

Empowered Entrepreneur Training Program (EETP)

ETHOS conference

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Women's entrepreneurship and empowerment in the clean energy value chain

As primary managers of household energy, **women have the power to catalyze the market as entrepreneurs.**

From 2015 – 2017, **Winrock trained and certified over 60 trainers in 9 countries** (primarily in East Africa and South Asia) to deliver **business, agency-based empowerment and leadership** training.

Certified trainers trained over 650 energy entrepreneurs and sales agents (550+ women).

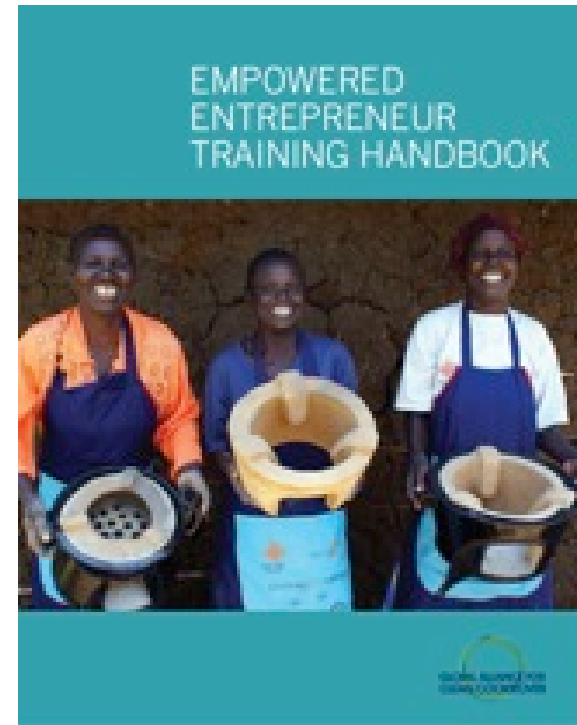
- Phase 1: Trainer Certification Program
- Phase 2: Roll out training for entrepreneur networks
- Phase 3: Monitoring of business and personal growth impacts (six months post training)



Training curriculum

~50 hours (or 6 days) worth of **business, empowerment and leadership training** curricula

- Designed for micro and small entrepreneurs (MSEs) **but** applicable to sales agents and employees
- Special focus on challenges faced by women but curriculum is fully applicable and relevant for men.
- Examples are from clean energy sector, **but** topics have applicability to various sectors



Basic business & finance:

- Marketing
- Financial planning
- Customer care and relationship building
- Recordkeeping

Leadership skills and competencies:

- Establishing & developing clear visions
- Setting goals & being proactive
- Problem solving
- Communication / Active listening
- Action planning

Handbook examples

EXERCISE 2: SEX & GENDER



Time

60 minutes

Objectives

- 1 Discuss the difference between sex and gender
- 2 Promote the idea that gender roles are not fixed: they can be changed if people are willing to change them

Materials

- 1 Whiteboard and markers, or easel with drawing paper and markers
- 2 Green-colored cards for each participant and yellow-colored cards for each participant

CORE COMPETENCY: Cognitive Awareness

Exercise 2(a): Sex & Gender

1. Ask participants to break into small groups. Explain:
 - When you see a man or a woman, do you recognize the difference? Write three things to help recognize the difference between a man and a woman.
 - Now, what kind of responsibilities does each have and what activities do they do? Write down a couple of responsibilities and activities that a man has/does and that a woman has/does.
2. Have each group share answers with the larger group.
3. Ask participants if they know the difference between sex and gender. Build off their answers to explain:
 - Men and women are a different sex, meaning they are biologically different so they do not look the same. The biological characteristics of being male or female are genetically determined. Gender refers to widely shared ideas and expectations concerning men and women. Gender is socially constructed, meaning that society attaches certain expectations and roles to each of them based on their sex. In different societies men and women have different responsibilities and do different activities.
4. Give each participant two cards, one yellow and one green (for example). Explain that yellow will represent "sex" while green will stand for "gender." Read aloud the statements below, and ask participants to raise the corresponding color to answer whether they think it is a biological/sex role (S) or a gender/cultural role (G).
5. Guide a discussion on responses for each statement.

EXERCISE 4: CUSTOMER CARE



Time

45 minutes

Difficulty Rating



Objectives

- 1 Present important customer care elements
- 2 Increase awareness and discuss the importance of meeting clients' demands
- 3 Brainstorm additional "dos" and "don'ts"

Materials

- 1 Whiteboard and markers, or easel with drawing paper and markers

CORE COMPETENCY: Customer Service

1. Explain to participants that treating customers well is important because customers who like you and your product can help to promote it by word of mouth to neighbors and friends.
2. Provide the participants with a written case study of the impacts of poor customer care. (An example is provided on page 47).
3. Ask the participants to read it (individually or as a group) and think about what the entrepreneur's mistakes were. Discuss the case study with the whole group using the following questions:

- What lessons can we learn from [Woman#1]?
- What advice would you give to [Woman#1]?
- If you were in [Woman#1]'s position, what would you do to sustain the business?

4. Ask participants: Which dos and don'ts are there in customer care? Let the participants call them out and write them on the flip chart.
5. Look at the lists below and check which the participants have called out. Give clues to help them get the full list (e.g., what should you do when someone enters your shop?).

Dos

- » Always greet your customers and ask them, "How can I help you?"
- » Always be polite and friendly—serve customers with a smile.
- » Learn to be a good listener; listen with understanding.
- » If you do not understand, ask the customer to repeat.
- » Pay close attention to your customers.

Agency-based empowerment

- **Empowerment** has two components:
 - **Agency:** *internal ability* to make and control decisions that affect our lives
 - **Resources:** *external support* that allows us to exercise that agency
- **Agency-based empowerment** focuses on *internal ability* to make decisions, and helps people:
 - appreciate their strengths
 - overcome limiting beliefs
 - develop positive mental habits
 - manage fear and risk



Limiting Beliefs

- A limiting belief is a belief that a person has that makes her doubt what s/he can do or be.
- It comes from making an incorrect conclusion about something in life.
- These beliefs are often created by our historical experiences.
- However,

Your past does not determine your future.

Types of Limiting Beliefs

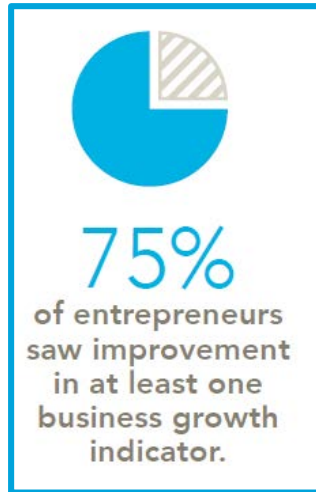
1. Hopelessness – e.g., It will never work. There's no point in trying.
2. Helplessness – e.g., Why does this always happen to me?
3. Worthlessness – e.g., I don't deserve to be successful.

General principles of agency-based empowerment training

1. Thought is creative and language is powerful: if we want to change our experience, we must change our thoughts.
2. It is important to clear our minds of unhelpful thoughts– ‘you can’t stop the waves, but you can learn to surf’.
3. The power of a vision: the more compelling a vision – the more we are willing to invest in making it happen. (e.g., in creating a garden, focus on the seeds, not the weeds)



EETP Results



Organizations
reported that
trained participants
stayed engaged
in their businesses
longer.



- Some **70 percent of participants report being better off in at least one category related to economic well-being**: ability to feed the family, pay school fees and/or pay rent.
- **79 percent of participants report being better off in at least one of the following leadership areas**: problem solving, communicating with mentors, supporting other entrepreneurs, setting and meeting sales goals, and feeling like a leader in their community.

A couple testimonials

- *The EETP training focused on the self and allowed the participants to speak about and share their emotions and life experiences, not only numbers and details of their enterprise. It also leads to a greater awareness inside them and speaking about their aspirations and plans for the future. **This space to articulate is something these women entrepreneurs don't get often, and that was really valuable.***

- Leadership at EETP participating organization

- *We also learn[ed] how to solve our day-to-day problems. For example, if a loan repayment is turning out to be difficult, we would often lose hope and patience... **This [training] was useful to understand how to work around difficult situations, keep our calm, and speak to the customer to reach a mutually workable solution.***

- EETP participant

Support tool: Interactive Voice Response (IVR)

The EETP used Voto Mobile (*now Viamo*) IVR tool post-training to **issue tips and messages by phone relating to key concepts** from the Empowered Entrepreneur Training Handbook.



131 sec

Business / Empowerment Tip:
Credit and Customer Care

*“...Recall from the empowered entrepreneur training that your thoughts about **what you believe you’re capable of** can affect your actual abilities...**remember to stay positive and don’t underestimate yourself and your abilities to improve your business.**” – AEST Trainer*



45 sec

Business / Empowerment
Tip: **Customer Service**

*“...Recall the examples of good customer service and bad customer service from your training. Review the list of Do’s and Don’ts provided in your training materials. **Try to be patient, and thank your customers for taking the time to speak with you – even if they don’t buy...**” – GBE Trainer*

What's next?

Looking for opportunities to:

- Expand the number of certified trainers globally
- Provide additional support to existing trainers
- Expand trainer networking opportunities
- Digitize / modularize some training topics
- Develop a training fund to expand reach
- Connect existing trainers to interested organizations
- Expand beyond the cookstove sector
- Gather additional data on effectiveness in different settings