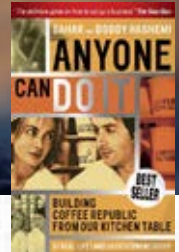


# SAHAR HASHEMI

CO-FOUNDER OF COFFEE REPUBLIC  
AUTHOR OF 'SWITCHED ON'



## SWITCHED ON: IGNITING CREATIVITY AND INNOVATION IN LARGE COMPANIES

Sahar Hashemi is one of UK's most inspirational female entrepreneurs and a powerful speaker on innovation and entrepreneurial mindset sharing with the audience her captivating personal stories of building two famous brands; Coffee Republic, UK's first coffee bar chain, which she and her brother grew to 110 stores and £30m turnover and exited in 2001, and Skinny Candy, the guilt free confectionery brand which she sold to Glisten Plc in 2007.

She is a bestselling author – her book 'Anyone Can Do It- building Coffee Republic from our kitchen table' is UK's second highest selling book on entrepreneurship and has been translated into 6 languages.

In 2011 Sahar Hashemi was nominated by Director magazine as one of the Top 10 Original Thinkers, taking her place alongside individuals such as Sir Tim Berners-Lee and Jonathan Ives. It acknowledged her view that "Entrepreneurially minded talent shouldn't have to leave large corporations in order to achieve fulfilment. Entrepreneurial behaviour can help turn stuffy corporations into creative environments. They can also transform automatons into valued, engaged employees".

Her second book 'Switched On' published in May 2010 is about developing the entrepreneurial mindset and its resonance for employees in large corporations. The premise of the book is that tools and behaviours, which were traditionally the preserve of entrepreneurs, are now much needed in the corporate world. In a start up journey, those tools and behaviours are activated naturally but in the corporate environment they aren't. So entrepreneurial behaviour, which doesn't come naturally in a corporate environment, should be learned and actively encouraged and barriers to practising them overcome.

Sahar currently is on the Secretary of State's Entrepreneurs Forum, advising government on enterprise policies and also the Business Support Consumer Panel advising the Department of Business, Innovation and Skills on business support. She also sits on the Consumer Council of Eon UK Plc.

She was named Young Global Leader, by the World Economic Forum Davos. She was awarded an OBE in June 2012 'for services to the UK economy and to charity'.



## SPEAKING

An internationally recognized speaker, Sahar's captivating and uplifting speeches are unique as she converges the power of her personal 'story' with key themes of innovation, creativity and change management. Through her speech you will learn thought processes and behaviours to develop an entrepreneurial mindset even within the largest of organisations.

## WORKSHOPS

Sahar's workshops came about from a need for corporate clients to go deeper into the habits she talks about in her speech. Sahar believes creative entrepreneurial behaviour can be learned- and that is what the one day workshop is about. It about adopting new habits and behaviours in our day to day work so eventually they become second nature.

## TOPICS

- Switched On- igniting creativity and innovation in large companies
- Switched On- get the entrepreneurial edge in a large organisation
- Anyone Can Do It- awakening the entrepreneur within
- Life outside the comfort zone-An entrepreneur's journey
- Entrepreneurial Leadership
- Standing in the Customer's shoes
- Building a brand from our kitchen table
- Anyone Can Do It- The journey of turning an idea into a business

