

WHAT ARE SOME TIPS FOR A GIRL OPENING HER FIRST LEMONADE STAND?

"Have a snack that you can sell as a 'package' alongside your lemonade as an upsell option!"

- Michele Haddad, SVP,
Global Human Resources,
TIBCO Software Inc.

"Celebrate your accomplishments, both big and small. Be proud of your achievements and always have fun!"

- Maria Chung,
Vice President of People,
HackerRank

"Think outside the lemonade stand. Find a need in the market and fill it OR collect all the unused items around your house and sell them.

- Felena Hanson, Founder of first female-focused international coworking space, HeraHub

"Never underestimate your potential. There will be times when you think you don't have what someone else has, that they are smarter and have better ideas. Don't compare yourself to them. The truth is you are brilliant and your ideas are great. Own it."

- Gineyda Diaz, Executive Director,
My Money Workshop

"Be willing to learn and figure it out along the way. Ask lots of questions and know that failure is an opportunity."

- Laxmi Gandhi,
President/Owner,
Beyond Your Data

"Think about your lemonade stand as a brand. Everything about the experience you're creating, from the lemonade itself (is it classic? come in different flavors?) to the cups it's served in (are they compostable?) to the menu, the pricing, the signage, the stand itself,...all of these details come together to create your brand. The more you know what kind of brand you want to build (ex. "Lemonade That Donates to Charity"), the more you can play with all of these elements to express it consistently. This will help you stand out from the crowd! Oh, and make sure to include a tip jar ;)"

-Debra Sterling, Founder / CEO at GoldieBlox

"Have confidence in your talents and capabilities. Use that confidence to speak up for yourself and your desires."

- Kathleen Fitzpatrick, Chief Information Officer, Managing Director at Russell Reynolds Associates

"Do what you love... Love what you do...and stick to it!!"

- Jill Fishman, SVP Global Licensing
-Michael Kors

"Pick a great location, do it the right time of day (hot days are best), have large and visible signs (a catchy name or phrase may help), and make it more than a lemonade stand (brownies or cookies are always a hit!). Most importantly, have fun!"

- Neysa Fligor, Division Counsel,
Home Printing & Solutions
Business/Manufacturing
Operations, HP

"Put it on the calendar so that it happens!"

-Clara Roa, Chief Development Officer, Hispanic Foundation of Silicon Valley



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