

## Emilie Somers – Coxorange



**For the younger sister of the Female Ambassadors of the Spirit of Entrepreneurship, launching her own enterprise was an obvious, cultural fact. Emilie Somers, founder of Coxorange, focused on humanity and creativity for the development of her strategy.**

### **Her creative journey**

After her graduation in visual communication, Emilie Somers went to Ecuador.

“I was always put into creativity but I could not manage to come up with new ideas,” she says. Therefore, when she came back, she became interested in human beings and more specifically creativity for the human being. “I trained myself. First I learnt how to manage projects, which allowed me to think about my own project. Then I followed a training course in creativity in Paris for three years.”

Today, with Coxorange, she puts the human being at the centre of attention. “When there is a problem within an enterprise, this is often because the human being has not been taken enough into account.

Creativity is not a means to an end, it is a process that allows to come up with a solution. But unlike coaching, it brings people where they’ve never been before, to a whole new level.”

Going off the beaten track, taking a fresh look at things: Emilie Somers uses those creative methods with great pleasure in her professional activity. An example of it is the name of her society. “When I first thought about the name ‘Coxorange’, it was at girls party. We were in an orchard and we bit into apples, with a great feeling of pleasure and wellbeing.

The entrepreneur Emilie Somers is very intuitive: “I either feel it, or I don’t, and if I do, I move forward.”

### **Her way into entrepreneurship**

According to Emilie Somers, entrepreneurship is “cultural”. Her father and her sister having always been independent, she is without any doubt born with the mind of an entrepreneur, and has in fact never worked as salaried. “When I launched my enterprise, I wasn’t worried about the constraints at all, but I focused on my project as such.”

She is as well the youngest sister of the French speaking team of Ambassadors. But it does not make her less persistent. A good example of it is when she defended her baby in front of the Fond de Participation to whom she has asked a loan. Despite they had first refused... “I wanted this loan! I was just starting and I had no income. I needed this to steady the setting up of the enterprise. In reality, this first obstacle had been a good experience in the way that I introduced a request to defend myself my project before the board of directors. And they were very enthusiastic!”

### **What is next?**

Her aspiration today is to become important in the training field. For the time being, Emilie Somers is very busy as managing an enterprise can be very challenging. She would like to expand her network of partners in order to be able to slowly give away some power. And by doing so, creating some more space for another project of hers: to become a mother. “In two years she hopes to make this wish come true. My ambition is thus to make my enterprise as autonomous as possible, so that it can work properly without me. I don’t want to be constrained and have to choose between my private life and my carrier.”

### **ID of the company:**

Activity: creative Formation Consultance human resources

Creation: 2007

Location: Louvain-la-Neuve

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