Entrepreneur & Innovation Exchange
Published online at FamilyBusiness.org on August 27 2019
DOI: 10.32617/432-5d655246adbdc

When Should Entrepreneurs Listen to Mentors and When Should They Trust Themselves?

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KEYWORDS: Family Business, Women, mentors, Entrepreneurship, Bernette Dawson.

Bernette Dawson explains how outside advice helped Made Organics grow while showing why founders still need confidence in their own judgment.

Bernette Dawson named her line of skin care products "Made Organics," which stands for "Mother Approved Daily Essentials." The idea for the business was born after Dawson's son developed a skin condition and Dawson wanted only gentle, quality ingredients to treat it. But her business also needed a little mothering from mentors as it got off the ground. She received indispensable advice from (WIN) Lab, a business accelerator based at Babson College. In this interview with Familybusiness.org's Kim Eddleston, Dawson talks about her early experiences launching her company, when to lean on mentors and when to trust your own instincts.

Additional Search Terms: Female founders, women-owned business, skin care, skin care products, Bernette Dawson, Made Organics, Babson College, accelerators

Link to video

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