



Saber para la vida

METHOD

Our method has been proven for more than ten years. It trains communities over a period of three years:

The first year we teach a more structured plan that makes communities develop a collection of products using all of the necessary skills to start a business.

The second year we focus more on teaching management skills and business processes so the community can become linked to several companies that purchase their products.

The third year we accompany them in the marketing process to provide support with managing and strengthening business relationships. We expect them to become more independent on each stage of the process.

During these three years they receive a monthly visit from a specialist in each subject matter who assigns modules so they can be completed by the community with help from a local facilitator. The facilitator can be reached via phone or email in case there are any questions or issues.

We want to start with a group of approximately 30 to 40 female producers that work in micro-enterprises that produce different products so they don't compete with each other but that come together when a high-volume production requires them to.

During the Training Program several workshops are offered to teach how to use the Internet and email service to the women that want to be in charge of this task in their micro-enterprise. We seek to end the isolation and connect the entire community to a different reality where they will offer their products.

The purpose of the workshops is:

- To change their deeply-rooted beliefs and thus change their attitudes.
- To drive their ambitions into a new reality.
- To develop the discipline to meet the business requirements.
- To develop emotional, cognitive, and organizational skills.
- To lay the foundation so they can work on the most important topics the

following month.

Groups grow smaller as the Program progresses until only two or three micro-enterprises continue their operation under the leadership of the women who still remain. They are the entrepreneurs that will generate employment in the community.