

ABSTRACT

This research report questions the mainstream discourse of entrepreneurship in South Africa, by examining the covers of a popular entrepreneurship magazine over a calendar year. The findings are compared to data gathered from interviews conducted with ten women entrepreneurs in Gauteng, South Africa. The research aims to interrogate the mythologising of entrepreneurship with a particular lens on its raced and gendered construction. The research was conducted using the tools of Critical Discourse and Narrative Analysis within a Critical Diversity Lens framework. The study aims to privilege the voices of Black women entrepreneurs, by creating a space for the centering their ‘stories from the heart’ in a narrative format. The research was conducted against the backdrop of the global COVID-19 pandemic which required flexibility in the data gathering process. In conclusion, the research presents a range of suggestions for entrepreneurship to be reimagined in transformative ways.