



Instellar, Indonesia

Instellar aims to accelerate social innovation in organisations, and work together towards scalable and sustainable social impact through incubation, advisory, and investment in mission-driven companies. Our vision is a world where businesses are run with social responsibility and driven by purpose and impact.

Gender Lens Application Lead/s: Elvira Soufyani Rosanty, Senior Enterprise Development Officer

Why we decided to use the GLIA toolkit

We would like to see more diversity and inclusivity in the social entrepreneurship ecosystem in Indonesia. Through using and implementing the GLIA toolkit, we want to

explore the potential of nurturing female entrepreneurs and running a female-focused incubation program.

How we applied the toolkit to our work

We run an incubation program for early-stage social enterprises in Indonesia. Having run this program since 2014, we found that 49% of the incubated social enterprises are founded or co-founded by women. This is also in line with the reality on a larger scale where SMEs make up over 99% of businesses in Indonesia, and 60% of these businesses are run by women. The estimated number of women entrepreneurs in Indonesia has reached 30.6 million, and 53% of them are at the micro-business level. However, we found more men at growth-stage businesses. There are gaps between men and women entrepreneurs in terms of soft skills which affect their achievement in leading businesses. Men are

perceived as more confident, proactive, and better in negotiation skills.

We conducted a workshop for women entrepreneurs to enhance their negotiation skills. Through this workshop, we wanted to enable women to self-advocate, allow them to have the confidence to negotiate for what they want, not only in a workplace setting, but also in the household environment. The negotiation and communication strategy given to the participants could be applied to their real-life businesses and family environment, and helping them in creating new opportunities and leading from the front.

Our approach

We identified our priority within the organisation and decided that we were going to focus on the implementation of gender inclusivity in our incubation program. We did a small survey to our female alumni, and discovered that negotiation skills are one of the most essential soft skills that they are eager to learn. Throughout the workshop preparation, we sought partnerships with other organisations that were in line with our mission. We partnered with Women Will GBG Jakarta, which is a Google initiative to create economic opportunities for women to grow and succeed, and also Rimma.co, which is a digital media agency and community that supports young women to elevate their life. We believe that by partnering with the right organisations, we will be able to reach more women and increase the impact.

We ran a workshop titled “Woman Up! Negotiate and Turn a No into a Yes”. The workshop was done in conjunction with our annual event, ARISE, in order to get more exposure and build more awareness. During the promotion period, we used a visual design that was attractive to women. We also ensured that the application form was accessible by providing translations for each question, and requesting information that was easy for applicants to provide. We invited women experts to become workshop facilitators. One of them is a Manager from Maverick Indonesia, a communication consulting service, and another is the co-Founder of Indonesia Voice of Women.

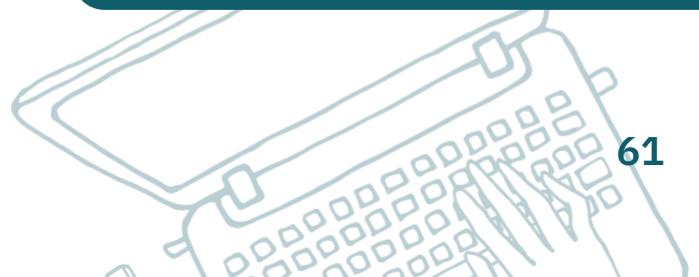
57 women registered, and 35 attended the workshop, both entrepreneurs and career women. The workshop itself focused on empowering women and getting them in the right mindset: that everything is negotiable. The participants gained insights into the principles of negotiation and persuasion, learned how to prepare for a negotiation and how to execute tactics to close the deal, as well as refine their personal negotiating styles. Along the way, participants gained a new appreciation for how negotiation skills can help them overcome a wide range of challenges – at work and in life.



PRACTICAL TIP

What part of the toolkit did you use?

We used the Program section (marketing and advertising, creating access, and application process) to ensure that our promotional activities were encouraging and channels used were accessible by women. We also partnered with organisations that are working with women, and used an application form that is accessible to women.



Challenges we encountered

At first, we were unsure of how to organise a soft skills workshop to support women, what kind of soft skills do women require the most, and who is the best person to facilitate such a workshop. Then we realised that we have a lot of women entrepreneurs in our program that can be our source of knowledge. So, we sent them a survey and found out that negotiation skills are important for them. Partnering with other organisations that focus on women also helped a lot in planning and executing the project. Our collaborating partners have built communities of women and have access to women experts that supported us during the workshop.



What we've achieved so far

This was our first workshop focused on women only participants, and we were impressed by the number of women who expressed interest in joining our workshop. During the promotion period, we did not limit our target audience to women who are entrepreneurs, we also included women in other careers. Thus, we also learned that soft skills training is appealing and applicable to all careers. 93% of the participants felt that their confidence level in negotiation has increased as a result of the workshop, and all the participants felt satisfied with the applicability and relevance of the workshop content. The workshop helped the participants not only increase their level of confidence in negotiating, but also allowed them to value their self-worth.

We are going to explore opportunities to carry out other soft skills training for women. We also would like to embed this training as a powerful addition to the regular workshops given to our incubation program participants, especially women. We plan on measuring our success by assessing our women alumni in 2-3 years' time and seeing whether their business has scaled, their confidence has increased, and how these soft skills training have helped them to get to the point where they are at.

THE LEARNINGS WE'D LIKE TO SHARE WITH YOU

As a support organisation for social entrepreneurs, we have the opportunity to influence gender inclusivity in the social entrepreneurship ecosystem. By contextualising the toolkit to our work, we were able to define the areas that need to be more gender-inclusive, in our case, the incubation program itself. We learned about how marketing collateral, as well as our application process, can affect the gender diversity of selected participants. We also learned that applying a gender lens to create a more gender-inclusive program would require teamwork, both internally within our organisation but also in how we engage with and educate our external partners.