

PINNACLE BUSINESS LINK LTD.

ENTREPRENEURSHIP DEVELOPMENT WORKSHOP OUTLINE

SUBMITTED TO: (CLIENT'S NAME)

CONSULTANT: PINNACLE BUSINESS LINK LTD (PBL)

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WORKSHOP OUTLINE

- i. Workshop title:** Entrepreneurship for Young Graduates, Women , etc
- ii. Dates:** (preferred dates)
- iii. Venue:**
- iv. Objectives and expected benefits:**

To build the capacity of participants to:

- a) exhibit entrepreneurial behaviour for business success
- b) perceive and act on business opportunities
- c) set challenging and attainable business goals
- d) start and run a new businesses and improve on existing ones
- e) source and use information for market development
- f) develop business plans for application to banks
- g) apply reasonable standards of excellence in their performance
- h) build up confidence to make effective presentations
- i) improve interpersonal competence

Benefits of Entrepreneurship Development Workshops

EDWs are designed to develop various competencies for the beneficiaries as follows:

Table 1: Benefits of EDW to participants

	COMPETENCY CRITERIA	BENEFITS TO PARTICIPANTS
1	Technical competence	<p>By the end of the training participants should be able to:</p> <ul style="list-style-type: none"> i. conduct market surveys and prepare market survey reports ii. develop business plans iii. make good presentations to loan appraisal officers of financial institutions.
2	Methodological competence	<ul style="list-style-type: none"> i. set challenging and attainable business and personal goals ii. seek information through various methods such as observation and through structured questionnaire iii. perceive and act on business opportunities iv. start and run a new business v. improve on existing business vi. use multiple sources of information for planning and decision making vii. apply reasonable standards of excellence in their performance
3	Social competence	<ul style="list-style-type: none"> i. make good presentations to an audience i.e. buyers, sellers, regulators, investors, etc. ii. improve interpersonal skills iii. team work
4	Personal competence	<ul style="list-style-type: none"> i. effect positive attitudes to their enterprises ii. exhibit entrepreneurial behaviour for business success iii. think and behave in achievement oriented manner

		<ul style="list-style-type: none">iv. reduce resistance to changev. be steadfast in the face of daunting challengesvi. build up confidence to achieve in business
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v. Content of workshop

The focus of EDW content is the development of Personal Entrepreneurial Qualities (PEQs). The application of such qualities or competencies is believed to influence entrepreneurial success. Other management and business skills inputs include;

Sources of information and support, Business Opportunity Identification, Goal setting, Market research, Introduction to Business planning, Business start-up process, Presentation skills, Presentation to Bank Panel, Managing Growth.

EDW participants will be provided with manuals that contain exercises, reference materials, questionnaires and formats for self assessment and for behaviour and business skill development.

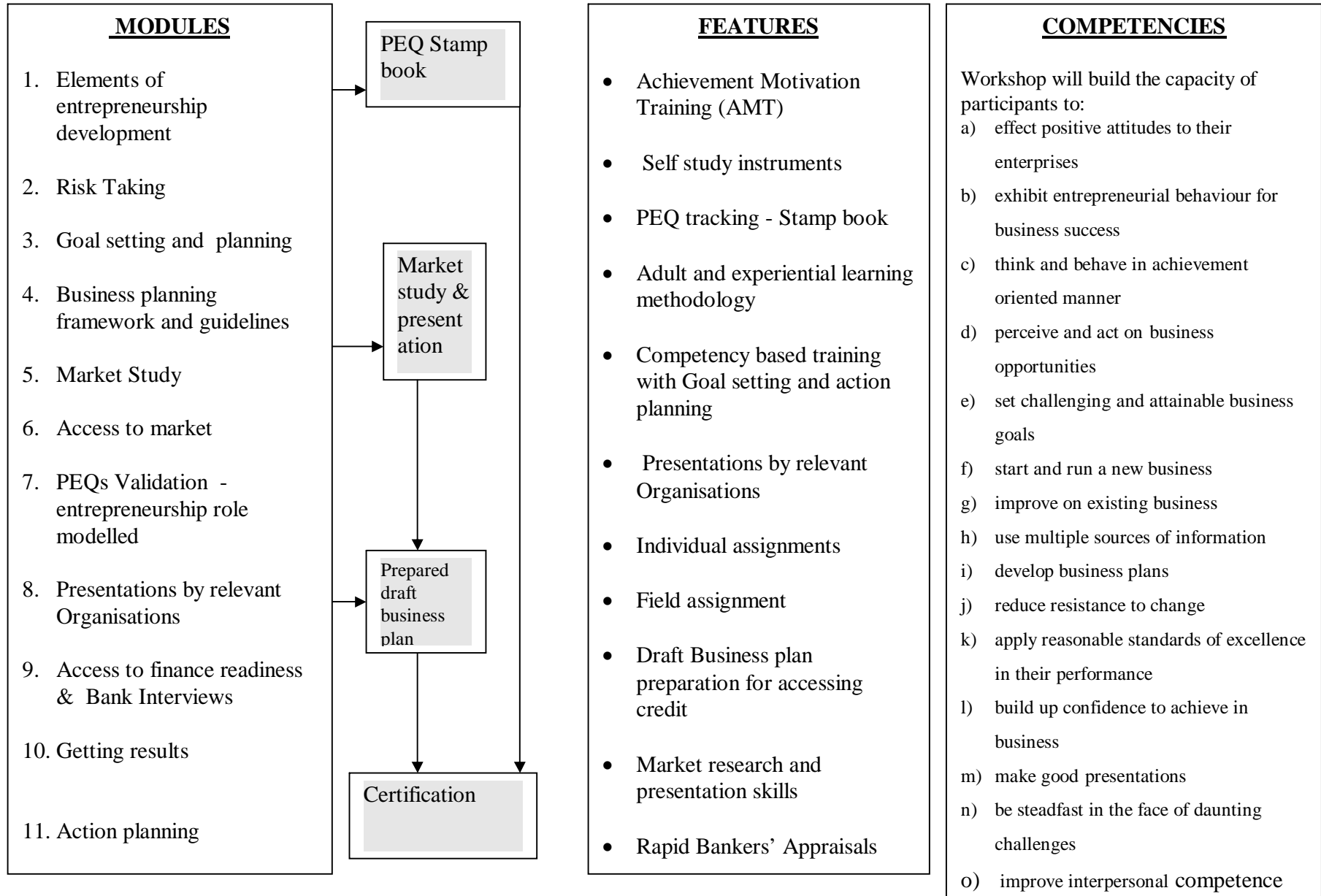
Certification

At the end of the 5-day workshops, certificates of participation are awarded to deserving participants upon compliance with the following:

- Full attendance to the workshop
- Completion of the following assignments;
 - Personal Entrepreneurial Qualities Stamps/stories
 - Market study and report presentation
 - Draft business plan preparation and
 - Bank interviews

The content and delivery framework of the EDW is shown in Table 2 below.

TABLE 2: CONTENT AND DELIVERY FRAMEWORK FOR 5-DAY EDW



vi. Training Methodology

The philosophy of most of these programmes is based on McClelland's Achievement Motivation Theory, which is accepted as a valid guidance for entrepreneurship and business creation. The elements or modules of such programmes are now well known and usually comprise:

- identifying and selecting those who can be developed as entrepreneurs
- developing their entrepreneurial competencies and capabilities through training
- supporting each entrepreneur to pursue a viable industrial project
- equipping trainees with basic managerial and business skills
- assisting trainees to secure necessary BDS support such as credit, infrastructure and other assistance towards business creation or growth after training.

Refer to Table 3 below on the Business creation and Growth framework.

The workshops will adopt 'Adult learning methodology' based on the following characteristic techniques:

- ✓ Adults seek autonomy and self-direction in learning.
- ✓ Adults learn through using their own, and each others' experiences.
- ✓ Adults want to start learning when they experience a need to know or do something in order to perform better in some aspects of their lives.
- ✓ Adults tend to be task-centred or problem-centred in their approach to learning.

✓ Many adults are far more motivated by self-esteem, increased self-confidence, and personal recognition

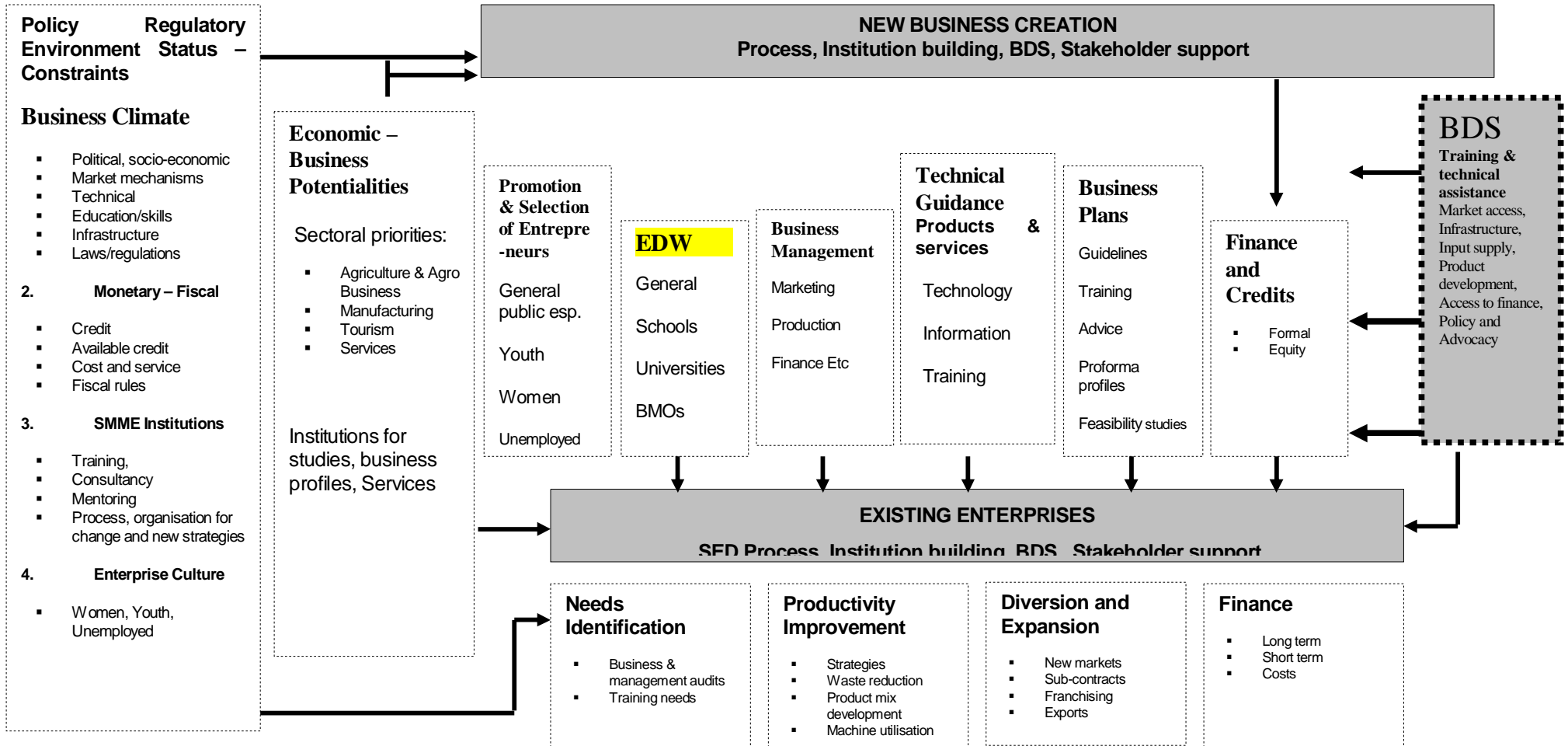
In various games and exercises simulating business and work situations the participants examine their 'normal' behaviour in terms of their self concept, the ideal entrepreneurial behaviour and the demands of reality.

Putting the principles of adult learning into practice

In delivering on this methodology facilitators create a learning climate by:

- Encouraging the participation of learners in determining what is to be learned
- Creating dialogue between learners and facilitators/trainers and among learners
- Posing problems and encouraging the search for causes and possible solutions
- Using small groups to engage learners and to facilitate their participation and understanding
- Providing visual supports and psychomotor involvement
- Maintaining accountability by creating opportunities for learners to demonstrate to themselves and the trainers that they have really learned
- Encouraging participatory evaluation of the training process and content
- Creating an atmosphere of respect for learners and trainers
- Encouraging a listening attitude on the part of the trainers and learners alike
- Communicating adult to adult, not parent to child.

TABLE 3: BUSINESS CREATION & GROWTH FRAMEWORK



vii. Profile of Pinnacle Business Link Ltd.

Established in 1995, Pinnacle Business Link Ltd. has undertaken consultancy and training assignments on entrepreneurship development and enterprise development for organisations such as AMSCO and IFC both of the World Bank group, UNIDO, ILO and UNDP, Enterprise Africa, EMPRETEC Ghana Foundation, Enterprise South Africa, Enterprise Botswana, Local Enterprise Authority of Botswana, Association of Ghana Industries (AGI), Federation of Associations of Ghanaian Exporters (FAGE), Canadian International Development Agency (CIDA), NBS Bank of Malawi, ZCSMBA of Zambia, Peace Corps-Ghana, National Poverty Reduction Programme (NPRP) – Ghana, FACET BV, Friedrich Naumann Foundation (FNF), FIT GHANA, INTENT BV, Ghana Social marketing Foundation, National Vocational and Training Institute – Ghana, Non Formal Education Division of Sierra Leone and Ghana, Vocational Training for females, Ghana etc.

The company currently has a franchise for IFC's (International Finance Corporation) Business Edge. Business Edge is the brand name for IFC's international range of management training products and services, specially designed for owners and managers of small and medium enterprises (SMEs).

Partnerships and the team

Pinnacle Business Link Ltd. works with a team of selected partners/consultants/facilitators as dictated by the requirements of assignments.

Pinnacle Business Link Ltd. has secured a franchise for the use of **Business Edge** which is IFC's international range of management training products and services specially designed for owners and managers of SME's.

Pinnacle Business Link Ltd.

Pinnacle Business Link Ltd. also has collaborative arrangements with Integrated Management Consultancy of Egypt.

viii. Relevant previous experience

1.1 Institutional development

1. Company diagnosis and training needs analysis workshop. Africa Management Services Company (AMSCO) of World Bank Group. **Ghana**. 2009.
2. Training of Trainers - Entrepreneurship Training Workshops for the Local Enterprise Authority (LEA) of **Botswana**. Jan to June 2009
- 3.
4. Training of Trainers - Entrepreneurship Training Workshops for the Local Enterprise Authority (LEA) of **Botswana**. Oct-Nov 2007
5. Development of a Business Model for the Local Enterprise Authority (LEA) of Botswana. **Botswana**. 2007
6. Development of operational tools and manuals for Local Enterprise Authority (LEA) of Botswana. **Botswana**. 2007
7. Strategic planning workshop for UNHCR - **Ghana**. February, 2005.
8. Joint Integrated Technical Assistance Programme, Fisheries Sector strategies. Client; GEPC, **Ghana**. January to December, 2002.
9. Preparing winning proposals. 'Marketing Enterprise South Africa - Tswane', **South Africa**, December, 2001.
10. Training of Trainers for Entrepreneurship Development Trainers in Enterprise South Africa - Tswane, **South Africa**. September, 2001.
11. Development of database on Organisations supporting poverty reduction programmes in Ghana. Clients; National Poverty Reduction Programme) NPRP . **Ghana**. 1999

12. Development of business profiles for unemployed University graduates programme. Client; Ministry of Employment and Social Welfare, **Ghana**. 1999
13. Proposal for the establishment of Post Training Advisory and counselling services. Client: EMPRETEC (GHANA) FOUNDATION, September, 1998.
14. Preparation of 20 business profiles on 20 vocational skill areas. Client: National Vocational and Training Institute, **Ghana**. July, 1998.
15. Preparation of Industrial Development Policy Initiative. Client; Association of Ghana Industries (**AGI**). (Mar. 1997)
16. Proposal for the establishment of Industrial Estates for MSE start-up ventures. Client: EMPRETEC (GHANA) Foundation, August, 1998.
17. GOG/DFID/NVTI Centre Support Project: Design of Entrepreneurial skills Curriculum. Client; EMPRETEC. October, 1997.
18. Diagnostic study on Business Advisory Centres in Ghana – Strategic focus for Technical Unit of Association of Ghana Industries. **Ghana**. (Sept. 1996)
19. Mechanisms for establishing small business consultancy services. Client; Farm Implements and Tools (FIT), The Netherlands. (Sept. 1995)

1.2 Entrepreneurial and management training

20. Entrepreneurship Development Workshops for IFC clients (NBS Bank and clients) in **Malawi**, (Zambian Chamber of Commerce for Small and Medium Business associations- ZCSMBA) of **Zambia**. From July 2008 to September 2008

21. Entrepreneurship Development Workshops for 97 IFC clients (SOBEC) in SOWETO, **South Africa**. October, 2007.
22. Opportunity identification and feasibility studies in **Sierra Leone** and **Liberia** for returnee refugees from Ghana. Clients: UNIDO, UNHCR, FAO Joint Project. 2005.
23. Training of Trainers of facilitators and supervisors of Non Formal Education Division of **Sierra Leone**, on Small Business Development. November, 2004.
24. Training of Trainers of facilitators and supervisors of Non Formal Education Division of **Sierra Leone**, on Entrepreneurship and Management skills. October, 2003.
25. Training of Trainers of facilitators and supervisors of Non Formal Education Division of **Ghana**, on Entrepreneurship and Management skills. November, 2003.
26. Needs assessment and capacity building programme for three Rural Banks in Ghana. Client: UNIDO's Rural Enterprise Development Support Project. September, 2002
27. Business creation training for redeployed personnel of State Insurance Company; February, 2003
28. Training of Trainers and preparation of teaching aid. Client: UNIDO's Rural Enterprise Development Support Project. October - December, 2002
29. Profit Centre management Workshop for Medium size companies in Ghana. Sponsored by Association of Ghana Industries and Friedrich Naumann Foundation. September, 2002
30. Entrepreneurial awareness workshop for 60 post graduate students of Kwame Nkrumah University of Science and Technology. March, 2002.

31. Strategic management workshops for members of Sea-Freight Pineapple Exporters of Ghana (SPEG), and National Association of Handicraft Exporters (NAHE), National Association of Jewellers, Association of Assorted Foodstuffs in Ghana, **Sponsored by FAGE and USAID** May - November, 2001
32. Training on 'Preparing winning proposals' for consultants in **Botswana**. June, 2001
33. Entrepreneurship Training for senior staff of Ghana Regional Appropriate Technology and Industrial Service (GRATIS). February, 2001.
34. Two Strategic management workshops for members of Association of Ghana Industries (AGI). June, and September, 2000.
35. Training of Entrepreneurs in **Ethiopia**. UNDP/Enterprise Africa sponsorship, Dec. 1999 and March, 2000
36. Training of Entrepreneurs in **Botswana**. Client: ENTERPRISE BOTSWANA. June, 1998.
37. Entrepreneurship and Enterprise Management Seminar for women exporters in **Sierra Leone**. (Nov. 1996).
38. Lead trainer, Junior Business Seminars for young graduates from seven West African Countries. Clients; Friedrich Naumann Foundation and EMPRETEC (Ghana) Foundation. (1996 to 1998)
39. Facilitation in 10-day Entrepreneurship Development workshops. Client; EMPRETEC Ghana Foundation.
40. Lead trainer, Enterprise Management Seminar. Clients; Ghana Federation of Business and Professional Women and Friedrich Naumann Foundation. (April, 1996)
41. Training of small business advisors. Client; Peace Corps, Ghana (Nov, 1995 & 1996)

1.3 Preparation of training manuals

42. Review of Entrepreneurial Skills Training Manuals. Client; Vocational Training for Females project. Ghana. 2009.
43. Ghana Decent work pilot programme. Client International Labour Organisation. March 2005.
44. Preparation of manuals towards franchising of Chemical Sellers in Ghana. Ghana Social Marketing Foundation (GSMF) Nov. 2002.
45. Preparation of Trainers' Guide for United Nations Volunteers (UNVs), and NBSSI trainers, for training of rural food processing entrepreneurs. Client: UNIDO. December, 2002
46. Designed modules for Training of Entrepreneurship Development Trainers, Client: Enterprise Botswana. June, 2001
47. Prepared manuals on (a) Training standards, (b) Trainee's manual, (c) Monitoring guide, and (d) selection criteria for trainers, for The Citizens Entrepreneurship Development Agency, Botswana. October, 2001.
48. Designed and prepared training manual for Strategic management workshops.
49. Prepared of a Resource Guide (Directory of institutions supporting Poverty reduction programmes in Ghana). Client: World Bank. 1999
50. Prepared manuals on entrepreneurial skills for Vocational institutions: i.e. Trainer's Guide, Trainer's manual, and Trainee's manual. Client; National Vocational and Training Institute. June, 1998.
51. Prepared Trainers' Guide on Business Skills Training for self-employment. Client Presbyterian Church of Ghana. (July, 1997)