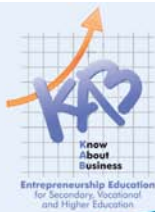




Training of Trainers



Women's
Entrepreneurship
Development



Academy for Training of Trainers

4 November - 15 November 2013



International Training Centre

www.itcilo.org

About the Academy for Training of Trainers

The ITC-ILO has delivered Training of Trainers services since its creation in 1965. Since 2000 the organization has a specialized unit dealing with learning methodology and technology (DELTA), which has developed a comprehensive set of practices, tools and learning modules related to the training of trainers.

This international training of trainers forum comprises a 1) three days generic training of trainers and 2) seven days specialist training of trainers concerning ILO training packages on aspects of entrepreneur and enterprise development.



Training of Trainers

1. The generic training of trainers (TOT)

This three day TOT workshop incorporates the different instructional parameters (analysis, design, development, implementation and evaluation) with an emphasis on design and participative delivery.

Objectives

By the end of the generic TOT workshop participants will have:

- Examined the learning and training cycle;

- Identified approaches in designing learner-centred activities;
- Practised using participatory facilitation approaches;
- Discussed the importance of evaluation and apply the different levels of evaluation;
- Reflected on the development of team spirit and a community of practice.

Content

The training of trainers will cover the following topics:

- defining learning and training and the characteristics of adult learning styles;
- learning needs analysis - the learning management cycle: from needs analysis to evaluation;
- get started as trainer: coaching, managing a group of learners;
- knowledge sharing techniques;
- facilitation skills;
- action-oriented learner-centred training;
- writing your own “Trainer’s Manual”;
- participatory instructional design;
- the different phases of evaluation.

Format

The training will consist in a three day face-to-face workshop, facilitated by two expert trainers from ITC-ILO. To fine tune the needs of the participants and the design of the programme a preliminary needs analysis will be conducted through an on-line survey. A short introductory screencast will be sent to the participants with some preparatory tasks. The workshop will be supported by learning material (articles, links, multimedia) and tools that will be made available to each participant on a USB key.

Participants will compose their individual “Trainer’s Manual/Toolbox” to ensure the applicability of their learning and the achievement of concrete results.

Considering the objectives of the workshop, it will focus on participatory action-oriented learning. Participants will have the opportunity to share experience and knowledge.

Target group

Training specialists, learning facilitators and managers, master trainers, educators and other professionals who provide training.

Dates and venue

ITC-ILO. Turin. 4-6/11/2013

Language

English

2. Elective Courses



KAB - Know About Business (www.knowaboutbusiness.org)

Objectives

Know about business is an entrepreneurship education programme that seeks to introduce young women and men to the world of business and entrepreneurship. The ILO sees entrepreneurship as a means to create decent and productive work, while recognizing that for youth in particular, the development of entrepreneurial skills can also contribute to their capacity to access employment opportunities.

The specific objectives of the KAB programme can be summarized as the following:

- Develop positive attitudes towards sustainable enterprise, self-employment and social entrepreneurship.
- Create awareness of enterprise and self-employment as a career option for young people.
- Provide knowledge and practice about the desirable attributes for starting and operating a successful enterprise.
- Prepare students to become better employees through improved understanding of business.
- Young people educated with KAB will have a positive approach to entrepreneurship and will be more inclined to create their own business.

Target group

The KAB package directly targets educators in technical and vocational education and training institutions (TVET) and in general secondary education (SE), both in public and private sector institutions.

The most visible beneficiaries of KAB are usually students and trainees in TVET and secondary education institutions.

The package

The KAB package is designed to provide teachers and trainers with materials and session plans for a 80 to 120-hour course which is implemented in sessions over the course of the school year. The package consists of a Facilitator's Guide, a Learner Workbook and 9 modules.



Start & Improve Your Business (SIYB)

Objectives

The Start & Improve Your Business (SIYB) programme – which has an estimated outreach of 5 million trainees – is a management-training programme with a focus on starting and improving small businesses in emerging economies. The overall SIYB objective is to contribute to economic development and to the creation of new and better jobs.

Through its four inter-related packages - Generate Your Business (GYB), Start Your Business (SYB), Improve Your Business (IYB), and Expand Your Business (EYB) – SIYB aims to enable potential and existing small entrepreneurs to (i) start viable businesses, (ii) to increase the profitability of their existing enterprises and to (iii) to improve the working conditions of their employees in a way that enhances productivity.

The unique quality of SIYB lies in its materials and training methods but more so in its global multiplication system and quality control mechanisms which have converted SIYB in one of the most successful packages of its kind globally.

Target Group of SIYB training packages

Direct beneficiaries: BDS and training service providers, both private and public working with potential and existing entrepreneurs at different levels of enterprise maturity. Within the institutions SIYB builds trainer capacity.

The ultimate beneficiaries of SIYB training are Entrepreneurs who want to generate, start, improve or expand their own businesses. The SIYB programme also empowers groups excluded from the labour market such as the unemployed, and low-skilled and migrant workers and also encourages women to become entrepreneurs.

The SIYB packages

At enterprise level the SIYB Programme is structured into four separate training manuals: Generate Your Business (GYB), Start Your Business (SYB), Improve Your Business (IYB), and Expand Your Business (EYB), designed to responding to the progressive stages of business development:

- **Generate your business idea (GYB)** is intended for people who would like to start a business, and who, through the training, develop a concrete business idea ready for implementation
- **Start your business (SYB)** is for potential entrepreneurs with a concrete business idea who want to start a sustainable small business. The programme is a combination of training, field work and after-training support, and helps participants assess readiness to start a business and to prepare a business plan and assess its viability
- **Improve your business (IYB)** introduces already practising entrepreneurs to good principles of business management, i.e. marketing, costing, stock control, record keeping, buying and business planning.
- **Expand your Business (EYB)** gives growth-oriented SMEs the practical tools for business growth, assisting them through training and non-training interventions. The main output from the training programme is a business growth plan, which includes marketing, operations, human resources, financial and strategic management.

The SYB and IYB package also include the **SIYB Business Game**, a practical simulation tool.

The target group for this training in Turin are:

- People with management training experience that would want to be certified as SIYB trainers (the seminar will provide an attendance certificate, SIYB trainer certification is available to participants who complete a practice period under supervision and other requirements)
- SIYB programme managers who wish to get exposure to the training material and added sessions on programme SIYB programme management



Value Chain Development for Decent Work: Reaching Scale, Fostering Sustainability and Promoting Equity

Objectives

Through value chain development programs, practitioners empower small enterprises (SEs) to sell to more stable, higher volume or higher value markets. This occurs by linking SEs with the range of businesses in the value chain and with support service providers and other stakeholders to increase the competitiveness of the industry and

increase the benefits for low-income SEs.

By the end of the course, participants will be able to understand the principles of Value Chain Development for decent work reaching scale and inclusiveness; share knowledge with partners and stakeholders about Value Chain Development principles and applications; exchange experiences with Value Chain Development practitioners and be part of a peer network; contribute to the design and implementation of market driven value chain development projects using a participatory approach.

Target group

This package is addressed to actors/professionals wanting to develop training skills as trainers for the following practitioners:

- Experienced development practitioners – managers or technical staff - new to value chain development who wish to acquire an overview of the process as well as some basic implementation skills.
- Less experienced development practitioners with undergraduate degrees in business, economics, regional planning, or environmental management; from technical fields such as agronomy or engineering; from social fields such as political science or social services.
- Senior managers, funders, donor agency staff who will be overseeing value chain development initiatives and seek deeper understanding of their functioning.
- Practitioners from the field of microfinance or rural finance; from gender, community development or health and social services; from environmental sustainability or emergency assistance, and who are seeking to partner with value chain development initiatives.

The package

The package is structured in core modules and elective modules.



Women's
Entrepreneurship
Development

Women's Entrepreneurship Development - Capacity Development Programme

Objectives

The overall aim of this programme is to increase the quality provision of development for women entrepreneurs by formally recognising and accrediting participants and equipping them with the materials to provide WED capacity Building initiatives.

This package aims to help address some of the existing inequalities by helping to identify and remove some of the obstacles that are particularly faced by women entrepreneurs. . It also examines the issues of access and control of finance and business decisions and explores how women entrepreneurs can find the right support when they need it.

Target group

The target groups for this programme are trainers, business advisors and other's engaged in business development services such as BDS providers with the knowledge, concepts and skills on how to better support women owned micro and small businesses with growth potential. The programme is open to

Individuals or organizations working with women entrepreneurs. Despite the advances that have been made in gender equality there is still a massive task ahead to reach the target of equality for women and men in world of work and business. This is evident in both employment and business ownership.

The package

The broad contents of this programme include: challenges for women entrepreneurs, sustainable enterprise development & social enterprises, demand led approaches to BDS, and designing services for women entrepreneurs. Improving the business Environment for WED, access to finance, the role of women's business associations in supporting WED, and creating partnerships and strategic alliances are also covered, along with measuring client satisfaction and action planning. The programme is based on competences and is highly participative. The facilitators will utilise small group work, plenary discussions, short presentations and role plays.

Upon successful completion of this programme, participants will receive accredited trainer status for Women's Entrepreneurship Development initiatives.

Dates and venue

ITC-ILO. Turin. 7-15/11/ 2013

Language

English

Costs

Option 1 (4–6/11/2013) – A906035

Three days generic Training of Trainers (TOT) workshop
1600 EURO per participant comprising:

- tuition fees (**1200 EURO**)
covering training material, course preparation,
implementation and certification
- subsistence costs (**400 EURO**)
including full board and lodging at the training venue

Option 2 (4–15/11/2013) – A906219

Two weeks course 3250 EURO per participant comprising:

- tuition fees (**1920 EURO**)
covering training material, course preparation,
implementation and certification
- subsistence costs (**1330 EURO**)
including full board and lodging at the training venue

Application

In order to register in the Academy for Training of Trainers,
please apply here:

<http://intranetp.itcilo.org/STF/A906035/en>

Deadline for enrolment:

4 October 2013



The ILO Turin Centre's facilities

Located in an attractive park on the banks of the River Po, the Centre's campus provides a congenial environment in which to live and study.

- It contains 21 pavilions with fully equipped modern classrooms, conference halls and meeting rooms fitted out for multilingual simultaneous interpretation, and a computerized documentation centre linked to various data banks.

The campus has 287 study/bedrooms, all with private bathroom, telephone, free access to internet and cable television. It also has:

- a reception desk open 24 hours a day;
- a restaurant, a self-service canteen and a coffee lounge, all catering for international dietary needs;
- a bank;

- a travel agency;
- a laundry service;
- a post office;
- an internet point;
- a recreation room;
- facilities for outdoor and indoor sports;
- medical service.

Social events are regularly held both on and off campus, so that participants from different cultural backgrounds can make the most of a stimulating international environment.

For further information, please contact

International Training Centre of the ILO
Distance Education and Learning Technology Applications Programme (DELTA)
Enterprise, Microfinance and Local Development Programme (EMLD)

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