



DO YOU WANT TO BECOME A CERTIFIED TRAINER?

ARE YOU AN INDEPENDENT CONSULTANT?

OPPORTUNITY SALONE PROJECT

Opportunity Salone is financed by the European Union as part of the 11th European Development Fund (EDF). The project aims to contribute to large scale job creation and job quality improvements for women, youth and persons with disabilities mainly in rural areas in Sierra Leone through inclusive value chain development focused on SMEs and cooperatives, and feeder road maintenance to improve access to markets. The project will be implemented in 4 districts (**Port Loko, Bombali, Bo and Kenema**), over a 48 month period (Oct. 2021 – Oct. 2025)

What is GET Ahead?

GET Ahead is a gender-responsive entrepreneurship training programme designed to support primarily women with mixed levels of literacy and numeracy skills in starting, managing and consolidating small businesses. The training programme attempts to redress some of the gendered barriers of conventional entrepreneurship training programmes and recognises the gendered opportunities and constraints that affect women and men's abilities to acquire skills and dedicate time and resources to start and lead a successful business. Men can take part in GET Ahead though they are usually not the main target.

GET Ahead introduces entrepreneurs to both business management and soft skills, including communication, negotiation and decision making. GET Ahead is delivered through a combination of training workshops, post-training support, and coaching.

The overall objectives of GET Ahead are to:

- enable women, men and families to make better business decisions for increasing their income generating activities and opportunities;
- promote women's economic empowerment, particularly in communities that are marginalised;
- contribute to the social and economic development of women and men living in conditions of poverty.

Organised into ten modules, GET Ahead supports entrepreneurs to consolidate their business idea and acquire the business management and interpersonal skills to successfully run and consolidate their business. In addition, the 2017 GET Ahead programme also incorporates a coaching component to ensure that entrepreneurs receive continuous, tailored support. At the end of the GET Ahead training programme, entrepreneurs should be able to develop a simple Business Plan.



The GET Ahead content:

1. Module 1: An Introduction to the GET Ahead Training
2. Module 2: An Introduction to Starting a Business: The Business Environment, Business Planning and Business Ideas
3. Module 3: Business Plan Part 1 – Marketing – focuses on developing an effective marketing strategy.
4. Module 4: Business Plan Part 2 – Operations
5. Module 5: Business Plan Part 3 – Finance
6. Module 6: Business Plan Part 4 – People
7. Module 7: Business Plan Part 5 – Risks
8. Module 8: Decision Making and Negotiation
9. Module 9: Effective Pitching and Communications
10. Module 10: Developing Network of support

Trainers and partner organisations

The GET Ahead training programme was designed based on a multiplier strategy, meaning that the programme relies on a network of Lead Trainers and Trainers that are able to ensure rapid roll-out that maintains a level of quality and that is rooted in local ownership. This multiplier strategy works as follows:

The ILO identifies, trains and certifies an international pool of Lead Trainers who support the implementation of GET Ahead in different national contexts. Through the network of Lead Trainers, the ILO builds the capacity of organisations providing business support and trainers to implement GET Ahead trainings. GET Ahead Trainers then deliver the GET Ahead training programme to established and aspiring entrepreneurs. By using this multiplier strategy and building the capacity of local actors, the ILO aims to ensure sustainability of GET Ahead delivery.

GET Ahead is delivered to entrepreneurs by certified GET Ahead trainers who often work either independently or in organisations providing business support. GET Ahead can be integrated as a core service of organisations working to support entrepreneurs, and particularly those that aim to serve women and women and men entrepreneurs with basic literacy and numeracy skills. Organisations that aim to integrate GET Ahead as one of their core services have the option of becoming a partner organisation of the ILO-WED programme and can play a leading role in fostering national GET Ahead trainer networks and ensuring the sustainability of GET Ahead delivery. Examples of organisations providing business support that could integrate GET Ahead as a core service include business development service providers (BDSPs), financial service providers (FSPs), microfinance institutions, women's associations, government agencies and others.

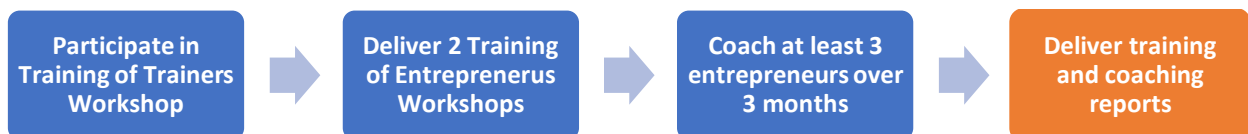
Why become a Certified Trainer or Partner Organization?

As a certified trainer, you will:

- Develop the skills and tools to provide quality support to entrepreneurs who want to start a business or improve their management of an existing business.
- Join a national and global network of ILO trainers and benefit from knowledge exchanges, material adaptations and updates, and opportunities to market your skills.
- Obtain a certificate of recognition from the ILO and earn the rights to use ILO materials and branding in the delivery of entrepreneurship trainings

How to become a Certified GET Ahead Trainer?

Becoming a certified GET Ahead trainer requires time and dedication. Candidates must attend a 7 day Training of Trainers (ToT) workshop, and then put what they learned into practice by delivering two Training of Entrepreneurs (ToE) workshops and delivering post-training coaching support. Trainers must show proof of their trainings by delivering training and coaching reports as a final requirement.



How to apply to become a certified trainer?

Are you interested in becoming a certified trainer? Do you meet the following criteria? If so, submit your CV and a letter of motivation explaining how you intend to use the training to OPPORTUNITYSALONE@ilo.org by Thursday, 23rd June 2022 to be considered for the upcoming GET Ahead Trainer Development cycle.

- Must be a resident within the project district. (Including: Bombali, PortLoko, Bo and Kenema)
- Experience with entrepreneurship and SME development
- Experience with adult learning and facilitation
- Commitment to advancing gender equality
- Clear idea as to how they would use GET Ahead to support entrepreneurs
- Only short-listed candidates will be contacted