

Amira Abdel Aziz, Manager of El-Salam Kindergarten - Egypt



Amira has always dreamed of making her passion of working with children a reality. However, after fulfilling her dream and opening a Kindergarten she lacked knowledge on how to manage it effectively. Learning about the SIYB modules changed the course of Amira's career. Amira took part in an Improve Your Business training in 2015 - a year that would impact her professional life for years to come.

Immediately after the training, she applied the newly-learned concepts to her business. Rearranging her ideas and building a revised business plan even got her the necessary funding to purchase a bus and to create a pupil transportation system for her Kindergarten.

Taking SIYB training also acted as catalyst for her to pursue her Master's degree in Education in order to learn about the most efficient models of childcare. Methodologies such as Montessori and Tokkatsu that are not yet widespread in Egypt, which meant that she could create a competitive advantage.

Increasing her knowledge and improving the service and quality of care that her Kindergarten provided led to an increased demand - so much so that she has accumulated a waiting list for new applicants now.

Amira is now passing on the knowledge by helping other people open their own childcare centres for children with special needs.

"A great idea with no skills to implement it is worthless."