

## SAHAR HASHEMI



### Co-Founder of Coffee Republic

Sahar Hashemi OBE doesn't just talk about change—she makes it happen. She transformed the UK from a nation of tea drinkers to coffee lovers when she co-founded Coffee Republic, the country's first US-style coffee chain, and shifted consumer habits again with Skinny Candy, bringing sugar-free treats into the mainstream. Now, with Buy Women Built, she has built not just a brand, but a movement that is redefining the visibility and commercial power of female-founded businesses—turning a single tweet she saw during the pandemic into a movement of over 2,000 brands generating more than £2.5 billion in turnover.

Hashemi's first book 'Anyone Can Do It: Building Coffee Republic – 57 Real Life Laws on Entrepreneurship' became a bestseller by demystifying the idea that entrepreneurship is an innate trait. Her latest book 'Start-up Forever', stems from her experience working with large corporations over the last decade and addresses one of the most pressing questions now facing large organisations: how to be more entrepreneurial. Her mission is to connect the heart as well as the head in big business and distil the unnecessarily complex subject of innovation and entrepreneurial behaviour down into simple, actionable and human terms.

Sahar Hashemi believes what makes start up culture different from corporate culture isn't the stereotypical foosball tables and company hoodies, it's the special connection start up employees have with the business they work in and the customers they serve. They feel a deeper, more authentic sense of purpose and being part of a greater whole, that brings out their creativity, resourcefulness and problem-solving ability. This enables them to accomplish extraordinary things, often against all odds which feeds back into the culture to foster even greater commitment and better performance.

This special connection isn't limited to start-ups, big companies can develop this culture too. Sahar Hashemi believes it's just about subtle shifts in behaviour and mindset. That's why her perspective is unique. Her message isn't just theoretical, Sahar has been-there-done-that, and her actionable, common sense advice is relayed through her deeply personal story. By connecting with the audience through the heart, not just the head, she is able to bring about real, long-lasting change.

Sahar Hashemi was awarded an OBE for services to the UK economy and to charity, named by Director magazine as one of its Top 10 Original Thinkers, named Pioneer to the life of the Nation by HM The Queen and Young Global leader by the World Economic Forum.

#### Topics (Selection):

- The Switched On Mindset - Igniting Creativity and innovation
- Motivation
- Customer Service
- Branding
- Entrepreneurial Leadership

#### Publications (Selection):

- Start Up Forever, 2019
- The Secrets of Entrepreneurship and Success, 2013
- Switched On: You have it in you, you just need to switch it on, 2010
- Anyone Can Do It: Building Coffee Republic from Our Kitchen Table 57 - Real Life Laws on Entrepreneurship, 2008