



**TRIBE
WOMEN**

**ENTERPRISE
SCHOOL**

PROGRAMME LEADS



Dani Trudeau,

Tell us a little bit about who you are and what you do.

I am Dani Trudeau, mother of two beautiful children, wife to a wonderful man and founder of Tribe Party about 3 years ago. Tribe was created because I wanted to host a space for good people doing good things. I am passionate about connecting people and feeling connected with myself, others and having a sense of place. Tribe Party is about providing ways for communities to form and to help folk find their tribes.

What will be your involvement with Tribe Women?

Tribe Women has been a natural progression for Tribe as we already have a strong, existing network of women entrepreneurs. I am leading on the pilot and have the vision of growing Tribe Women's network, running yearly schools and taking the work online to reach globally.

What are you most excited about?

I am most excited about the stories of success and support which will come out of the work of Tribe Women. Already, the group of women involved are incredible; they all believe in the vision of creating better business and changing the current cultures of women in business and business in general. The old ways of working are dying and I am glad to be part of something which will make positive change for everyone.

What does 'success' mean to you?

Success to me is making great achievements but also feeling well, grounded, mindful and having fun at the same time.

What makes you smile?

Lots of things! Other people's joy, being immersed in art and nature and when Tribe is full of happy, working people.

What's your mantra?

Be kind, stay curious and go slowly. I don't always follow it but try to live by it.



Dawn Breslin

Tell us a little bit about who you are and what you do.

I'm Dawn Breslin, I am the Founder of The Harmonizing Academy a life re-design company which helps individuals grow into their full potential in a ***gentle and sustainable way***.

My passion for emotional well-being and unlocking human potential is a little obsessive, I've studied extensively for almost 25 years however my greatest lessons have definitely come from recovering from post-natal depression in my 20's and extreme emotional, financial and energetic burnout in my 40's.

What will be your involvement with Tribe Women?

I'll be helping shape the content and the ethos of this project. I'm excited! I'll also be writing and delivering masterclasses and toolkits to support our women to:

- Know themselves better
- Activate and amplify their creative vision
- Build the self-compassion and confidence to grow their creative dream
- Feel empowered to follow their vision regardless of what others may say
- Manage their activity and resting levels to ensure maximum productivity, creativity and sustainable growth
- Power up their self-trust and intuition
- Work collaboratively to accelerate growth

What are you most excited about?

Everything!!! I'm most excited to watch women shed the fears and doubts that block them from realising what they know inside they are absolutely capable of achieving. I'm also really excited about sharing my emotional well-being techniques around working with our natural flow of energy as we step into the business growth life cycle.

What does 'success' mean to you?

I feel successful when a client blossoms using a new coaching system I've created, however success isn't simply about achievement to me. Success ***in life*** means having an abundance of free time. Since I burned out I've learned to re-prioritise differently. I've edited my ambitions, my expectations of myself and I've edited my timelines. This has given me lots of free time to be by myself, to be with my family and to enjoy my friendships. I guess living and loving fully is where success is at for me!

What makes you smile?

Walking in the woods or on the beach is my happy place. The deep sensory experience feels like medicine for my mind, body and soul, especially when my body is tired.

What's your mantra?

Grow gently, there is no rush. Take one step, then another.....
On the programme, you'll hear me say this a lot!



Alex Humphry-Baker

Tell us a little bit about who you are and what you do.

By day I'm an award-winning Product and Service designer working to deliver complex solutions that connect with people and create value for organisations. With a background in both startups and agency design I now work as a design consultant helping purpose-led brands find market fit and build products that better connect people and technology. I'm at my best when working in multidisciplinary teams and I am hugely passionate about bringing design strategy to the top table. I also enjoy speaking and writing about my field with the ultimate aim of encouraging diversity in tech & design. By night (and absurdly early mornings), I am the host and founder of CreativeMornings/Edinburgh, a monthly volunteer-led, sell out event where between 70 - 80 fresh-faced attendees show up at the crack of dawn to take part.

What will be your involvement with Tribe Women?

I have the pleasure to be joining Tribe Women as a participant for the program and I will also be leading two workshops, one on using service design strategies to craft an authentic business and a second one entitled "Setting intentions, maintaining momentum and getting unstuck".

What are you most excited about?

Personally, I am excited about the collaborations that haven't happened yet, in terms of Tribe Women I am super excited to be around ambitious women in a setting that is all about succeeding together and personal growth.

What does 'success' mean to you?

I think this depends on where you are in your life journey, at the moment success to me is all about independence. Being a master of my time and choosing what I work on while maintaining a lifestyle that also leaves space for fun, travel, family and health.

What makes you smile?

Beyond my favourite twitter account Awkward Animals (@SoVeryAwkward) The sound of the kettle going on as I catch up with friends, stepping out of an airplane and being hit by a completely different temperature to where you left off, strangers who suddenly burst out laughing because of something that was said on their podcast and dogs, dogs make me smile a lot.

What's your mantra?

"Work with the willing" is a favourite and one that seems to grow in meaning for me.



Sandra Macaskill

Tell us a little bit about who you are and what you do.

I'm Sandra Macaskill and I've been developing self-sustaining businesses for over 20 years, working with women, organisations and communities.

What will be your involvement with Tribe Women?

I'll be sharing my creative approach to business planning and strategy; selling, negotiation and closing deals. People can feel intimidated by these topics but they don't have to be scary. I'll show you how any of us can effectively perform in these areas, simply by bringing our own personality and strengths in to play.

What are you most excited about?

I love seeing new projects develop a vision and plan to enable them to come to fruition.

That's why I'm excited about being involved in Tribe Women - meeting new women, enabling enterprises and being able to give back some of the wonderful inspiration that I have benefited from over the last two decades.

What does 'success' mean to you?

"Success" means having a good work life balance, being able to pay the bills and take time to be with other people and make a difference

What makes you smile?

Kindness, humanity and having a good laugh make me smile and give me a warm glow

What's your mantra?

Realising potential to make a difference!



Emma Maclean

Tell us a little bit about who you are and what you do

I am Emma MacLean and I'm on a mission to reclaim the thousands of untold stories that could change the world because sometimes we forget how much our stories matter. I'm a storytelling expert, inspirational and corporate speaker, change agent and mentor and I work with business owners, executives and coaches to help them tell their story so that they can actively contribute to the social change that the world so desperately needs. I love nothing more than to work with people who are looking for permission to tell their story, the closet dwellers who look out and wonder "What is MY story?" and "Why does it matter?" as well as the ones who "kind of have it figured out" but are scared to put themselves out there.

What will be your involvement with Tribe Women?

I'm rolling up my sleeves and pulling out a ton of resources to help shape and deliver some of the events and workshops plus the toolkits for Tribe Women. I am absolutely thrilled to have been invited to deliver the content I am passionate about. The key areas I will be focusing my expertise on are: Thinking like an entrepreneur, getting clarity on who your customers are and the inside and out of your story - how to tell it, to whom and why it matters that you do.

Aside from what I know, there is a lot I am still learning and I am really looking forward to learning from every woman who joins the Tribe. I already know from initial meetings that there will be a huge "think-tank" environment where everybody will be encouraged to contribute.

What are you most excited about?

Hearing everyone's stories and being part of a conscious movement where we, as women, can rise together.

What does 'success' mean to you?

Hmm, that's an interesting question as my view of success can change on a daily basis! For me I feel successful when I have operated from a place of total integrity knowing that I have shown up for my family, friends and clients. Success for me is being able to say with 100% authenticity "I LOVE what I do".

What makes you smile?

The latest thing that has really made me smile is watching micro-pigs on Youtube with my children, I can't put my finger on the "what", but there is something hilarious about these little creatures that makes us laugh and go gooey inside!

What's your mantra?

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be?" **Marianne Williamson.**



Melissa McConnell

Tell us a little bit about who you are and what you do

I'm Melissa. I started my career in a typically corporate environment, working in marketing and communications. I found this often exciting and challenging but ultimately I never really settled or felt I belonged. When it came time for me to return to work after the birth of my two children, that sense of not belonging intensified and now I was also struggling to be the mother that I wanted to be. I battled on for a few years, trying to make it work and blaming myself when it didn't. The final straw was a new, female boss. A bully who ultimately I have to thank, for making me get the hell out of a job that was slowly but surely making me unwell.

I came to entrepreneurship by total chance, when I was recovering from that horrible time. To cut a long story short, I decided I had nothing to lose career wise and took a leap in the dark to start a business, something I had no experience of, with someone I barely knew. These last few years have been hard in many ways but I have never felt more fulfilled. I have grown and learned from the experience in ways I could never have anticipated.

I believe, as women, we have so much more talent, potential and ability than we allow ourselves to see and I'm passionate about helping other women realise this about themselves.

What will be your involvement with Tribe Women?

I'm privileged to be working with Dani to set up and run the Tribe Women pilot.

What are you most excited about?

Being in at the beginning of something with the opportunity to help shape it from the idea stage excites me enormously. We are ambitious and have a big vision for Tribe Women beyond this pilot stage. I also can't wait to participate in the programme, and get to work with, support and be supported by so many inspiring women.

What does 'success' mean to you?

Having the flexibility and control to run life and work in a way that makes sense for me and my family. It's also about having the freedom to be myself.

What makes you smile?

My kids (usually!), spending time with family and friends and snowboarding.

What's your mantra?

Trust your instincts and be yourself.



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