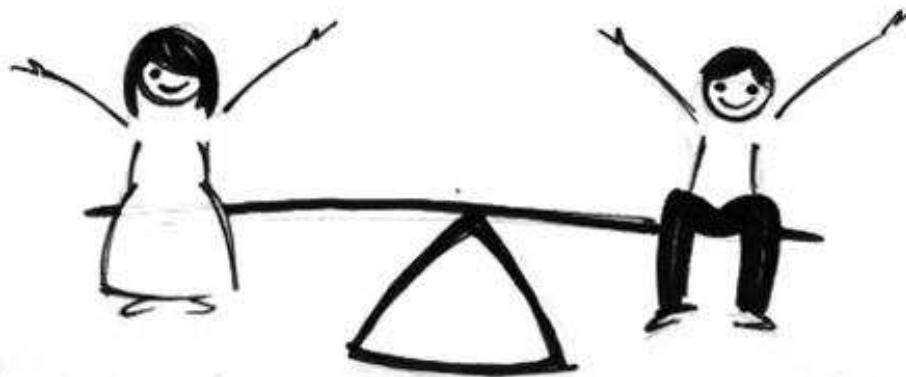# GENDER + ENTREPRENEURSHIP TOGETHER

GET Ahead for Women in Enterprise

For the nice « scales » diagram used on all of the other pages, I propose writing only « GET Ahead » in that exact format.

Susanne Bauer, Gerry Finnegan and Nelien Haspels
ILO Bangkok and Geneva

(January 2004)

GET Ahead for Women in Enterprise

1. Rationale

(Gerry: It's not good to start with a "negative point". I prefer something like –

"A large number of women are engaged in economic activities and micro-enterprises. Many of them have no alternative source of livelihood."

Many of them operate in a poor working environment with little prospect of being able to work their way out of poverty.

Most training programmes ignore or overlook the problems faced by these dynamic yet vulnerable women." (Susanne: I agree with this comment)

⇒ **Weaknesses in existing training materials on women's enterprise development**

- welfare approach

- business know-how only: too high level

- inadequate attention to gender-specific constraints and needs of poor women

2. What is GET Ahead?

Gender +
Entrepreneurship
Together

= GET Ahead

- New approach to small enterprise development

- Develops business skills from gender perspective

- Promotes economic and social empowerment of low-income women

3. Women empowerment

- **economic empowerment** through *training opportunities & know-how*

- **social empowerment** through *confidence, management, negotiation & networking skills*

- **Better gender relations between women and men.**

    "Behind every successful woman, there is a strong man."

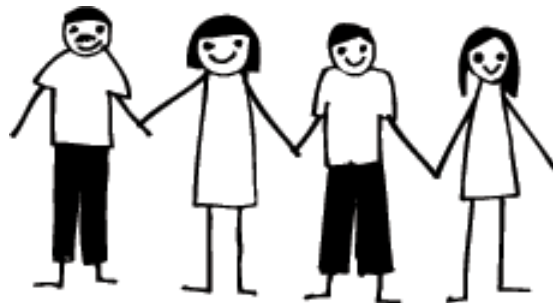   *"Behind every successful man, there is a strong woman."*

4. For whom?

- **Low-income women entrepreneurs and their families including men**

- **Trainers on women's enterprise development**

GET Ahead for Women in Enterprise

5. Aims & Strategy

Aim: Enable low-income women entrepreneurs and their families to shift from marginal income earning to profitable business development

Strategy:

- strengthening capacity of governments and ILO constituents and partner organizations to promote women's entrepreneurship development and gender equality

- field-testing and adaptation with business and gender trainers networks in participating countries to expand decent work opportunities for women in enterprise in family and community

6. Training methodology

- **participatory**

- **action-oriented**

- **learning by doing**

- **draws upon successful lessons (for poor women with low education)**

- **strong and successful business women as role models**

- **uses both female and male trainers**

7. Training objectives

- To promote women's economic **and** social empowerment among low-income groups,

- to encourage providing equal opportunities to women and men in enterprise development

- to help women develop a business perspective in small-scale income earning and in businesses of low-income women and their families

- To stir capacity development for providing action-oriented, participatory training on basic business management skills geared towards low-income women and their families

GET Ahead for Women in Enterprise

8. Training contents

Module 1: Basics on Gender and Entrepreneurship

Module 2: The Business Woman and Her Environment

Module 3: The Business Project

Module 4: People, Organization and Management

8. Training contents (cont.)

Module 1: Basics on Gender and Entrepreneurship

Module 1.1 Introduction: Training Programme and Participants

Module 1.2 Gender Equality Promotion: The Life Cycle of People and Enterprises

Module 2: The Business Women and Her Environment

Module 2.1 The Business Woman: She can do it

Module 2.2 The Business Environment: She is not alone

8. Training contents (cont.)

Module 3: The Business Project

Module 3.1 Business Ideas, Opportunities and Challenges

Module 3.2 Marketing

Module 3.3 Production, Services and Technology

Module 3.4 Finance

Module 4: People, Organization and Management

Module 4.1 Management of Self and Others

Module 4.2 Business Support and Networking

Module 4.3 Action Planning for Your Business

What's next?

This is a good question – and there are plenty of options to getting ahead!

Just DO IT!