

## Women at the core of family business performance

Family businesses account for more than 50% of European economic performance. The majority of these businesses are founded by couples and provide 60% of jobs. Female partners play a complex role in these businesses and are responsible for carrying out important tasks. They also have significant involvement in strategic decision-making for the business. However, these skills are often acquired through professional or personal experience and are not evidenced by any diploma. Female partners therefore often find themselves in precarious personal and professional circumstances, particularly in the event of illness, bereavement or divorce, or business difficulties.

## Recognising and validating management skills

Based on the experience of Switzerland, this two-year project (October 2013 – September 2015) aims to transfer a methodology, counselling process and innovative tools to Europe, to improve the recognition and validation of the expertise and skills acquired by women who (co-) manage VSEs/SMEs.

### The transfer includes:

- a skills profile of VSE/SME management specialists
- a self-assessment test of professional skills
- a counselling methodology for the preparation of a record of evidence of experience acquired
- an engagement process for all of those involved in implementing the methodology and tools

### Main results expected

- 6 counsellors trained in the methodology in 3 countries (France, Netherlands and Slovenia)
- 20 women having a record of evidence of their management skills (4 countries: CH, F, NL and SI)

## Professional profile

Thanks to their skills, VSE/SME management specialists are able to :

- manage their business autonomously;
- assess the business environment, the interest groups and the business itself using business management tools;
- identify prospects/problems in the business environment, perceive general market developments, and take concrete steps in relation thereto, which have a positive impact on the business;
- manage and take on the management of personnel: recruit, allocate and motivate personnel, with the help of the business' responsible management tools and effective means of communication;
- introduce themselves and introduce the business with ease to interest groups and sell its products and/or services as effectively as possible;
- decide on and implement a successful structure and organisational processes;
- supervise the financial situation of the business and evaluate the financial statements (compte d'exploitation, bilan et comptabilité analytique);
- monitor the financial situation of the business and assess the financial statements (operating account, balance sheet and cost accounting);

### Skill sets:

- Business management
- Leadership, communication and managing personnel
- Organisation
- Accounting and finance
- Marketing, public relations and supplier/customer relations
- Law in the management of VSEs/SMEs

