

Special Topics: Women in Entrepreneurial Leadership (WEL)

(Course ENTRE 579 E/F)

Paccar hall room 290

Tuesday, October 4<sup>th</sup> - November 1<sup>st</sup>, 2022

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Office Hours: 5-6pm PT (before class, outside of class) or by appointment

Course Description:

Stories of technological disruption, innovations changing our society, new accelerators, new incubators, new unicorns, and venture capital are seemingly daily headlines. Also in the headlines, and our social feeds, are Elon Musk, Jeff Bezos, and Mark Zuckerberg. Silicon Valley is portrayed as both the birthplace and playground of the entrepreneur.

Entrepreneurship is sexier than ever, and one might assume, we are during an entrepreneurial boom – one in which success is swift and profitable. The reality is much different. Data shows that the [entrepreneurship rate has nearly halved since the 1970s](#). Simultaneously, the percentage of startups that are profitable when they list on the stock market is at its lowest point since the dotcom bubble of the 1990s despite the average startup today remaining private twice if was the norm in the past.

Pulling back the façade even further, one finds that women and minorities are largely left out – or face more challenges than their white male counterparts. In 2019, companies with all-female founding teams received [just 2.8% of all venture capital funding](#). Further, [female-only founders raise less of a proportion of funding than male/female co-founded teams across funding rounds](#). (see through series C+).

[Minorities receive even less funding](#). Just one percent of venture-backed founders are black, Latino founders' makeup 1.8% of those receiving funding, while Middle Easterners total 2.8%. Asians make up 17.7% of venture-backed founders.

A [2017 paper](#) reported that while VC investments and initial public offerings affect less than 1% of US companies, these two subjects were the focus of almost half of all papers published in entrepreneurship journals. To put this into perspective, Howard Aldrich, a sociology and entrepreneurship professor at the University of North Carolina at Chapel Hill and one of the paper's authors asks – what if half of all biologists published research only on elephants, ignoring 99% of the creatures on the planet?

So, you want to become an entrepreneurial leader? You can, and you should. Beyonce once said, "Power is not given to you. You must take it."

The mindset and skills are applicable to founders, early-stage employees, investors and intrapreneur. Most important is you become the entrepreneurial leader of your own life!

Course Learning Objectives:

Upon successful completion of this course, you will be able to:

- Learn vocabulary and definitions used in the anteprendial ecosystem
- Build a business plan based on research, viability testing, and marketing potential
- Strengthen networks with female entrepreneurial leaders
- Define the entrepreneurial ecosystem and where the learner wants to play and why
- Design a road map to personal and professional goals for being an entrepreneurial leader

Course Format:

This course is immersive and will be a combination of case methodology, discussion, guest speakers and building your own leadership roadmap.

Course Materials:

Required Reading (Will be in the UW bookstore)

- [Leapfrog: The New Revolution for Women Entrepreneurs.](#) by [Nathalie Molina Niño](#)
- [Entrepreneurial Leadership: The Art of Launching New Ventures, Inspiring Others, and Running Stuff](#) by [Joel Peterson](#)

Optional (will not be in the UW bookstore)

- [The Founder's Dilemma](#) by Noah Wasserman
- [Business model generation](#) by [Alexander Osterwalder](#)

Course Webpage:

[Canvas site URL](#)

Course Topics and Assignments by Date:

Day/Date	Reading/Assignment Due	Assignment
<b>Week 1</b> <b>October</b> <b>4th</b>	<p><b>Themes</b> “Overall ecosystem and Establishing trust”</p> <p><b>Focus area: Founders</b></p> <p>HW: Read LinkedIn for speakers</p> <ul style="list-style-type: none"> <li>· <a href="#">Sheila Stafford</a>, CEO of Team Sense</li> <li>· <a href="#">Jens Molbak</a>, CEO/Founder at NewImpact</li> <li>· <a href="#">Lori Belknap</a>, Executive Assistant to CEO/Founder at NewImpact</li> </ul> <p>Look at company website for speakers</p> <ul style="list-style-type: none"> <li>· <a href="#">Team sense</a></li> <li>· <a href="#">New impact</a></li> <li>· <a href="#">Pioneer Square labs</a></li> <li>· Do: Self-assessment slides</li> <li>· Complete values assessment</li> </ul>	<p>Entrep leadership self-assessment</p> <p>Skim entrep. Interview assignment</p> <p>Discussion posts: hacks for being entrep.</p> <p>Discussion leadership domains</p>
<b>Week 2</b> <b>October</b> <b>11th</b>	<p><b>Themes</b> “Creating a sense of mission, launch something, early-stage employees”</p> <p><b>Focus area: Early-stage employees</b></p> <p>Read LinkedIn for speakers</p> <ul style="list-style-type: none"> <li>· <a href="#">Andrea Sparrey</a>, Founder, Sparrey Consulting Group</li> <li>· <a href="#">Sharon Williams</a>, Director, Cloud Alliances at Amperity</li> </ul> <p>Look at company website for speakers</p> <ul style="list-style-type: none"> <li>· <a href="https://www.sparreyconsulting.com">https://www.sparreyconsulting.com</a></li> </ul>	<p>Values assignment</p> <p>Sharon case</p> <p>Sheila part 2 case</p> <p>Leadership roadmap, build trust</p>

		<p>Discussion post: joining a high growth company</p> <p>First 3rd of your roadmap</p>
<p><b>Week 3</b> <b>October 18th</b></p>	<p><b>Themes:</b> attributes of leaders who get results, <b>Focus area:</b> entrep through acquisition, intrapreneurship</p> <ul style="list-style-type: none"> <li>· <b>Case:</b> Nikita</li> </ul> <p>Search Fund Primer (Stanford GSB, attached but available for download with free sign-up <a href="https://www.gsb.stanford.edu/faculty-research/centers-initiatives/ces/research/search-funds/primer">https://www.gsb.stanford.edu/faculty-research/centers-initiatives/ces/research/search-funds/primer</a>)</p> <ul style="list-style-type: none"> <li>· Five Insights into Intrapreneurship (Deloitte white paper) <a href="https://www2.deloitte.com/content/dam/Deloitte/de/Documents/technology/Intrapreneurship_Whitepaper_English.pdf">https://www2.deloitte.com/content/dam/Deloitte/de/Documents/technology/Intrapreneurship_Whitepaper_English.pdf</a></li> </ul> <p>Review linkedin for speakers <a href="#">Aaron Perrine</a>, <u>Managing Director at Trilogy Search Partners, LLC</u> <a href="#">Nikita Sunilkumar</a>, <u>Ex-Search Fund CEO   Management Consultant   Engineer</u></p> <p>Look at company website for speakers <a href="#">Trilogy search</a> <a href="#">Crown health</a></p>	<p>Nikita case</p> <p>Leadership roadmap: create a mission</p> <p>Discussion post: building a team</p> <p>Which portcos are interesting to you?</p> <p>Second 3<sup>rd</sup> of your roadmap</p>
<p><b>Week 4</b> <b>October 25th</b></p>	<p><b>Themes</b> “Building a cohesive team, investing (Angel, PE, VC)?” <b>Focus area: Investor</b></p> <ul style="list-style-type: none"> <li>· Case: Hollie Haynes</li> <li>· Prepare route map</li> </ul>	<p>Interviews assignment due</p>

	<p>Read LinkedIn for speakers</p> <ul style="list-style-type: none"> <li>· <a href="#">Hollie Hayes</a>, Founder and Managing Partner at Luminare Capital</li> <li>· <a href="#">Sarah Smith</a>, Early-Stage Investor, Board Member</li> </ul> <p>Look at company website for speakers</p> <p><a href="#">Luminare capital</a>  <a href="https://www.baincapital.com">https://www.baincapital.com</a></p>	<p>Hollie case</p> <p>Sarah Case</p> <p>Discussion post: building a canvas for an investor</p> <p>Third 3<sup>rd</sup> of your roadmap</p>
<p><b>Week 5</b></p> <p><b>November 1st</b></p>	<p><i>Themes: Intrapreneurs within big companies and delivering results</i></p> <p><i>Share leadership roadmap</i></p> <p>Read LinkedIn for speakers</p> <ul style="list-style-type: none"> <li>· <a href="#">Abigail. Franco</a>, Senior Director, T-Mobile for Business - Product Engineering &amp; Platforms</li> <li>· <a href="#">Chinara Satkeeva</a>, Google</li> <li>· <a href="#">Maria Hess</a>. (Madrona, Amazon)</li> <li>· <a href="#">Maria Mendiburo</a>, Microsoft</li> <li>· <a href="#">Theresa Demeter</a>, Managing Director, Tegria Clinical Solutions (Providence)</li> <li>· <a href="#">Vanessa Pegueros</a> (DocuSign, board member of publicly traded companies)</li> </ul> <p>Look at company website for speakers</p> <p><a href="#">Tmobile</a></p> <p><a href="#">Tegria</a> (Providence)</p> <p><a href="#">Amazon</a></p> <p><a href="#">Madrona</a></p> <p><a href="#">Microsoft</a> (note Microsoft does a lot and has a lot of emerging areas)</p> <p><a href="#">Google</a></p>	<p><i>Final roadmap due</i></p> <p><i>Vanessa case</i></p> <p><i>Final Entrepreneurial roadmap</i></p> <p><i>Discussion post: making a bet</i></p>

## Student Assessment:

This is a graded class. There are readings, discussion posts and reflections. In addition, we do have a lot of class participation, teamwork and practical application of tools. **DO NOT TAKE THIS CLASS IF YOU ARE NOT GOING TO PARTICIPATE AND WORK WITH OTHERS.** Graded performance is based on:

Attendance (20%): attendance is critical, everyone must sign in; you must email with a legitimate reason to miss - only then can you arrange a make-up; no more than 1 missed classes allowed for passing grade.

Case studies (20%): This is a chance for you to practice being an entrepreneurial leader. You will prepare a few answers to questions presented during a short case. Then we may role play the situation in class.

Discussion posts, Reflections and entrepreneurial interviews. (30%): Includes discussion posts, reflections and entrepreneurial interviews.

Leadership roadmap and final presentation (30%): The moment of truth comes in sharing your leadership roadmap... Every student must provide a finished PowerPoint/Slides version of this by the end of the class.

*\* Note: this course is a practicum and a survey; those looking for in-depth, academic study of specific topics should consult the [course catalogue](#).*

Required reading: short articles, posts, videos provided by instructor.

Guest Speakers: There will be guest speakers at nearly every session. These entrepreneurial leaders are founders, early-stage employees, investors, advisors, searchers and intrapreneurs. The speakers will come from industries ranging from software to healthcare to entertainment to government. Speakers often switch dates, and so patience and flexibility are a must. You can expect to see speakers such as:

## Student Code Policy:

The University of Washington's Student Conduct Code applies to all students, including students enrolled in UW Professional & Continuing Education courses. Students are expected to maintain the highest standards of academic responsibility. Plagiarism and other kinds of academic misconduct are considered serious offenses at the UW. Plagiarism is using someone else's words or ideas without proper citation. It can range from failure to credit a single sentence or paragraph to passing off an entire article, speech or another student's paper as one's own. Instances of academic dishonesty for noncredit courses are handled by the University of Washington Professional & Continuing Education Committee on Academic Conduct. If evidence of academic misconduct is established, the student will be given a failing grade for the course and any request for a refund of course or other fees will be denied.

## Disability Services:

The Disability Services Office strives to help make the UW community more accessible for all. If you are a non-degree student seeking accommodation for a permanent or temporary disability, contact the office for more information and assistance. You can reach Disability Services at 206-543-6450 or [dso@uw.edu](mailto:dso@uw.edu).

## Policies and Values:

*The successful experience requires self-initiative as well as teamwork.*

**Academic Integrity and Student Conduct:** Honesty and integrity are essential to the free exchange of ideas and knowledge at UW. Academic and behavior conduct is described at: <https://www.washington.edu/studentconduct/>. For the full text of the student conduct code please see <http://apps.leg.wa.gov/WAC/default.aspx?cite=478-120&full=true>.

You are responsible for knowing what constitutes a [violation of the University of Washington Student Code](#) regarding academic integrity. For crucial information regarding academic integrity, please see and <http://www.washington.edu/admin/rules/policies/SGP/SPCH209.html#7> and <https://apps.leg.wa.gov/WAC/default.aspx?cite=478-121-107>.

Plagiarism is not tolerated in our classes. Here is a link to help you learn what constitutes plagiarism.

<https://guides.lib.uw.edu/c.php?g=345664&p=2331762>. You will be held responsible for any such violations whether they were intentional or not. If you're uncertain whether something is academic misconduct, ask me. I am willing to discuss questions regarding this issue.

**Technology in the Classroom:** Since technology is profoundly linked to education, there may be times when I ask that you employ different tools in the gathering and expression of knowledge. Since, however, education is also more than technology, please be judicious with all laptops, cell phones, iPods, etc. I ask that you limit your email and general computer use to ten minutes per class session. With a guest speaker, I ask that you turn off your all devices. (There are exceptions for notetaking and students with other needs.)

**Respect for Diversity:** Diverse backgrounds, embodiments and experiences are essential to the critical thinking endeavor at the heart of university education. At UW, students are expected to respect individual differences which may include, but are not limited to age, cultural background, disability (including invisible disabilities), ethnicity, family status, gender presentation, immigration status, experiences with trauma and violence, national origin, race, religious and political beliefs, sex, sexual orientation, socioeconomic status, and veteran status.

## About the Instructor

Christy Johnson is an entrepreneur, intrapreneur and educator. She is currently building her fourth start-up, Artemis Connection and facilitating courses at the Stanford Graduate School of Business. She also is adjunct faculty at the University of Washington where she teaches entrepreneurship and has built a woman in entrepreneurial leadership program. Ultimately, she believes people are an organization's most important asset and by having a diverse workforce, organizations will have the most innovative solutions and best strategies. She has seven years of experience working in corporate strategy, including 3 ½ years at McKinsey & Co. Before this, Christy was an award-winning economics and mathematics teacher. In 2005, Junior Achievement recognized Christy as its National Teacher of the Year.

Recently, Business Insider recognized Christy as a power player in consulting. As University of Michigan Professor Lindred Greer wrote in the nomination, "Christy and her firm stand out in disrupting traditional consulting work by activating talent underemployed or out of the labor market (parents, caring for aging parents, living in nonurban areas, desiring part time work and / or older in age). They work to foster and develop racial, gender and social economically diverse young talent through a fellowship program. They also give back 4.5% of revenue in pro bono consulting. Together, beyond Christy and her firm's excellence in developing and implementing rigorous strategy for their clients, they stand out from any firm I know in their commitment to the people side of work - both in leveraging it as a competitive advantage as well as a societally important area to contribute toward. She's built a work-from-home model committed to helping people keep a hand in the labor market while raising three kids."

Christy holds an MBA from Stanford's Graduate School of Business with a certificate in public management. She led the personal side of leadership club, was involved with the center for social innovation and co-led the student admissions committee. She also has a Master's in Education from Stanford's School of Education. Her undergraduate degree is in Economics from Western Washington University. Christy resides in Mukilteo, Washington with her husband, Kyle Johnson, her daughter and her twin boys.