September 20th, 2020

Train the Trainer Workshop

Pilot Implementation 'How to'

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W-Power

Northern Periphery and Arctic Programme
2014–2020
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EUROPEAN UNION

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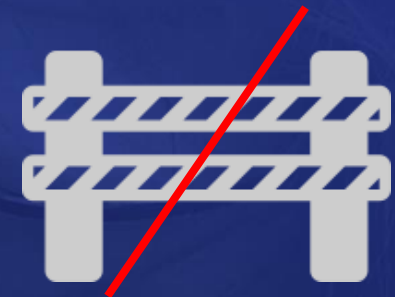Introduction: Objectives, Approach, Expected Outcomes

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Objectives

Help improve coaching, mentoring, training support provision in a more 'gender-equal' way

Share transnational benchmarks, best practices and findings from latest research

Help remove barriers and lower the threshold for rural women to consider entrepreneurship as an option

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Objectives

- help business advisers to understand the "gender & entrepreneurship" issue and make them more sensitive towards the gender dimension of/in entrepreneurship

- help business advisers include the gender dimension throughout a business support service

- indicate how to design a more gender sensitive business support

- help to eliminate gender bias in business supports

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Approach

- Suitable for Localisation

- Pragmatic, practitioner-orientated

- Concepts presented in 'bite-size' building blocks

- Simple, easy to use tools
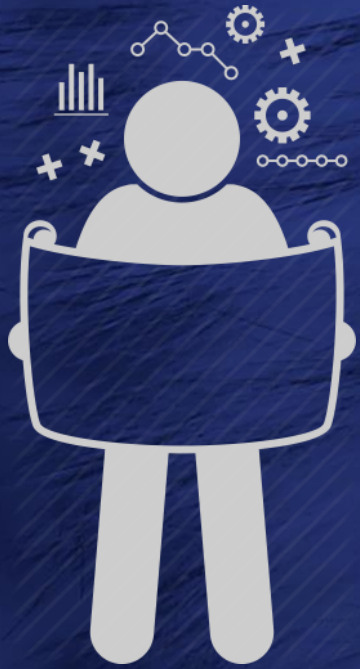
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Target Audience

Business Advisors & Business Support Organisations

Coaching professionals, mentors, trainers

Existing & Potential Entrepreneurs

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Expected Outcomes

Access to gender-sensitive and diversity observing business advisory services

Increase in uptake of entrepreneurship by women in rural areas

Capacity building of business advisers, coaches, mentors, trainers & female entrepreneurs

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Where to Start

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'promoting women's entrepreneurship is a long-term process that requires time to change structures and attitudes in society'

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Where to Start

Please note that this is LONG-TERM PROCESS, requiring ongoing and INCREMENTAL improvement to achieve gender-sensitivity in business supports.

- Takes stock of what is already there – developing new processes vs adding to existing processes
- Start small – identify and prioritise area with greatest potential for short-term impact (e.g. business support programme, mentoring programme etc)
- Ensure recording and survey systems are in place (more under KPI section)
- Utilise checklist and practical tools provided by W-Power

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Setting up the KPIs

Gender mainstreaming aims to solve –sometimes hidden- gender inequalities. It is therefore a tool for achieving gender equality.

Gender sensitivity encompasses the ability to acknowledge and highlight existing gender differences, issues and inequalities and incorporate these into strategies and actions.

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Integrating the gender dimension in entrepreneurial business supports is an added value in terms of excellence, depth of content and effectiveness.

It helps business advisers question gender norms and stereotypes, to rethink standards and reference models.

It leads to an in-depth understanding of both genders' needs, behaviours and attitudes. It helps enhance the societal relevance of the contributions from female entrepreneurs and to diversify the range of products and services.

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Setting up the KPIs

- Always record timing and content of actions
- keep a permanent repository enabling shared and cumulative learning, for both internal and external data & resources
- Identify KPIs that make sense in your organisation and for your activities
- Examples includes: staff trained, practices reviewed, number of programmes and initiatives that have been reviewed for gender-sensitivity, number of entrepreneurs coached/mentored with gender-sensitive content/using gender-sensitive techniques, number of surveys undertaken to determine impact, number of surveys undertaken to determine gender-sensitive factors
- Ensure you set-up surveys for all activities with on a gender-segregated basis to enable gender-relevant assessment and analysis

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Monitoring & Review

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Regular & Periodic

- Regular monitoring of ongoing actions by collecting gender-segregated data, both prior to and after the business support implementation (as it happens), ongoing update of KPIs
- Annual review – what has been achieved, review and analyse KPIs, plan out the next steps – set short-term targets & goals. This is a strategic review, which will base itself on KPIs and survey findings.

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Continuous Learning & Improvement Cycle

- Refer to W-Power tools on knowledge-sharing
- Monitoring & review activities underpin the process

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Pilot Recommendations

Project formulation should be driven by a quest to ensure that women and men can equally access, equally participate and equally benefit from resources, services, capacity building and other activities offered by the project/coaching concept/programme or project.
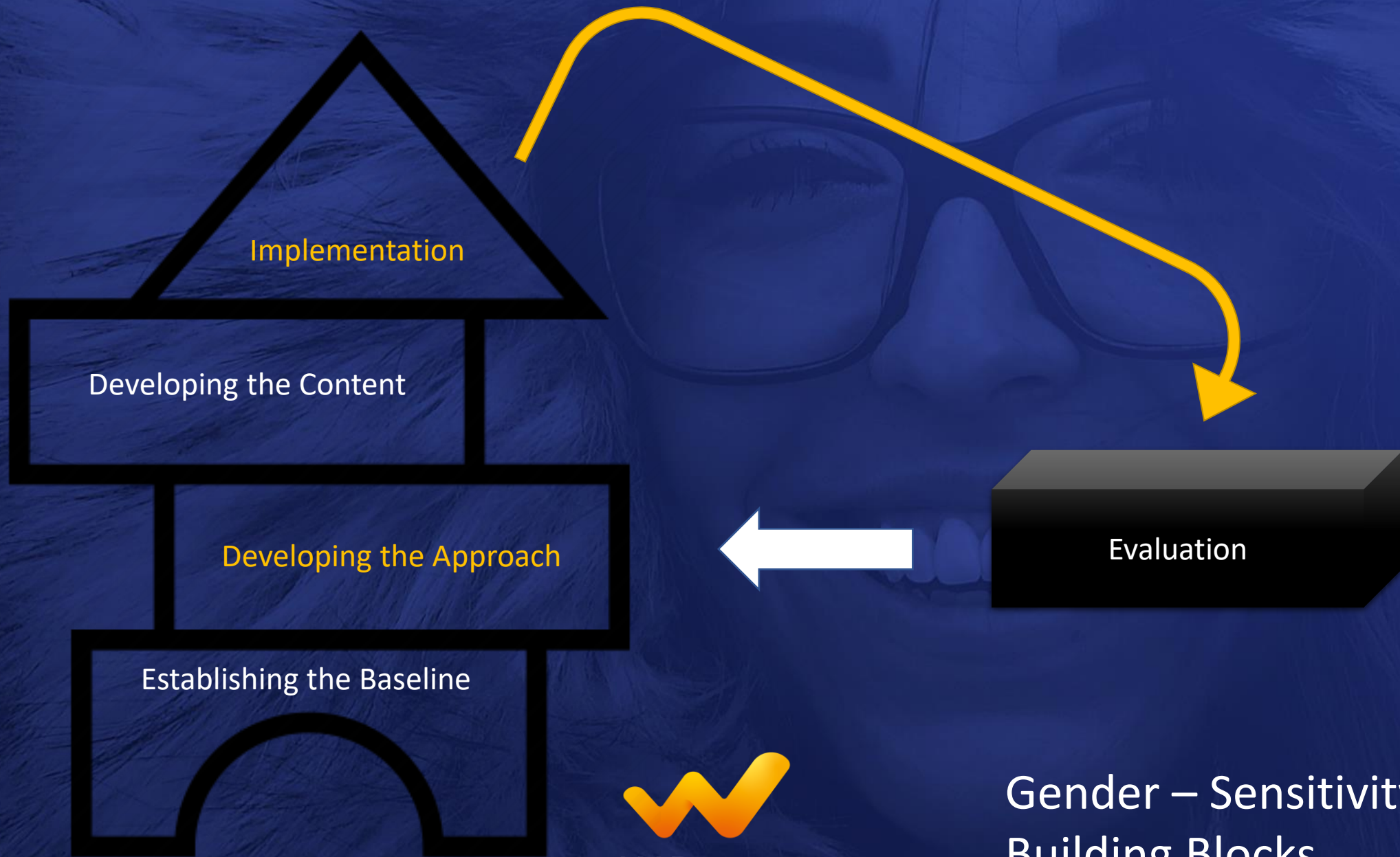
In gender-sensitive business supports, gender is consistently taken into account throughout the business support cycle.

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Implementation

Developing the Content

Developing the Approach

Establishing the Baseline

Evaluation

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Gender – Sensitivity Building Blocks

Example

Designing a gender-sensitive Mainstream Entrepreneurship Support Programme

Survey undertaken indicated (selection):
- Limited access to workshops/training etc due to rural location (need to travel) and family obligations
- Getting inside 'male dominated' networks in a B2B/target market environment, pitching to all male boards/panels, dealing with male dominated VC/investment
- Industry specific mentoring/mentoring (including peer) and role models, networks
- Confidence building
- Lack of childminding facilities
- Fear of being 'judged', not taken seriously as a female entrepreneur

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Women and men – and women entrepreneurs and men entrepreneurs – are different. They have different needs and wants, and different expectations.

If these differences are not taken into account by an organisation, it is likely to operate in a "gender blind" manner.

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Example

Designing a gender-sensitive Mainstream Entrepreneurship Support Programme

Analyse:
- Infrastructure Needs (e.g. childcare, broadband)
- Social Norms (e.g. attitudes 'being judged' 'not being taken seriously')
- Practical/Content (supports addressing gender needs, addressing access to supports)

Response:
1. Lobby/Inform – feedback to Gender Institute, Local and National Government
2. Encourage positive, gender-sensitive attitudes within organisation via HR policies, staff training…
3. Adapt content to include training & workshops on confidence building, more virtual content/sessions, ensure panels not all male, ensure mentoring/peer/industry/role models equally representative of both genders

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Thank You!

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