

PROFESSOR MAURA McADAM

PERMISSION GRANTED



A CALL-TO-ACTION PLAYBOOK FOR
WOMEN ENTREPRENEURS

Permission Granted- to Start, Build, and Grow

Prof Maura McAdam

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30,000+ Hours of Research on Women's Entrepreneurship

- 20+ years studying identity, networks, digitalisation, mindset and resilience.
- Evidence translated into a practice-oriented playbook for impact.
- Research with Purpose!



Why This Book – Why Now?

- The Permission Paradox: Women don't need permission; systems must stop requiring it.
- A research-translation artefact: bridging scholarship and everyday practice.
- Designed for entrepreneurs, ecosystem builders and policymakers.



Insights from 300+ Women Entrepreneurs



Entrepreneurship is different for women:

Women are not less ambitious nor less capable as entrepreneurs; the *ecosystem* is simply not designed with them in mind.

Women are often constrained by:

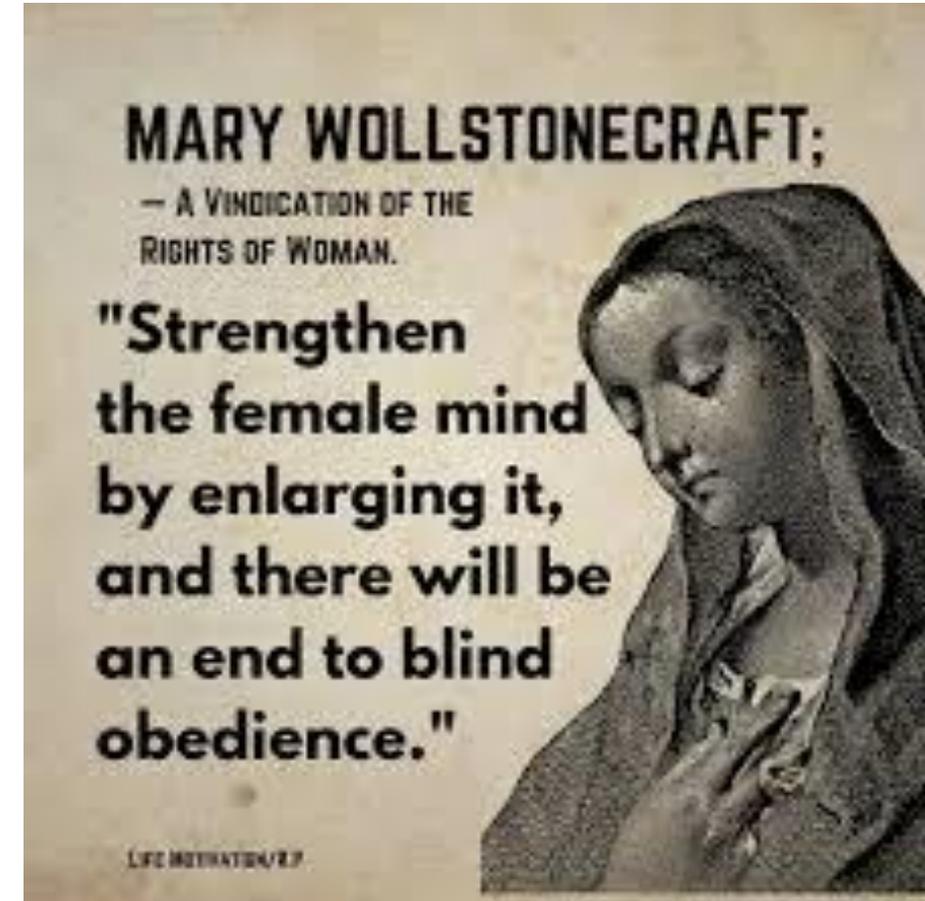
- Logistical challenges, particularly caregiving.
- A diminished sense of belonging, shaped by a male-dominated entrepreneurial identity.
- Bias in perceptions of the ‘real’ entrepreneur; implications for legitimacy.
- Lack of clear pathways into entrepreneurship.
- Structural funding inequalities.
- Intersectional factors amplify inequalities (race, class, culture).

Visual Framework: Start → Build → Grow



What is a Call to Action?

- A Call to Action is a clear, intentional behaviour shift grounded in evidence.
- It invites you to challenge dominant narratives, make a purposeful choice, and take one step that strengthens your entrepreneurial practice.
- It's where research becomes action.



Core Framework- Call to Actions



1. Disrupt, Defy & Rewrite the Script
Challenge entrenched entrepreneurial stereotypes and rewrite the narrative.

2. Don't Ask for Permission
Stop waiting for validation — act with purpose, clarity, and confidence.

3. Just Grab the Mic
Claim your entrepreneurial identity; your voice is a strategic asset.

4. Digital Native Lens
Digital thinking unlocks reach, scale, and opportunity — start there.

Core Framework- Call to Actions



5. The Financial Compass

Funding gaps are structural; use evidence-based strategies to navigate finance.

6. netWORKing

Networks don't just happen — they require deliberate work and cultivation.

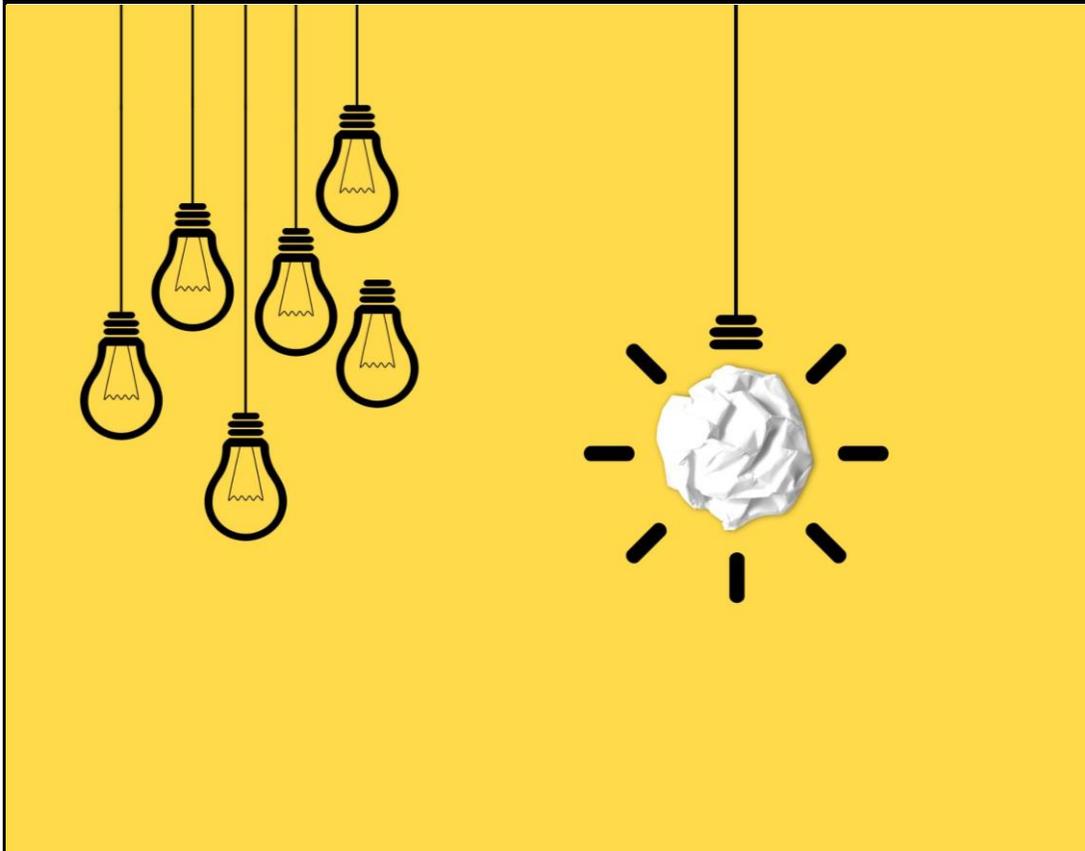
7. Compose a Symphony

Mindset is strategic — think bigger, experiment, and orchestrate scale.

8. Bend Like the Willow

Resilience comes from reframing setbacks as learning — adapt to grow.

Entrepreneurial Mindset Tools



Cultivating Entrepreneurial Mindset

- Mindset as a discipline: intentional habits + reflection.
- Overcome self-doubt, impostor feelings, legitimacy gaps.
- Shift to proactive experimentation and learning.
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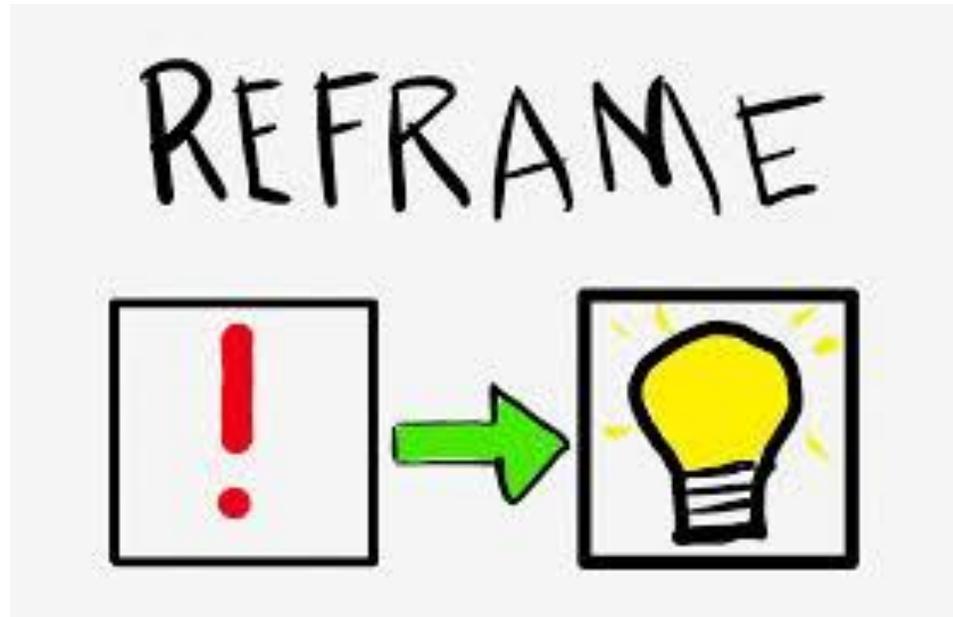
Creativity Techniques



Learnable Creativity

- Experimentation: Small, low-risk tests that help you learn fast and move forward with evidence.
- Smart Mistakes - Safe, intentional mistakes that generate insight — failure as feedback.
- Adaptation builds resilience and momentum.

Reframing



Turns problems into possibilities by shifting how you interpret challenges, enabling new creative solutions.

Changes the emotional response — reducing fear, shame, or self-blame and replacing it with curiosity and agency.

Builds resilience by reframing setbacks as learning, not failure — reinforcing your “failure is feedback” message.

If interested in the book..

You can order the book here

<https://lnkd.in/e8dbtsWy>





Q&A