



CED

**Christian Economic
Development Network**

Business & Financial Literacy Training

September 6, 2018



Today's Agenda

- **Overview of microfinance spectrum**
- **VisionFund's model of client education**
- **Partners Worldwide's small to medium enterprise (SME) training**
- **Q&A**
- **Closing and Announcements**

Training along the spectrum of business activity



Savings groups & income generating activities



Group lending & village banking



Individual & SME lending and businesses

Smaller amounts of capital → *Larger amounts of capital*



EMBEDDED EDUCATION
VisionFund's Model
of Client Education

WHAT IS EMBEDDED EDUCATION?

Goal: Engage participants in dialogue and problem solving on selected topics that respond to real needs of clients' daily lives: financial education, business skills, health, etc.

Approach: The model involves 3 key components:

- **Identify all points of contact** with clients
- Determine **key communication avenues**
- Embed **simple education messages**

Communication Avenues

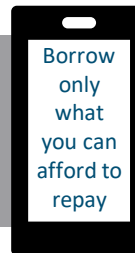
Loan Officer/Flipchart



Branch visits (posters)



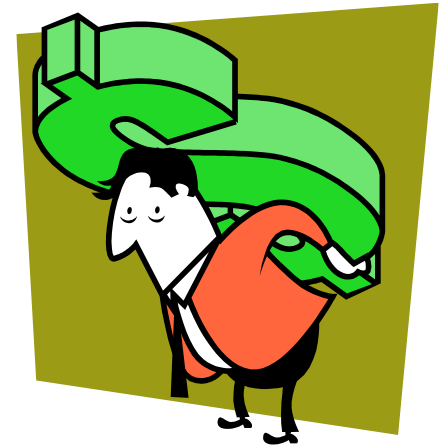
Mobile Banking



Tablets



SIMPLE MESSAGES



Avoiding Over-Indebtedness

1. Borrow only what you can afford to repay
2. Use your loan for its intended purpose
3. Save money for emergencies, so you don't have to borrow more
4. Protect your family by using credit wisely

ADULT LEARNING PRINCIPLES

Participatory Education



Traditional Training

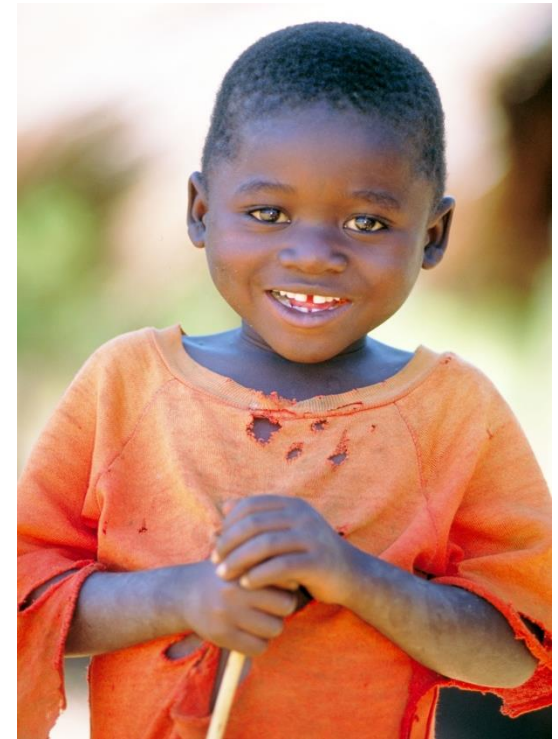




IMPLEMENTATION

Embedded Education has been implemented in 10 VisionFund MFIs across the network, and we have developed four modules: *Borrowing Wisely* (avoiding over-indebtedness), *Saving for Your Future*, *Managing Money* (budgeting), and *Protecting Yourself* (insurance)

- The staff training takes **4 hours**, representing **a 75% decrease in staff training time** from the recommended minimum 2 days.
- **Education sessions with clients are just 10 minutes**, on average.
- **853,645 education sessions** have been facilitated with clients through this model since 2014.



A photograph of two women standing in a lush green cornfield. The woman on the left is wearing a purple shirt and a red headband, and is holding a yellow ear of corn. The woman on the right is wearing a dark shirt and a patterned headband. In the background, there are large banana trees and a cloudy sky.

QUESTIONS?

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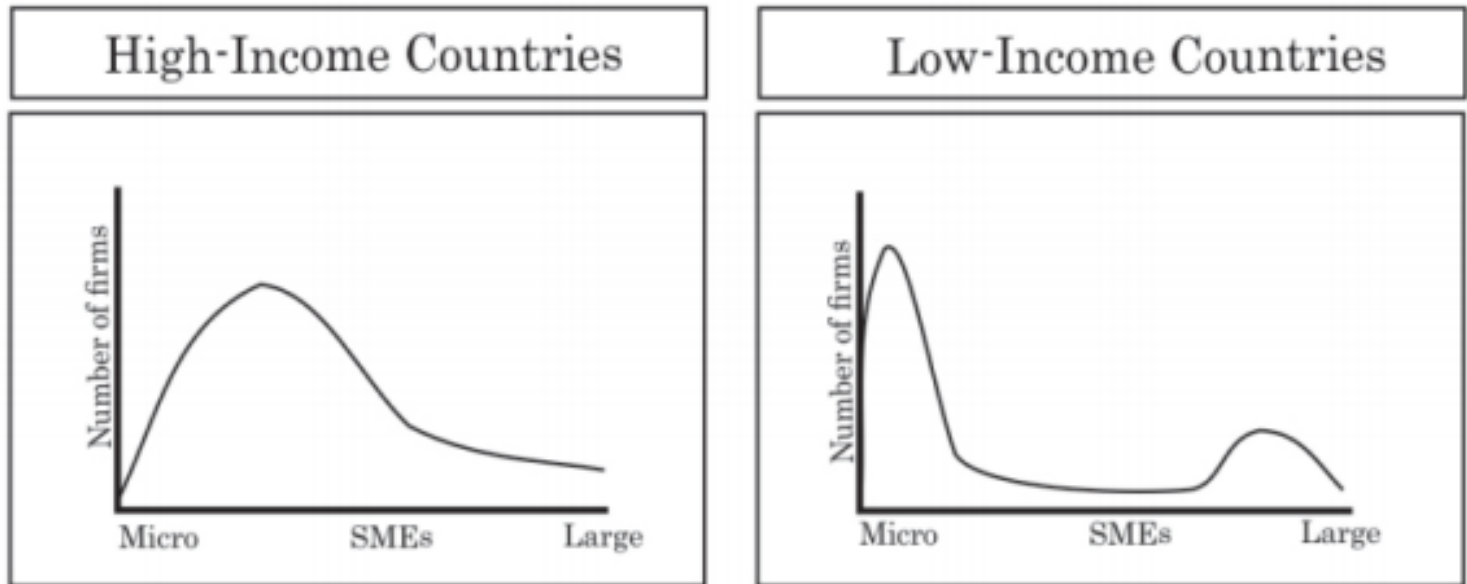
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Small-to-Medium Enterprise (SME) Training



Why SMEs?

- SMEs are essential to create jobs, especially in low-income countries
- PW focuses on the “missing middle” and SMEs that create employment for the marginalized and vulnerable



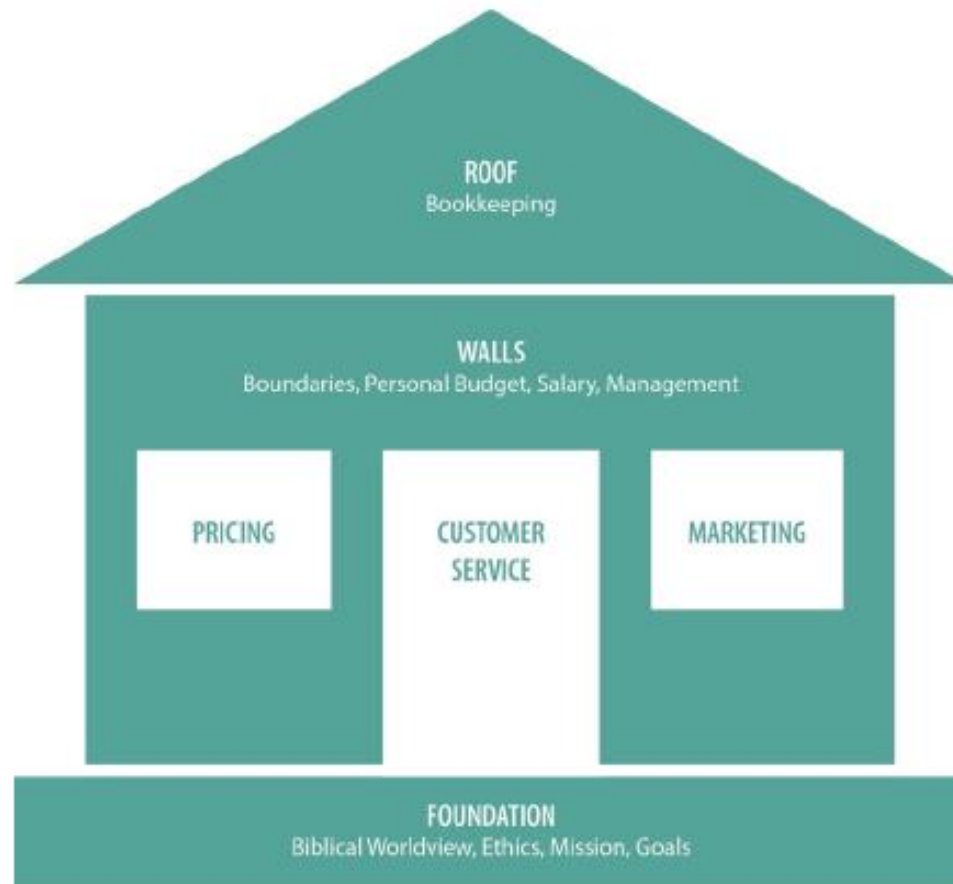
Source: Centre for International Development, Harvard University

Target Audience

- PW's SME curriculum is geared toward entrepreneurs:
 - who are already in business
 - have 3-50 employees
 - have some business background or education
 - primarily live in urban settings (although many run agriculture-related businesses)
- The curriculum is used in over 30 countries and around 15 translations, led by a global team of "Curriculum Coaches"

How Is The SME Curriculum Used?

- 12 sessions, typically taught over 12 weeks
- Train-the-Trainer model allows for growth and adaptability
- Participants build/refine a business plan



What We've Learned

- Importance of the quadruple bottom line approach
- Integrating peer mentoring with the training is crucial
- In most cases, business training should precede access to capital
- Work through locally embedded institutions
- The role of the trainer is that of a coach; not a lecturer, motivational speaker, or pastor.
 - A coach displays servant leadership, asks good questions, facilitates good discussion, and listens well.
- Need for business training adapted to the Micro sector

PW Microenterprise Curriculum – coming soon!



1. VISION



2. SEED



3. SOIL



4. PLANT



5. GROW

