<u>Supporting Young Entrepreneurs: A Practical Guide to Quality Programming</u>

(from Workforce GPS Youth Connections: https://youth.workforcegps.org)

Chapter 3: Program Design & Small- and Micro-Enterprise Training

Designing and Defining Your Entrepreneurship Program

The following are the core components of program design and definition of an entrepreneurship program:

• **Program design**

  • Using a market assessment to define your program intervention

  • Determining the scope of the intervention

• **Components of an entrepreneurship training program**

  • Business skills curriculum

  • Vocational training and apprenticeships

  • Life skills training

  • Complementary skills training

• **Recruitment and hiring of trainers and professional volunteers**

• **Suggestions for effective training**

• **Monitoring and evaluation in design**

Program Design

Using a Market Assessment to Define Your Intervention

A thorough market assessment will provide insight into local markets, the needs of the youth [or adults], and the existing service providers in the area. This information should be used to define what components are needed in your training intervention. While the core business training curriculum is fairly standard, the specific needs of your target population and the local market conditions could impact the nature and intensity of your program components. For example, your assessment might help you consider:

• How basic or advanced that curriculum should be (depending on whether target youth [or adults] are completely new to entrepreneurship or already have started businesses)

• What complementary skills need to be offered such as IT, Business English or even more rudimentary support in literacy and numeracy

• What cultural (societal or gender biases for example) or structural (such as legal or regulatory) constraints might require that you do prior outreach to community or family members or local government agencies to ensure you have the required buy-in and support for the program to be successful

• What local partnerships you will would need to set up to supplement the services your organization can provide depending on availability and need. For example, if financing is expected to be an especially challenging issue, identifying lending or other resource partners early on may be crucial. Or if youth [or adults] come from communities with weak social networks, then planning for a mentoring program should begin at the design phase.

Defining the Scope of the Program

Once you identify the youth [and adults] needs in a given local environment, you can then define a scope of intervention that takes available human, physical, and financial resources into account. This may be the point in time when you seek out funding for your program. Or if you have funding, the available amount will inform the scope. The decisions related to scope will determine the number of youth [and adults] your program can serve at a given time, the length of time the training and other program supports can be carried out for each group, and the breadth and depth of the training and services offered.

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Tips for Effective Small and Micro-Enterprise Training

> • Determine the time, length, and breadth of a training program based on beneficiary needs, family obligations, and program funding cycles.

> • Determine the required outputs for training programs (business plan, presentation) and the level of detail expected. There may be different assignments for different business stages or learning capabilities.

> • Share practical knowledge and real world experiences whenever possible. Utilize experienced entrepreneurs and subject matter experts as guest speakers in the training programs.

> • Use experiential teaching methods to engage participants, and capitalize on diversity in the classroom. Peer exchange empowers all students.

> • Create a safe classroom environment conducive to learning and exchange of ideas.

> • Solicit feedback on the training program at regular intervals and provide correction to concerns or deficiencies quickly.