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Women's
Economic
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Entrepreneurship

Module 3

Activity Sheet 2

OAS WEE Train-the-Trainer Program



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Activity Sheet 2

Operations Management

Operations Management Worksheet: Lydia Brown's Entrepreneurial Journey

Read the case of Lydia Brown's journey and challenges carefully before answering the questions.

Case Study: Lydia Brown - A Journey to Fulfillment and Financial Stability

Lydia Brown is a 41-year-old single mother with a background in education. She's passionate about wellness coaching and is pursuing her entrepreneurial venture alongside her teaching career. Let's explore her challenges and aspirations.

Challenges:

- As a wellness coach, what challenges is Lydia facing in her business?
- What factors contribute to Lydia's stress and lack of self-confidence in her entrepreneurial venture?
- Why is Lydia's current income from her coaching business not sufficient to replace her teaching job?

Aspirations:

- Describe Lydia's ultimate desire in terms of her career and financial stability.
- What steps can Lydia take to address her pain points and fulfill her aspirations?

Business Strategy:

- How can implementing a structured marketing strategy assist Lydia in her coaching business?
- Explain how investing in self-development and seeking mentorship can benefit Lydia's venture.



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- Lydia utilizes social media platforms like Facebook and YouTube. How can she maximize their potential to reach a wider audience?

Transformational Journey:

- What qualities like resilience, determination, and commitment to the family's well-being do you see in Lydia?
- Describe how Lydia can achieve a balance between her teaching career and her entrepreneurial pursuits.

Conclusion:

- In your own words, explain how embracing new opportunities and continuous learning can impact Lydia's journey.

Take your time to reflect on the case and provide thoughtful answers to the questions above. Your insights will help you understand the operations management aspects of Lydia Brown's entrepreneurial journey.