

# 4. Implementation system and outreach



- Develop training materials
- Certify and re-certify (lead) trainers
- Ensure quality control



- Train trainers
- Coach trainers
- Recommend trainers for certification



- Adapt materials
- Train women entrepreneurs
- Coach women entrepreneurs



- Receive training and coaching
- Increase their decision making power
- Contribute to job creation and socio-economic growth

# 5. Impact & Voices

In **Kenya**, three years after training, women entrepreneurs had increased their weekly sales by 18% and their weekly profits by 15%.

In **Vietnam**, combining GET Ahead training with micro-loans and weekly coaching resulted in an average increase in profits of 26% and positive effects on business literacy, gender knowledge, women's belief of control over their lives and increased bargaining power.

In **Algeria**, a tracer study found that 84.1% of women trained had seen their management practices improve and almost half (45%) had increased their annual turnover, sometimes by more than 60%.

"Listening to other women who were already in business share their experience gave me the confidence that I can manage too."

Gloria, poultry business, Uganda

"I especially learnt about doing a proper market study, and what women who want to be entrepreneurial usually lack so that I make sure not to make the same mistakes."

Brifi Bouchra, catering business, Morocco

"I learnt how to calculate my selling price and obtain a sufficient margin. I am now also better able to manage my business which has helped me find a better work-life balance".

Maria Haddad, beekeeping business, Algeria

To learn more about ILO-WED tools:  
 Contact us at [wed@ilo.org](mailto:wed@ilo.org)  
 Visit our website [www.ilo.org/wed](http://www.ilo.org/wed)  
 or our ILO-WED Facebook page

# GET AHEAD:



International Labour Organization

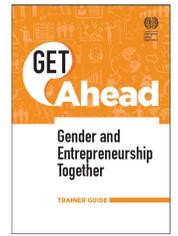
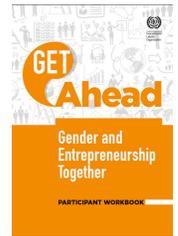
# Gender and Entrepreneurship Together



The **GET Ahead (Gender and Entrepreneurship Together) training programme** aims to address some of the barriers women face to starting and running a business (lack of knowledge, lack of skills, low confidence, family expectations and responsibilities, etc.) and bridge the gender gap by offering women and men business management skills and key soft skills.

The programme was initially developed to address the shortcomings of standard business skills training programmes in tackling the needs of women with low literacy levels. It therefore seeks to give women the necessary support to start and grow thriving small businesses.

Since 2004, more than **two million women entrepreneurs** and potential entrepreneurs in Africa, Asia, Latin America and the Middle East have taken GET Ahead training.



# 1. What to expect from GET Ahead?



By taking the GET Ahead training, candidates should be able to:

Have a clearer understanding of how biological and socio-cultural differences may affect women's ability to engage in entrepreneurship in a different way than it affects men.



**Module 1 & 2**  
Introduction to GET Ahead and entrepreneurship

Develop a viable business plan that consolidates their business idea. Activities are structured around five building blocks (Marketing, Operations, Finance, People & Risk Management) allowing participants to reflect upon these themes with a gendered approach.



**Module 3-7**  
Developing a business plan

Understand the importance of soft skills and put some of them into practice, including effective communication, negotiation, decision-making and networking.



**Module 8-10**  
Developing soft skills

# 2. What makes GET Ahead unique?



GET Ahead differs from conventional business training programmes as it seeks to develop entrepreneurial skills from a gender perspective. The upgraded version of GET Ahead (2017) includes features destined to enhance participants' training experience:



## Flexibility

The training can be condensed in 5 days or spread out over time, ideally over 3 months.



## Active learning

Interactive and hands-on activities encouraging participants to draw on their personal experience and learn from their peers.



## Personal follow-up

Post-training activities, namely homework and coaching help participants put what they have learned into practice.



## Evolutionary process

The training begins with generating a business idea, then building a solid and viable business plan and finally pitching the idea.



## Gender dimension

Trainings raise awareness about gender dynamics that influence business development and affect women's ability to lead successful businesses.



## Open to all

Although GET Ahead targets women, the programme is open to both men and women.

# 3. Community of GET Ahead trainers



GET Ahead is not only a training programme, but also a network of qualified and committed trainers. These trainers can be freelance consultants or, in many cases, individuals operating with Business Development Service providers.

To date, more than 300 GET Ahead trainers across Africa, Asia, Latin America and the Middle East have been certified by the ILO as trainers. In order to exchange and share good practices, certified GET Ahead trainers are given access to the WED E-space, an online platform that brings the community of trainers together.

There are two levels of certification:



## GET Ahead trainers

They can deliver trainings to potential or current small-scale women and men entrepreneurs.



## GET Ahead LEAD trainers

They are selected by the ILO from the pool of certified GET Ahead trainers for having the potential to train trainers.

They will need to follow an additional LEAD certification process, including further training, coaching and hands-on experience in training trainers.

A list of certified trainers can be found on our website at [www.ilo.org/wed](http://www.ilo.org/wed).