

### **Entrepreneurial Leadership Attributes: Developing a Gender-Neutral Vocabulary**

Supported by WWRIG, this project has progressed through multiple stages. In developing a gender-neutral vocabulary for entrepreneurship, the financial support from WWRIG enabled the principal researcher to hire a student to assist in pilot testing the instrument, interviewing 15 entrepreneurship subject matter experts, and administering surveys in three entrepreneurship classrooms. (Further support was garnered from the University of Ottawa's Undergraduate Research Opportunities Program (UROP) as well). Results were presented at the Diana Conference (*June 8-9, Babson College, 2015*) and the CREWW Research Forum (*October 14, 2015*). This led to a collaboration with a researcher at Carleton University. The questionnaire survey was then revised and administered to a participant pool, increasing the sample size to 504. The data were analysed, results documented, and the manuscript is being submitted to a top journal in entrepreneurship (*Entrepreneurship and Regional Development*). There have been several 'spin-off' benefits as well. The WWRIG-support research has helped to advance the authors' thinking around the gendered nature of entrepreneurship and the 'entrepreneurial identity gap', as described in *Feminine Capital. Unlocking the Power of Women Entrepreneurs* (Orser & Elliott, 2015). The gender-neutral scale has also been administered to participants in an entrepreneurial mentorship program, (*Women's Startup Network*), to assess potential program impacts on the 'entrepreneurial identity gap'. This unique program has been showcased at several conferences (*Canadian Engineering Education Association Conference, Halifax, June 2016; and Deshpande Symposium on Innovation and Entrepreneurship, 2016*); an academic paper is currently under review.