targeting options to see what resonates best with your audience. Make data-driven adjustments based on performance to enhance effectiveness over time.

## 10. STAY UPDATED ON TRENDS

The digital advertising landscape is constantly evolving. Keep yourself informed about the latest trends, tools, and best practices in online advertising. Attend webinars, read industry blogs, and participate in forums to stay ahead of the curve and adapt your strategies accordingly.

Unlocking online advertising success requires a strategic approach, a deep understanding of your audience, and a commitment to continuous improvement. By following these top 10 tips, businesses can enhance their advertising efforts and effectively connect with their target market. In a digital world where attention is fleeting, being intentional and informed in your advertising strategies will make all the difference. **W**

### MEET OUR EXPERT



**MAR-LOES MANTOUA**

*Co-Founder & Chief Marketing Officer,  
The Right Mix*

Mar-Loes brings over 25 years of experience in marketing and business development to the company. With a BA Hons in International Marketing Management and additional qualifications in digital marketing, she has built a reputation for crafting innovative brand strategies that resonate with target audiences. Extensive experience across three continents has equipped her with a deep understanding of diverse cultural nuances, enabling her to craft globally resonant strategies and anticipate trends beyond single-market limitations. Mar-Loes is passionate about collaborating with driven entrepreneurs, combining her strategic mindset with creative content to tell compelling stories that make brands stand out.

For further inquiries, you can reach Mar-Loes at  
[mar-loes@the-right-mix.com](mailto:mar-loes@the-right-mix.com)

# WENStart Mentorship Programme:

## Empowering Women Entrepreneurs

Are you navigating the challenging waters of entrepreneurship alone? Do you find yourself in need of guidance and support as you build your business? The **WENStart** Mentorship Programme is here to help. Designed specifically for female entrepreneurs, this programme offers invaluable mentorship that can transform your business journey, providing you with the tools, insights, and connections you need to thrive.

At its core, mentorship is about fostering relationships that promote growth and development. The **WENStart** program connects you with experienced mentors who understand the unique challenges faced by women in business. Through tailored guidance, you can gain confidence, clarity, and essential skills that will propel you toward your goals. Whether you're seeking advice on strategy, marketing, or personal development, a mentor can provide the support you need to navigate the complexities of entrepreneurship.

Participants in the **WENStart** program have experienced remarkable transformations, highlighting how mentorship can lead to significant personal and professional breakthroughs.



### HOW TO GET INVOLVED?

#### UNLOCK YOUR POTENTIAL WITH **WENStart**!

Are you a new entrepreneur with less than three years of experience? **WENStart** is here for you! This 6-month mentoring program connects you with an established mentor and an ICF-certified coach, providing invaluable guidance to elevate your business. Returning for 2025 due to popular demand, **WENStart** offers:

- > Monthly 1-hour meetings with a dedicated mentor
- > One hour of coaching each month
- > Strategies and tools to achieve your business goals
- > Enhanced confidence and networking opportunities
- > Insights to overcome obstacles

No **WEN** membership is required—join us and take your entrepreneurial journey to the next level!





*"I think it was her continual empathy. I was agonising over pricing and she said it was always difficult and you just needed to decide. It helped me make decisions and go for it more than otherwise."*

NICOLE CHABOT

## Testimonials

*"Mentor and mentee both learn a lot about their respective businesses and gain from each other's experiences."*

JESSICA YUEN

*"My mentor asked me not to spend money on marketing. Since then I have evaluated every marketing opportunity that has come my way. I have strived towards collaborations and barter systems."*

RUCHI BHAVE

*"She helped me formulate a coaching package for my clients, and has been my cheerleader, helping me appreciate my own worth as a business owner!"*

VANNESSA MISSO-VENESS



For those interested in joining as a mentor/mentee - reach out to [admin@wenhk.org](mailto:admin@wenhk.org).  
Mentorship registration opens Monday, 11 November 2024.



## **FLEXIBLE AFFORDABLE** BUSINESS SUPPORT

**We're Ready for You!**

Contact us to learn more about  
how our support services can  
help your business thrive!

[bauhinasolutions.com/book-call](https://bauhinasolutions.com/book-call)



# 3 Keys to Holding Your



As a leader, one of your primary responsibilities is ensuring that team members deliver results and successfully complete their tasks. When each person individually hits their marks, the entire business benefits. This isn't just about task completion; it's about moving the company closer to its larger goals. This is where accountability plays a key role.

To achieve these outcomes, cultivating a culture of accountability across your team is essential. However, holding people accountable can be a challenging task. It requires a delicate balance of clarity, consistency, and empathy. Many leaders struggle with accountability, often finding themselves frustrated, asking the same question: "Why isn't everyone just doing what they're supposed to!?"

The truth is, accountability—though often viewed as straightforward—is a leadership skill that involves nuance and thoughtfulness. It's not simply about enforcing rules but about creating an environment where team members understand expectations, receive constructive feedback, and are empowered to take ownership of their responsibilities.

**Here are three essential keys to holding your team accountable while creating a culture that fosters ownership and productivity.**

## 1 ESTABLISH CLEAR EXPECTATIONS

The foundation of holding your team accountable is establishing clear expectations. You can't expect accountability if your team doesn't know what success looks like. It's like asking someone to run a race without defining the finish line. Your team members need to have a clear understanding of what is expected of them, what deliverables are required, and how their performance will be evaluated.

### Defining Success

Start by setting specific, measurable, achievable, relevant, and time-bound (SMART) goals for each team member. Clear expectations eliminate ambiguity and provide a straightforward path to success. Instead of vague instructions like "improve sales" or "make customers happy," define measurable outcomes such as "increase sales by 10% this quarter" or "achieve a customer satisfaction score of 90% by the end of the year."

### Two-Way Communication

Clarity in expectations also requires open communication. Setting goals is not a one-sided process. Encourage your team members to ask questions, raise concerns, and offer feedback when discussing goals. This ensures everyone is on the same page and creates space for any misunderstandings to be addressed early on. A dialogue fosters a deeper commitment, as team members will feel more invested in the process when they are given a voice.

### Purpose and Contribution

Additionally, emphasise the importance of each role and how individual work contributes to the bigger picture. Team members are more likely to be motivated when they understand how their specific efforts help achieve broader business objectives. This sense of purpose is a powerful motivator, reinforcing that every task they complete plays a vital role in the company's success.

*It requires a delicate balance of clarity, consistency, and empathy.*

# Team Accountable

## 2 CONSISTENTLY MONITOR PERFORMANCE

After setting clear expectations, it's essential to consistently monitor your team's performance.

Accountability is not a one-time act - it's an ongoing process that requires regular attention and feedback. As the saying goes, "We get what we inspect, not what we expect."

### Ongoing Feedback

One of the most effective ways to ensure accountability is to provide timely and continuous feedback. While formal reviews might happen quarterly or annually, you should aim for more frequent touchpoints to keep your team on track. Whether it's through weekly one-to-one check-ins or monthly team meetings, ongoing feedback ensures that you catch issues early before they escalate.

Feedback, however, should not be limited to the formal review process. Regular conversations about what's going well and what needs improvement will help keep your team aligned with their goals. As Brené Brown wisely said, "Clarity is kind." This applies especially to feedback. Sugar coating or tiptoeing around issues will only lead to more confusion and underperformance. When providing constructive criticism, be direct but supportive, and focus on solutions rather than just problems.

### Course Corrections

When performance begins to deviate from the expected standards, monitoring allows you to step in and make course corrections early. If you wait too long to address underperformance, you might find yourself with an unsalvageable situation. Addressing challenges as they arise helps to prevent small issues from growing into larger, more difficult problems.

### Recognising Achievements

Accountability isn't just about identifying areas for improvement - it's also about recognising when things are going well. Celebrating wins and offering praise for a job well done reinforces positive behaviour, and creates a more motivated, engaged team. Don't overlook the importance of positive reinforcement; acknowledging your team's successes helps to build a stronger culture of accountability.

## 3 FOSTER A CULTURE OF ACCOUNTABILITY

Accountability should not only come from the top down. For it to be effective and sustainable, accountability needs to become part of your organisation's culture. This means creating an environment where everyone takes ownership of their responsibilities and is held to a high standard - by themselves and by each other.

### Empowering Team Members

One way to foster this culture is by empowering your team members to take ownership of their roles. When people feel trusted to make decisions and execute tasks independently, they are more likely to take pride in their work, and hold themselves accountable. Autonomy breeds responsibility. On the other hand, micromanagement can stifle initiative, and foster a culture where people simply do the minimum required.

### Open Discussions on Progress

Encourage open communication about progress and challenges. A culture of accountability means your team feels comfortable bringing up concerns or obstacles before they become unmanageable. This kind of openness not only allows for quicker solutions but also fosters trust. When people feel that they can be candid about their struggles, they are more likely to seek help when they need it, rather than allowing things to spiral out of control.

### Peer Accountability

In a truly accountable team, individuals also hold each other accountable. This doesn't mean creating a culture of blame, but rather one where people feel responsible for contributing to the group's overall success. Encourage collaboration and peer accountability by promoting teamwork and shared goals. When team members support one another and hold each other to high standards, they collectively elevate the entire team's performance.

### Lead by Example

Perhaps the most important aspect of fostering a culture of accountability is leading by example. As a leader, you set the



tone for your team. If you consistently follow through on your commitments, own your mistakes, and hold yourself to the same standards you expect from your team, you'll inspire them to do the same. Accountability starts at the top—if you're not holding yourself accountable, you can't expect your team to.

### ACCOUNTABILITY AS A CONTINUOUS PRACTICE

Accountability isn't a one-time initiative. It's a continuous practice that needs to be embedded into the fabric of your organisation. By establishing clear expectations, consistently monitoring performance, and fostering a culture of accountability, you can create a team that is not only productive but also motivated, engaged, and invested in the success of the company.

The journey to building a culture of accountability takes time, effort, and consistency. But the payoff - seeing your team grow, thrive, and achieve results - is well worth the investment. **W**

### MEET THE 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 to maximise efficiency and time.

*By establishing clear expectations, consistently monitoring performance, and fostering a culture of accountability, you can create a team that is not only productive but also motivated, engaged, and invested in the success of the company.*

## Upcoming WEN Events

[www.wenhk.org](http://www.wenhk.org)

#### 1. WEN LUNCH AND LEARN

Bringing your Best Self to Work: Core Energy Leaderships  
Date: 3 December 2024  
Time: 1:00 pm - 2:00 pm  
Venue: Online

#### 2. HOLIDAY SOCIAL WITH "THE BEST OF BEST" LIST

Date: 5 December 2024  
Time: 6:30 pm - 8:30 pm  
Venue: 5/F, Cheung Hing Industrial Building,  
12P Smithfield Road, Kennedy Town

#### 3. WENSTART MENTORSHIP PROGRAMME - MENTEES

Date: 2 January - 30 June 2025  
Venue: In-person or online

#### 4. WEN LUNCH AND LEARN

Finance Options  
Date: 19 February 2025  
Time: 1:00 pm - 2:00 pm  
Venue: Online

#### 5. FINANCE, FUNDING, AND STRATEGIC GUIDANCE

Growth Strategy for Businesses and Solo Entrepreneurs  
Date: 1 April 2025  
Time: 6:15 pm - 8:45 pm  
Venue: TBA



scan to view  
and register  
for our  
latest events



THE WOMEN ENTREPRENEURS NETWORK

# WEN | NEWS

## EVENTS | PARTNERSHIPS | SPONSORSHIPS



### Exit Success Stories 24 April 2024

The “Exit Success Stories” event at Tanner De Witt Solicitors featured **Elizabeth Thomson** moderating discussions with **Dr. Amanda Roddam** and **Trilby White**. They shared insights on selling businesses, addressing challenges, and preparing for potential buyers, emphasising the importance of early exit planning.



### Women’s Wellness In One Fair 24 January 2024

The “Women’s Wellness in One” event united women to accelerate their health goals for 2024. Attendees gained insights from experts on nutrition, training, and mental health, participated in a curated wellness fair, and enjoyed networking during a vibrant happy hour, fostering community and support.

### WEN + Oz Hong Kong High Tea & Drinks at The Helena May



19 June 2024

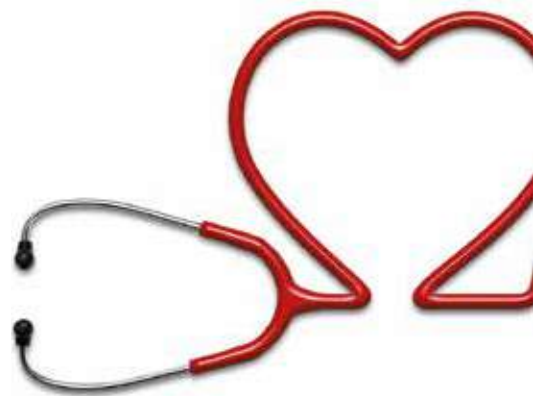
The Women Entrepreneurs Network and The Australian Association Hong Kong hosted a special event at The Helena May. Attendees enjoyed a traditional high tea with a guided tour of the historic building, followed by a relaxing drinks hour that provided excellent networking opportunities.



### Outsourcing Success Formula 29 May 2024

The “Outsourcing Success Formula” seminar at VIVA Workspace in Hong Kong provided women entrepreneurs with essential insights on effective outsourcing. Expert speakers shared strategies on vendor selection, risk mitigation, and contract negotiation, fostering valuable connections during the evening’s networking session.

# Why Every Business Owner Should Consider Protecting Their People



Health insurance is not only vital for the wellbeing and productivity of business owners, but also for supporting your employees' health and morale. Group medical health insurance, which provides coverage for a group of individuals—typically your employees—is an excellent way to ensure comprehensive care. **WEN** collaborates with **The Financial Empowerment Group** and **April International Health Insurance** to bring these benefits to you

## ✓ GROUP DISCOUNTS

One of the most attractive perks of group medical cover is the discount. As a Premium **WEN** member, you, your family and your staff are eligible to 10% off. This discount can make a significant difference, especially if you're running a small business on a tight budget.

## ✓ MEDICAL HISTORY CAN BE DISREGARDED

With group medical cover, there's often a potential for medical history disregard. This means that even if someone has had health issues in the past, it won't necessarily affect their eligibility. Of course, each provider has their own criteria and must be researched thoroughly. However, this can ease a lot of stress for both you and your employees. This is accessible for any small business with 10 or more employees (and family members) to join.

## ✓ FLEXIBLE COVERAGE LEVELS

No two businesses are the same, and neither are their healthcare needs. With group medical cover, you can choose from various levels of coverage that best suit your team. Whether you want a basic plan or something more comprehensive, there's something for everyone.

## ✓ PAYMENT PLANS THAT FIT YOUR BUDGET

Group medical cover offers flexible payment options. You can pay quarterly, semi-annually, or annually. This gives you the freedom to choose a schedule that works best for your financial situation without breaking the bank.

## ✓ PRIVATE OR SEMI-PRIVATE COVER

Some employees might prefer more privacy when receiving medical care. With group medical cover, you can offer private or semi-private coverage options. This flexibility can enhance employee satisfaction and retention, showing them that you care about their comfort.

## ✓ COMPREHENSIVE CARE

Group medical cover often includes both inpatient and outpatient services. This means that whether your employees need a quick check-up or a longer hospital stay, they're covered. Plus, many plans even include maternity and dental coverage, which are essential for a well-rounded health plan.



**The Financial Empowerment Group** aims to help women and members of the LGBTQ+ community to achieve financial freedom through education, planning and action. We aim to provide straight-talking, simple financial advice. Avoiding financial jargon and making you feel good about your choices at every stage of the journey. The Financial Empowerment Group is a Partner Practice of St. James's Place, the UK's largest financial advice provider with nearly one million clients and over £179 billion in assets under management.

*Advice relating to a group health insurance involves the referral to a service that is separate and distinct to those offered by St. James's Place.*





### THE BOTTOM LINE

So, should you invest in group medical cover? Absolutely, not only does it provide essential health benefits for you, your family, and your employees, but it also demonstrates that you care about their wellbeing. Healthier employees are happier and more productive.

In today's competitive job market, offering solid health insurance can set you apart from other employers. Investing in your team's health is investing in your business's future. [W](#)

### MEET OUR EXPERT



ELEANOR COLEMAN

Founder & Partner, The Financial Empowerment Group

*Eleanor is the Partner and Founder of the Financial Empowerment Group and owner of the "Man is Not a Plan" series. Her mission is to help women to feel in control of their money and empowered by their investments, so that they can feel confident about their financial future.*

*Eleanor's experience of working for international banks in Hong Kong over the last 18 years has inspired her to help people define and achieve their dreams. She's worked for all kinds of financial institutions, including international banks, and is driven by helping women plan their finances. Eleanor is also Co-Vice Chair of the Women in Business Group for BritCham and is on various committees for charitable organisations, focusing on DEIB and empowering women and the LGBT+ community in Hong Kong.*

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# WEN SOCIALS



## *Out Loud!*

The **WEN Out Loud Gala Luncheon**, our largest event of the year, celebrated and empowered female entrepreneurs across Hong Kong. This inspiring gathering provided a supportive environment for women to network, share their stories, and learn from industry leaders. The highlight of the day was the announcement of the **WEN Women Entrepreneur Of The Year Award**. It was truly a day to remember!









# WEN SOCIALS





## Holiday Social

**WEN** hosted a **festive gathering** for Women Entrepreneurs, featuring holiday drinks and fellowship in a vibrant venue. The event brought together like-minded individuals, encouraging support and sharing ideas, including favourite business books and tools. Attendees networked, exchanged insights, and received a surprise gift, making for a memorable evening



## Visit to The Helena May

**WEN** members **visited The Helena May** in June, a historic institution founded in 1916. We enjoyed a guided tour, followed by high tea in the elegant green room and networking in the beautiful blue room. This inspiring experience highlighted the legacy of women in Hong Kong and the power of collaboration.

## Our Networking Events

**She-E-O Networking** events are quickly becoming a favourite among women entrepreneurs! These gatherings offer the perfect opportunity to connect, collaborate, and celebrate each other's businesses. With a dynamic atmosphere that fosters empowerment, participants can share insights, build valuable relationships, and uplift one another. She-E-O Networking is not just about making connections—it's about creating a vibrant community of female entrepreneurs dedicated to success.



## Social Junk

**WEN** hosted an unforgettable **junk evening**, offering a fun and relaxing way for women to network away from the city's hustle. Attendees enjoyed a scenic cruise, savouring food and drinks while admiring Hong Kong's stunning skyline.



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[www.rethinklegal.com.hk](http://www.rethinklegal.com.hk)

## Manufacturing & Exporting

### Burnt Oringe International Ltd

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Manufacturing & Exporting  
**Tarynn Hatton-Jones**  
[www.burntoringe-intl.com](http://www.burntoringe-intl.com)  
[tarynn@burntoringe-intl.com](mailto:tarynn@burntoringe-intl.com)  
+ 852 6015 4544



Burnt Oringe Intl. provides a comprehensive furniture sourcing and manufacturing service for interior designers, architects and property developers.

### Harmony Link Trading Co Ltd

Textile Trading  
Alessandra Cocchi  
[www.linkedin.com/in/alessandra-cocchi-9718bb24](http://www.linkedin.com/in/alessandra-cocchi-9718bb24)

### J Gordhan & Co Ltd

Retail Services  
Deepa Jivan  
[www.linkedin.com/in/deepajivan77](http://www.linkedin.com/in/deepajivan77)

### Signature HKG Logistics Ltd

Door to Door Courier Shipping  
Meenakshi Mantoo  
[www.signaturelogistic.com](http://www.signaturelogistic.com)

### Tamco Holdings

Merchandising & Logistics  
Kimberly Whiley  
[www.tamcohholdings.com](http://www.tamcohholdings.com)

## Media & Publishing

### Little Steps Asia

Online Magazine  
Shea Stanley  
[www.littlestepsasia.com](http://www.littlestepsasia.com)

### Media Focus

Festivals and cultural events  
Lakshmi Laroia  
[www.indiabythebay.com](http://www.indiabythebay.com)

### Naari

Women's Online Magazine  
**Tanya Singh**  
[www.facebook.com/tanyanaarimagazine/](http://www.facebook.com/tanyanaarimagazine/)  
[tanyarakeshsingh@gmail.com](mailto:tanyarakeshsingh@gmail.com)  
+ 852 5107 5986



Naari Magazine is a lifestyle women's bimonthly Magazine. It carries articles on latest trends, the news-makers, culture, tradition, sports etc. to cater globally.

### Sassy Media Group

Online Magazine/Publishers  
Maura Thompson  
[www.sassymediagroup.com](http://www.sassymediagroup.com)

## Non-Profit & Social Enterprise

### Diamond Cab

Wheelchair Accessible Taxi Company  
Doris Leung  
[www.diamondcab.com.hk](http://www.diamondcab.com.hk)

### The Amber Foundation

Elizabeth Thomson  
[www.theamberfoundation.org](http://www.theamberfoundation.org)

## Other

### Charter Junks HK

Boat Ride Experience  
**Sharon McEneff**  
[www.charterjunkshk.com/](http://www.charterjunkshk.com/)  
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Christine Zhou  
[www.chubb.com](http://www.chubb.com)

### Christine Lau

Investment Banking Analyst  
[christinelau261@gmail.com](mailto:christinelau261@gmail.com)

**Emily Kan**

Ex-Sotheby's  
[emilykpkp@yahoo.com.hk](mailto:emilykpkp@yahoo.com.hk)

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Entertainment  
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**Pet Care****Kowloon Veterinary Hospital**

Amanda Roddam  
[www.kowloon-vet-hospital.com](http://www.kowloon-vet-hospital.com)  
[www.prescriptionfood.com.hk](http://www.prescriptionfood.com.hk)

**Paws in Motion- Veterinary  
Physiotherapy**

Veterinary Physiotherapy  
Jane McNae  
[www.pawsinmotion.hk](http://www.pawsinmotion.hk)

**Sai Kung Animal Hospital**

Veterinary Services  
Genevieve Touzel  
[www.saikunganimalhospital.com](http://www.saikunganimalhospital.com)

**The Vet Equation**

Veterinary/Pet Health  
Joanne Harries  
[www.thevetequation.com](http://www.thevetequation.com)

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Carolyn Gomersall  
[www.cacao.hk](http://www.cacao.hk)

**Cerqular, Inc**

e-Commerce  
Denise Ho  
[www.cerqular.hk](http://www.cerqular.hk)

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