



Maggie Chen

Co-Founder Of Girls In Charge

**Commended Innovation
Award 2022**



HOW TO DEMYSTIFY THE WORLD OF ENTREPRENEURSHIP

NORTHERN POWER WOMEN
PODCAST



Maggie's Story

- Maggie is the co-founder of Girls in Charge, an international social enterprise using gamification to help women build confidence and entrepreneurial skills. They were named Commended for the Innovation Award at the 2022 NPWAwards.
- Maggie is a Board Member and Chair of the Engagement Board at Cheshire & Warrington Local Enterprise Partnership as well as being an international keynote speaker and educator, having previously tutored for Stanford University.
- She is the youngest recipient of Cartier's Young Leader Award which celebrates the world's top impact entrepreneurs under 35.
- Maggie is a firm believer in empowering others and making everything she does impactful, creative, and fun.

What is gamification?

"Simply put, 'gamification' is just applying elements of gameplay into things that usually aren't associated with fun or playing. It's converting traditional soft skills education, like networking and business ideation into fun learning, by having dynamic experiences.

We combine theory and practical applications through games that we played as children. Games have the power to connect people.

Gamification is really helpful for skills development because it is hands on and it's also not daunting."

How has being Commended for a NPWAward opened doors for Girls In Charge?

- It has raised their profile
- Helped them win grants
- Emboldened the GIC Team to think of themselves as innovative
- Empowered the team to be even more innovative than they previously were - on the back of that they are looking at setting up a metaverse version of Girls In Charge

Maggie's mission to upskill 1 million women by 2030

How is it going so far?

"Slowly but surely. Our impact programme will be bigger than ever this year, there'll be both online for everyone and on campus at a selection of universities. So if you do want to take part in listening to this, do check out our [website](#) to sign up. We are also reaching out to a much broader age range. So before we were focusing on universities, and now we're looking at working more closely with schools and colleges, and opening our impact programme up to the general public. So we're also working with women who have taken a career break and are returning to work. We're expanding internationally, and looking to launch the Metaverse Skills Bootcamp in the new year. So it's just been absolutely crazy since the awards, and very exciting."