



Saber para la vida

SERVICES

COMMUNITY TRAINING PROGRAMS

We develop Business and Entrepreneurial Training Programs for communities in poverty-stricken, rural or urban areas.

The Training Program has three levels that depend on the production capacity and experience of each community:

First year: Business and Entrepreneurial Training

It consists of 12 thematic modules that lead the community and train them on how to launch a project by developing several skills:

- Entrepreneurial, positive, and responsible attitude to start and to maintain a business with social purpose.

- Emotional and social skills to face up to the challenges that a business entails in order to keep the right spirit when issues emerge.

- Skills to design products, innovate with materials, and develop appealing concepts in other markets that target a specific type of client.

- Technical skills to measure production, to deliver what has been promised, to properly assess the possibilities of income and expenses.

- Skills to sell, provide customer service, and to redesign the strategy once the client's needs change.

Each of the thematic modules includes:

- A face-to-face workshop taught by a specialist in the subject

- Local sessions to work on the corresponding module with help from a local facilitator

- Telephone support for the facilitator.

Parallel to the Training Program a Technology Training Program is also offered to teach how to use the internet and email service.

Second year: Management, Leadership, and Teamwork Program

It consists of six thematic modules and six consulting sessions that assist the community with marketing their products and with their business relationship with

clients:

- Manage income and expenses in the community

- Set up a company to issue invoices and pay taxes

- The required tax culture for growth

- Running a micro-enterprise and teamwork

- Conflict resolution and enduring difficulties

- Redesign around the client's needs

Each of the thematic modules includes:

- A face-to-face workshop with a specialist in the subject.
 - Local sessions to work on the subject with support from a local facilitator.
- (No more work on specific modules).
- Technical support for the facilitator.

Parallel to the Training Program and Consulting Sessions we encourage the use of internet and email service.

Third year: Marketing and Sustained Growth Consulting

These are monthly consulting sessions that help the community achieve sustained growth which will allow them to manage their processes independently.

Each consulting session is done locally by a specialist in the subject.

The local facilitator provides support to carry out the recommendations.

Telephone and email support for the community.

CERTIFICATION OF COMMUNITIES

Knowledge for Life works hand in hand with the SOMOSVÍA platform who links communities to companies, designers, and civil society organizations.

When a community wishes to be a part of the platform or when a civil society

organization is looking to introduce their communities to product marketing then Knowledge for Life offers its support by certifying that the community meets the following requirements:

1. That it is formally established, that it can issue invoices, and that it has some support or management mechanism that manages its resources.
2. That it knows its market, that it can offer modern and appealing designs, and that there is a range of skills and services it can offer other companies.
3. That it knows how to establish fair prices based on the amount of work hours, the materials used, and everything else included in the production. The community uses its own pricing system.
4. It knows its own production capacity so it can accept orders from other companies and fulfill them on time and offer good quality.

The communities could also become certified in more demanding skills:

1. Working with designs and offering exclusivity
2. Independent management
3. Use of email service

The certifications include three stages that depend on the circumstances of each community:

A. Assessment and diagnosis:

- Getting to know the community to gauge their skills and experience.

- Suggesting the necessary training to obtain the certification

B. Offer training so they can become certified in the skills they are missing.

- Product design and market expertise
- Product costs
- Production capacity
- Income and expenses for the sustainability of the business.

C. Prepare the presentation of products and/or skills for the platform.
Catalogue, pictures, text, etc. for the platform space

A specific proposal that meets the community's needs is prepared for the assessment and training stage.

COMMUNITY PRODUCTION PROFILE

The social development prompted by civil society organizations highlights the need to generate economic development that allows for growth and welfare in the communities. However, it's difficult for the organizations to change their course of action and find the best path and the best method to support its beneficiaries in the financial aspect.

Therefore, Knowledge for Life has ventured into this service to find the production profile of the communities through the detection of the skills that could become a service or finished product and that can be offered in the local market or markets of higher purchasing power.

We start by identifying the community's skills and then our organization contacts local, regional or even national markets that could support the decision to produce something that is needed, that is not produced yet, or that could create an interesting emerging market.

Knowledge for Life interviews people with regard to the detected skills and drafts a proposal about the production lines that can be easily developed in the community thus facilitating its linkage to the market.

A specific proposal is drafted based on the community's characteristics.

TRAINING OF TRAINERS IN COMMUNITIES OF PRODUCERS

There is an increasing number of organizations that work with social matters that wish to incorporate production for the economic development of their communities. Having the method and the right set of skills to promote this topic in the communities is not an easy or speedy task.

That is why Knowledge for Life has started assembling teams of trainers, within the civil organizations, who have the skills to promote production and marketing in the communities:

- The entrepreneurial vision to create productive businesses
- Proactive and responsible attitude without social handouts
- Skills to design, create, and develop a product for a target market and client
- Skills to establish prices, measure production, and commit to a production volume
- The ability to relate to clients, negotiate fair prices and equal business conditions
- A balanced view of social and economic aspects to maintain the organization's purpose aligned with marketing.