

2.1 Rethinking the Meaning of Entrepreneur



2 MIN READ

Read over the following list of names:

1. Oprah Winfrey
2. Steve Jobs
3. Bill Gates
4. Andrew Carnegie
5. J. K. Rowling
6. Henry Ford
7. Mark Zuckerberg
8. Cher Wang
9. Sam Walton
10. Anita Roddick
11. Elon Musk
12. Ariana Huffington
13. Céline Dion
14. Larry Page
15. Walt Disney
16. Coco Chanel
17. Sofia Vergara
18. Debbie Fields
19. Jeff Bezos
20. Vera Wang

What do all these names have in common?

You probably guessed it: they're all entrepreneurs. Curious about which business or product they're associated with? Scroll to find out!

Too often, when we think entrepreneur, we think male — this view of entrepreneurship needs to be reconsidered.

Typically, the widespread but narrow perception of entrepreneurs focuses on fields traditionally linked to men, such as large-scale manufacturing, technology, communications and science. However, we know that entrepreneurship actually encompasses a broad range of sectors. What about non-profit organizations, services sector as well as artistic and cultural entrepreneurs? Entrepreneurship extends far beyond what many perceive it to be.



By accepting and promoting a more inclusive definition of entrepreneurship, we can begin to dismantle the stereotype.

A good place to start would be to question the many clichés associated with entrepreneurship.

Debunk stereotypes with tool **2.2 Myths or Facts**.

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1. Oprah Winfrey: popular public figure and founder of The Oprah Winfrey Network.
2. Steve Jobs: co-founder of Apple (computers/electronics).
3. Bill Gates: co-founder of Microsoft (computers/electronics).
4. Andrew Carnegie: steel industry mogul.
5. J. K. Rowling: Harry Potter author and owner of many companies linked to the world of her popular novels.
6. Henry Ford: automotive industry titan and founder of Ford Motor Company.
7. Mark Zuckerberg: co-founder of Facebook (social network).
8. Cher Wang: co-founder of HTC (mobile devices).
9. Sam Walton: founder of Walmart stores.
10. Anita Roddick: owner of The Body Shop chain.
11. Elon Musk: founder of rocket manufacturer SpaceX, electric car manufacturer Tesla Motors and PayPal.
12. Ariana Huffington: co-founder of The Huffington Post.
13. Céline Dion: signer and Canadian icon, owner of multiple companies like Céline Dion Parfums, Céline Dion Collection and Celinununu.
14. Larry Page: co-founder of Google (search engine/technology giant).
15. Walt Disney: founder of Disney (entertainment/animation giant).
16. Coco Chanel: founder of Chanel products.

17. Sofia Vergara: famous actress and founder of Latin World Entertainment, an entertainment-related management and marketing company.
18. Debbie Fields: founder of Mrs. Fields's Original Cookies Inc.
19. Jeff Bezos: founder of Amazon (online shopping).
20. Vera Wang: stylist and founder of Vera Wang Fashions.

Disclaimer

All documents prepared for the LEADING LENDERS project were developed in line with the most appropriate and recent terminology. However, we recognize that terminology is subject to change over time. To the best of our ability, we have attempted to use terminology that respects the dignity and rights of all individuals.