Think.COOP

AN ORIENTATION ON THE COOPERATIVE BUSINESS MODEL
Room setting and Seating Arrangement

Room Set-Up 1

- Team 1 Workspace
- Team 2 Workspace
- Team 3 Workspace
- Team 4 Workspace
- Team 5 Workspace
- Screen/Board
Room setting and Seating Arrangement
Cone of learning

After 2 weeks, people tend to remember...

- 10% of what they read
- 20% of what they heard
- 30% of what they heard and observed
- 50% of what they observed
- 70% of what they said
- 90% of what they said and did

Nature of Involvement

- Reading
- Listening to a lecture
- Watching a movie
- Viewing an exhibit
- Watching a demonstration
- Seeing it done on location
- Looking at pictures
- Participating in a discussion
- Giving a talk
- Role playing a situation
- Modelling or simulating a real experience
- Doing the real thing

Verbal receiving
Receiving/Participing
Doing
Facilitation techniques

- **Open ended questions**
  - To stimulate many responses

- **Waiting for responses**
  - To give time to think of an answer

- **Eye contact and names**
  - To encourage people to contribute

- **Encouragement**
  - To promote more responses and active participation

- **Rephrasing**
  - To promote understanding and show appreciation

- **Probing**
  - To get more information and views

- **Observing**
  - To check on who is not participating

- **Active listening**
  - To listen with the eyes as well as the ears and check out body language cues

- **Summarizing**
  - To help participants understand and reach an agreement
About the Session Guide

Steps and Key Messages

Session Overview

1. Prior to starting the session, you may want to play Icebreaker 4: Battle of the Sports (you can find in Section 4 of this guide).

2. Explain and discuss:
   - Collective action refers to action taken together by a group of people whose goal is to enhance their status and achieve a common objective. In many cases, collective actions arise when people face a common threat or problem.

3. Give one or two examples of cooperatives in your area. Highlight what triggered its formation - why did members decide to form the cooperative? Conclude by saying:
   - Although some cooperatives are established to take advantage of a business opportunity, most cooperatives are started for defensive reasons. Often this is in response to an economic problem that has a negative impact on the individuals. The problem could be, for example, a lack of marketing outlets, high cost of inputs especially if one buys small quantities, or the absence of credit facilities. The members realized that they shared a problem that cannot be solved individually.
The Sessions

Think.COOP: An orientation on the cooperative business model

Session 1: GOOD RELATIONSHIPS AND LIVELIHOOD  50 minutes
Session 2: HORIZONTAL AND VERTICAL RELATIONSHIPS  60 minutes
Session 3: THE BENEFITS OF COLLECTIVE ACTION  70 minutes
Session 4: CHOOSING THE BUSINESS STRUCTURE  150 minutes
Session 5: DOING BUSINESS TOGETHER  95 minutes
The Learning Guide Format

- **SESSION**
- **Activity**
- **Steps**

Members of the group take turns in reading the training guide aloud

All members of the group perform the steps indicated for each activity; may be individual, in pair, or as group work

Members of the group share and discuss outputs
Signs and their Meanings

- A member of the group read background information
- Group discussion
- Read and perform step-by-step instruction
- Suggested time for the activity
- Gender equality good practices
- Tips on facilitation
Activity 2A: Identifying Vertical and Horizontal Relationships
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Source: USAID Leo Project
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