

Gender & Entrepreneurship Together (GET Ahead)

An ILO Women's Entrepreneurship Development tool



International
Labour
Organization



Enterprises Department
Small and Medium Enterprises
WED Programme



Women's
Entrepreneurship
Development

WHAT IS GET AHEAD FOR WOMEN IN ENTERPRISE?



GET Ahead for Women in Enterprise is a training package and resource kit for low-income women and men engaged in or wishing to start a small-scale business. It differs from conventional business training materials as it highlights entrepreneurial skills from a gender perspective, whether applied to starting or improving an individual, family or group business.

OBJECTIVES

GET Ahead strengthens the basic business and people management skills of women entrepreneurs, while also addressing their practical and strategic needs. It shows women how to develop their personal entrepreneurial traits and obtain support through groups, networks and institutions dealing with enterprise development.

The learning objectives for users of training package are:

- Promote women’s economic and social empowerment among low-income groups and to understand the rationale for providing equal opportunities to men and women in enterprise development.
- Create a ‘business mind’ among low-income women engaged in small-scale income generation and in business.
- Increase the capacity of trainers to provide action-oriented, participatory training on basic business management skills to low-income women and their families.

TARGET GROUP

The training packaged aims to assist ILO partner organizations in promoting enterprise development among women and men. GET Ahead is not exclusively for women and is suitable for men who earn a low income and who have little formal education.

GUIDE COMPONENTS

The guide provides a structured set of modules with practical learning-by-doing exercises that have proven effective and appropriate in enabling entrepreneurs to increase their sales. The four training modules are:

- Module One: ‘Basics on Gender and Entrepreneurship’
- Module Two: ‘The Business Woman and her Environment’
- Module Three: ‘The Business project’
- Module Four: ‘People, Organization and Management’

* Lists key resources on the topic for further reading. The guide also includes a Marketing Mix board game.

The GET Ahead training guide (ISBN 92-2-115807-1) is available for US\$ 30.00 from ILO Publications www.ilo.org/publns

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