



WHAT DO YOU WANT TO BE....

...WHEN YOU GROW UP?

When I was younger, career options for girls tended to be teacher, nurse or secretary.

I was talking to a friend recently. Her daughter had been telling her what she wanted to do when she was older.

The key differences between my experience and that of my friend's daughter... the ideas her daughter shared and the opportunity she felt she had.

Starting a business wasn't on her list though.

FYI... did you know that 81% of 11-18 year olds are unable to name a female entrepreneur*?

I've met some brilliant business founders over the last year. Including a lot of women who are doing their own amazing thing #justsaying

Running a business isn't for everyone. But it's a great learning experience. It helps you develop different skills.

All this reminded me how easy it is to talk about job titles, rather than skills. And how important it is to give people the opportunity to explore the art of the possible.

Let's be honest, some of today's jobs might not exist in the same way in years to come. Surely the more we do now to equip people with skills for the future, the better prepared they'll be?

*Figures from research conducted by OnePoll on behalf of Santander UK in November 2019