

XATHON

*# CHALLENGE **ACCEPTED***



**CINDY
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Global Head of
Marketing, Incubator
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**ON HER
INTRAPRENEURIAL JOURNEY**

1.

AN ENTREPRENEUR NEEDS A GROWTH MINDSET

I'm responsible for growing innovative new businesses like printed electronics, 3D printing and automation solutions. In many ways these are start-ups, and even though I work for a big company, I have to think and act like an entrepreneur.

It requires a different set of skills and most importantly, a growth mindset.

2.

USE A HUMAN APPROACH TO MARKETING

I innovate at Loctite by leveraging our brand storytelling, digital data, and technology to connect with our users. I'm passionate about using a human approach to marketing based on the "job-to-be-done" methodology, using omnichannel capabilities to obtain a picture of our users and create user experiences.

3.

WE NEED COLLABORATION

We are more successful – we can run faster – when we collaborate. While all of us know a little about the other aspects, we are strongest in our own fields. So, we know that to succeed, we have to reach out and connect with others in our industry who have specific expertise in their fields across the value chain.

4.

UNITE PEOPLE AROUND A COMMON CAUSE

Today's workforce wants to know that they're making a difference & impact within their companies, industry, and community. While work cultures are unique to every organization, the foundation of what enables a culture to thrive is the extent to which employees are empowered to be engaged, feel valued, and be heard.

5.

BUILD A MORE INCLUSIVE CLIMATE IN THE WORKPLACE

Talk about your and ours! Beat down the “brogrammer” stereotype by opening up about our children and partners. Help plan a „bring your child to work“ day and give the whole team an opportunity to relate to one another. In addition, male allies play a critical role in driving change – we need male sponsorship.

6.

SEE PEOPLE AS INDIVIDUALS

When we see people as individuals, the assumptions we have based on our own bias fall away. Inclusiveness is so critical. Now is the time to drive diversity: Through a collaborative approach, where all voices are heard and valued, we can build, design, and innovate at a higher level. We're all in this together.

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Accept the challenge and join the group of awesome female founders who will be attending our fourth Xathon.

Powered by Henkel dx Ventures, Xathon is Europe's largest female business hackathon.

Get your application in by July 31, 2022

henkel.com/xathon