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FOR WOMEN**

Problem Solving Techniques for Women Entrepreneurs

Introduction

Although obstacles are a common aspect of anybody's entrepreneurial journey, the unique challenges that women entrepreneurs face should not deter them from reaching their goals. In fact, these challenges can be viewed as opportunities for growth and improvement. In this article, we explore some innovative problem-solving techniques that women entrepreneurs in low and middle income countries can build to overcome barriers and achieve success.

Embrace a Growth Mindset

One of the most powerful tools in problem-solving is the use of a growth mindset. Women entrepreneurs can cultivate a mindset that views challenges as opportunities to learn and grow. By approaching problems with an open and flexible attitude, you are more likely to develop innovative solutions. Remember, every obstacle is a chance to gain new skills and insights. For more information and guidance on developing a growth mindset, you can follow the [link here](#).

Collaborative Problem Solving

Collaboration can be a huge asset while problem-solving. When facing a problem, you can leverage the knowledge and expertise of your network for advice and guidance that can support you in overcoming any challenges that come your way. Collaborative problem-solving not only grows the pool of ideas, but also builds a supportive community that can help address challenges more effectively.

Design Thinking

Design thinking is a problem-solving approach that prioritises empathy and people-centred solutions. You can use this technique to gain a deeper understanding of any needs and pain points that relate to the problem that you're trying to overcome. The five main steps of design thinking are:

- understanding your problem thoroughly
- defining the problem and what needs to be changed
- brainstorm solutions by thinking outside of the box
- create your key solutions based on your brainstorm
- test them out through trial and error to see what works best for you and your business.

By empathising with your problem and the people involved in this way, you can create innovative solutions that truly address everyone's needs.

Resilience and Adaptability

The ability to bounce back from setbacks and adapt to changing circumstances is essential for any entrepreneur. Women entrepreneurs can develop resilience by learning from failures, maintaining a positive outlook, and staying open to new opportunities. These qualities can help you tackle problems with determination and resilience. For more guidance on developing resilience, follow [the link here](#).

Local and Global Networking

Building a strong network can be invaluable for problem-solving. Women entrepreneurs should actively engage in local and global networks, connecting with mentors, peers, and experts in their field. These connections can offer valuable advice, share insights, and open doors to new possibilities. To start connecting with other like minded mentees and mentors, join our LinkedIn group [here](#).

Never Stop Learning

Continuous learning is a cornerstone of problem-solving innovation. Women entrepreneurs can invest in their education, attend workshops and seminars, and seek out online courses to stay updated on the latest business trends and problem-solving techniques, which could open up solutions to problems you may not have even been aware of.



Conclusion

As entrepreneurs in low and middle-income countries, you have the power to conquer any obstacle by leveraging effective problem-solving strategies. By adopting a growth mindset, embracing collaboration, and continuing to learn and grow, you can address challenges creatively and continue to achieve your goals. Although being faced with challenges can often be overwhelming, by overcoming set backs and growing your business, you lead as an example for women entrepreneurs all over the world and pioneer positive change in your community.

