



TRAILOR-MADE TRAININGS FOR MSME

By Esther Macharia

Poll

*Which group of participants have you
trained in the past?*

WELCOME & INTRODUCTION

Esther Macharia

- Micro finance consultant, business coach and trainer with over 20 years' experience.
- IFC-LPI TPMA trainer and assessor
- IFC master trainer.
- A certified finance trainer in the SINAPIS program
- An ILO-certified trainer in the SIYB program
- CEO and co-founder of G-Tri Company Limited
- Bachelor of Commerce degree
- MBA in finance



Objectives

By the end of this session the participants will be able to

- Adapt training content according to the needs of MSMEs
- Design customized training intervention for MSMEs
- Deliver high-impact training programs for MSMEs

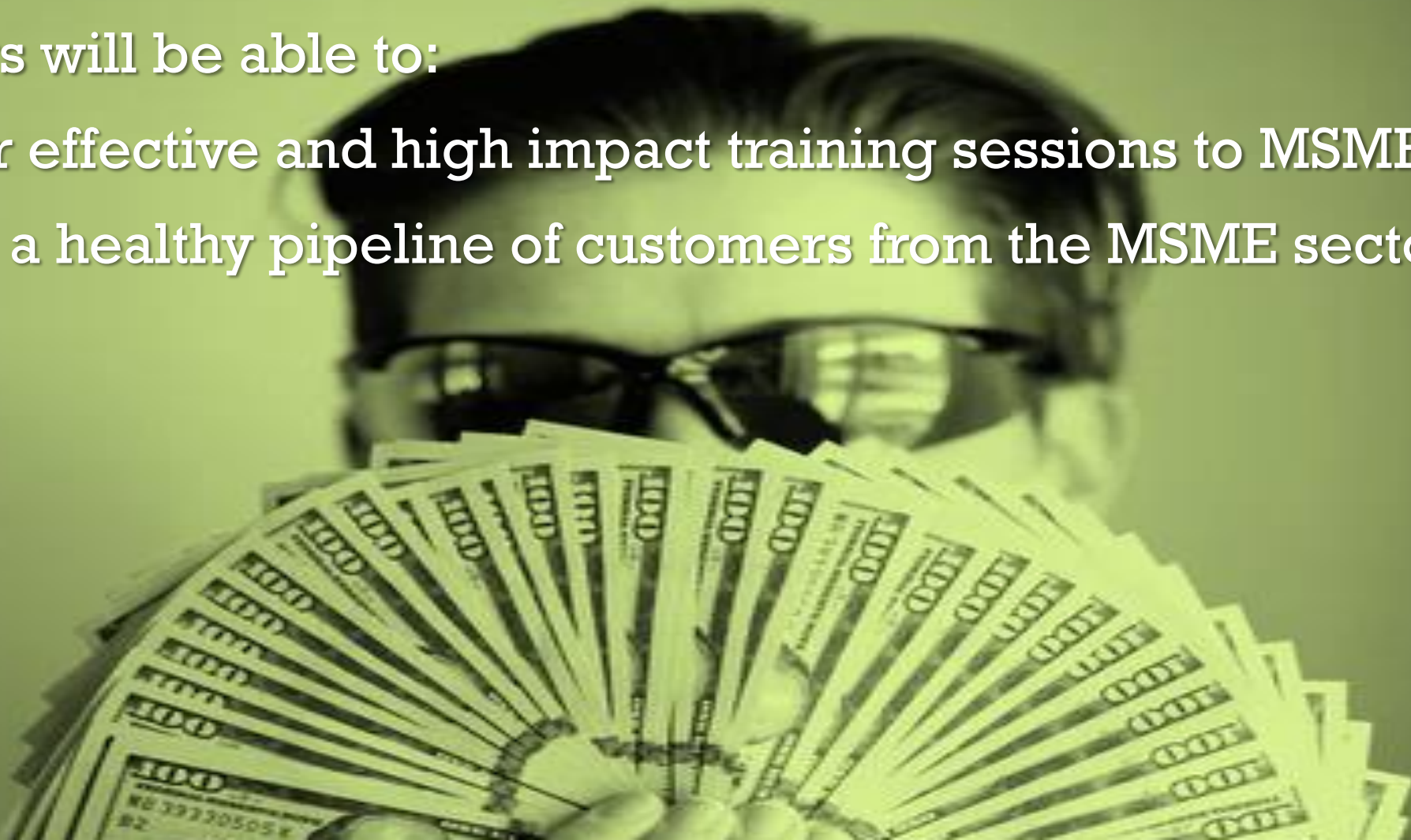
EXPECTATIONS

What are your expectations from this training?

Benefits

The trainers will be able to:

- Deliver effective and high impact training sessions to MSMEs
- Attract a healthy pipeline of customers from the MSME sector



Road Map

We will answer the following questions

1. What are the benefits of training MSMEs?
2. What challenges do MSMEs face when accessing training?
3. How can I customize training interventions to suit MSMEs needs?

Why should trainers focus on training
MSMEs?

MSMEs as Training Customers

- Rich source of business information
- High potential for life long source of income
- Growing your business in line with MSME business needs
- Introduction to other customers
- Dynamic and evolving audience



- *What are the benefits of training MSMEs?*

Benefits of Training MSME

- Improved efficiency in running businesses
- Increased job creation
- Formalizing the informal business
- Increase in profitability & productivity
- Creation of sustainable businesses
- Increased access to finance for expansion
- Improving livelihoods



Challenges That Face MSMEs When Accessing Training

- High costs
- Time constraints
- Accessibility due locations
- Lack of suitable trainers
- Standardized training materials
- Standardized training interventions



How do I customize trainings to suit MSME
needs?

Customizing Training Interventions

- Conduct a training needs analysis
- Adapt the content to the needs
- Design the training methodology according to audience



TNA for MSMEs

- Talk to the entrepreneur to establish needs
- Bench mark to establish gaps
- Observe current market trends
- Platform for establishing trust



Important Information In MSMEs TNA

- Type of business
- Business experience
- Income level
- Past interaction with financiers
- Business location
- Level of education



Take Out from TNA

From TNA you will adapt the training in these areas:

- Content
- Timing
- Pace
- Location
- Duration



Adaptation of Content

Customize content according to:

- Language
- Specific business sectors
- Specific types of business
- Level/stage of business
- Purpose of the training

****focus on value addition**



Adaptation of Content

Customize by:

- Adding handouts
- Additional expert resource person
- Use local case studies



Designing Training Interventions

Methodology should be:

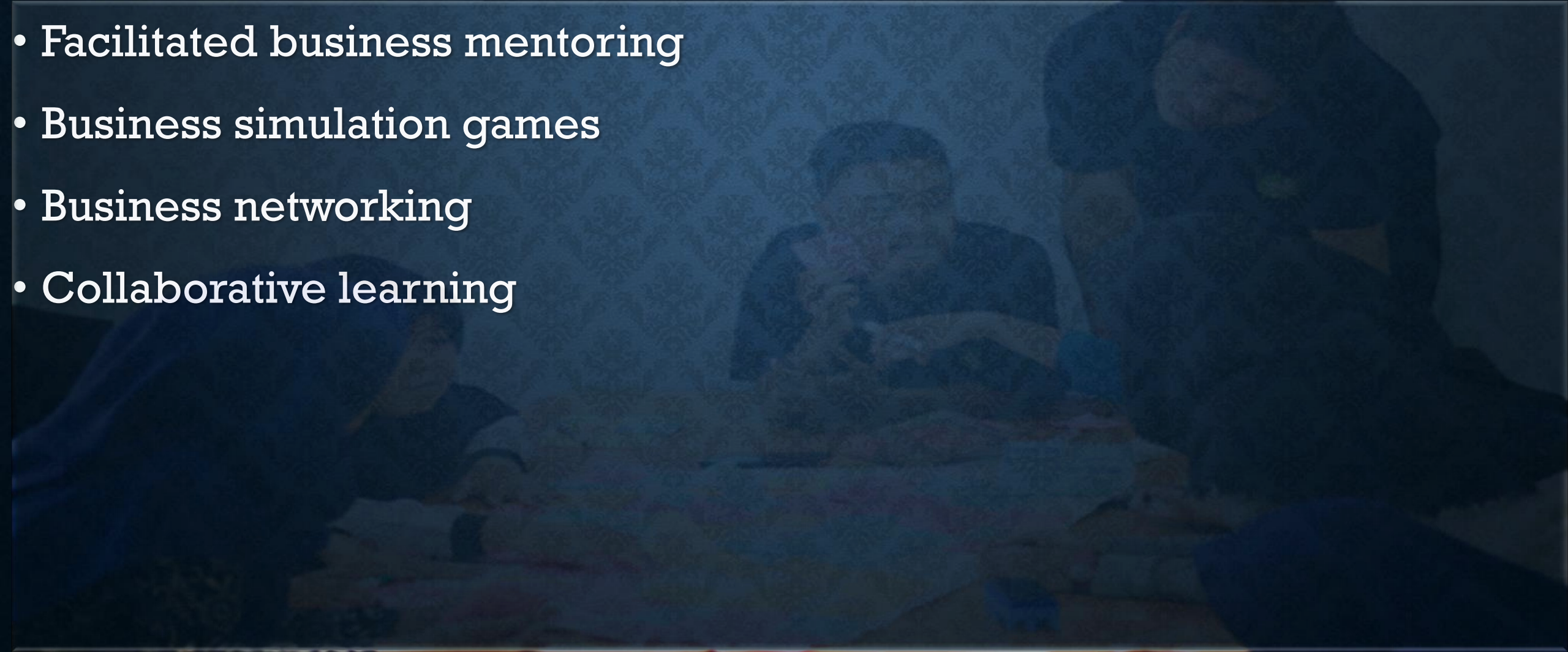
- Participatory
- Action oriented

Customer centered methodology:

- On going training process
- On the job training
- Work place coaching

Most Preferred Training Methods

- Facilitated business mentoring
- Business simulation games
- Business networking
- Collaborative learning



Training Delivery

- Focus on real or current issues in business
- Individualize training information
- Provide opportunities to share skills, knowledge and experience
- Link training to business performance
- Link training to specific stages of business cycles

Training Delivery

- Provide on-going business-specific support
- Lower the cost of training by partnering with other businesses
- Minimize time spent away from business
- Choose facilitators who are trusted and respected by the business participants

MSMEs IN TRAINING

- Main resource persons
- Experts in their businesses
- Time conscious
- Want concrete results
- Motivated to learn
- Responsive to feedback



TRAINER

- Be interactive
- Keep time
- Be relaxed
- Know your content
- Give your contact for follow-up

SUMMARY

Remember:

- MSMEs will attend trainings if the content addresses business pain points
- MSMEs learn better by doing and sharing - networking
- Be in sync with the entrepreneurs in training delivery



KEY TAKE OUTS





T₁ H₄ A₁ N₁ K₅
Y₄ O₁ U₁

REFERENCES

2007 Education and training that meets the needs of small business: A systematic review of research. Susan Dawe, Nhi Nguyen, National Centre for Vocational Education Research

CONTACTS

Esther Macharia

Email: emacharia@g-tri.co.ke

eagufana@gmail.com

Tel: +254722646594