



values

Our company values explained





Core mission

A place where diversity in female entrepreneurship is recognized, celebrated, and supported. At #SheDIDIT, we focus on this niche audience to even out the playing field. By challenging the status quo, we aim to create more seats at a traditional table — because that table was never big enough. So, we built our own, and our chairs will never run out.

ALL OF YOU
BELONGS HERE

Chadia Guerti



Your authentic self

At #SheDIDIT, there's space for your full identity and individuality. We're a professional organization, but you never have to leave parts of yourself at the door. Working authentically increases both your satisfaction and your impact.



Open mindedness

Diversity isn't a selling point — it's a foundation. Our colleagues, coachees, and partners are diverse, and we approach everyone with an open mindset. Every person has their own frame of reference, background, and vision; respect for the individual is always central, without losing yourself in the process.

TRANSPARENCY IS KEY



Open communication

Open communication is the cornerstone of effective collaboration. We address one another kindly, clearly, and respectfully. By understanding each other's communication styles, we prevent misunderstandings and frustrations. We address confusion proactively (where possible without intermediaries) and consciously build a transparent environment where everyone stays involved and informed.

own your impact



Chadia Guerti

Ownership & taking initiative

Taking responsibility isn't optional — it's expected. Ownership of a project or goal means working purposefully, solving problems, taking initiative, and reporting clearly on progress and results. We value colleagues who think along, innovate, and look ahead.



Samen impact creëren

#SheDIDIT is een impactorganisatie met een maatschappelijk doel. Impact is nooit het werk van één persoon, maar het resultaat van sterke puzzelstukken die in elkaar passen.

Daarom koesteren we ieders intrinsieke motivatie—de drive om onze community iets terug te geven en mee verschil te maken.