



DesignManagement

Sybille Heuer
Grafik Heuer
Owner

Sector	Design Management, education, entrepreneurship
Region	Brandenburg
Employees	-

Nomination as an Ambassador	<p>For Sybille Heuer is the ambassadorship a big challenge. As a coach and self-employed woman she meets women who want to start their own business and have creative ideas but they don't have the courage and support they need. She thinks that women's networking shows the lack of confidence of women who often do not see themselves as entrepreneurs but as housewives. That is why it is important that women learn from other women.</p> <p>Sybille Heuer decided in September 1997 to make her hobby her job and started at the age of 34 a 3-year qualification as a graphic designer. As she was attending a private school she also had to work during weekends. She managed this even though she had to take care of her family with a 3-year old daughter. After completing the qualification she worked for about two and a half years in a hotel in advertising and event management. She was thinking about starting her own business but at this time she was not willing to risk a safe job. She took part in a 12 week workshop for women who wanted to start their own business. In December 2002 the hotel terminated her contract (due to seasonal reasons). She signed in again for the workshop and after 12 weeks she started her own business on the first of May 2003.</p> <p>She was working 16 – 18 hours days and she felt she was alone with her problems. But she focused on making a success of the business – she visited all the business events in Berlin and Brandenburg and took part in exhibitions and after a while the networking started to work. But she still had problems to get more orders; at first she concentrated on advertising and graphic design but it was not enough. After a workshop in Barnim/Uckermark she decided to become a coach to help women to start their own business.</p>
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About the company	<p>Sybille Heuer Graphik Design was founded 2003. For the last two years the company has been running very successfully.</p> <p>Sybille Heuer is a web-graphic designer for small and medium-sized companies and a coach for various educational providers in Berlin and Brandenburg (marketing, communication, business start-ups etc.).</p>
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Further information	www.grafik-heuer.de
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