

#AFRICA4HER 2018

FACILITATION GUIDE

This facilitation guide provides you with a plan for facilitating “[Paving the Way for Women Entrepreneurs](#)” (lesson 2) from the YALI Network Online Course *Understanding the Rights of Women and Girls*.

Before you begin, work through the #Africa4Her toolkit located at yali.state.gov/4her. The toolkit provides step by step instructions for planning and hosting a #Africa4Her event in your community.

INTRODUCE YOURSELF (2 MINUTES)

Introduce yourself as a YALI Network member who wants to start an important conversation about female entrepreneurship. You can explain why you are interested in this subject, what you hope to accomplish, or some background information about yourself. But remember to keep it short!

EXPLAIN THE STRUCTURE OF THE EVENT (3 MINUTES)

Give participants your agenda to follow for the session. Walk them through what to expect, including interactive activities, and outcomes. Don't forget to explain all directions and activities fully and clearly before you begin.

ICE BREAKER (10 MINUTES)

Ice breakers are short, group activities that help participants get to know each other and feel more comfortable having conversations. There is a suggested icebreaker included here, but you can come up your own.

Just be careful - icebreakers can take a long time, so make sure you're keeping an eye on how much time you've given the groups. [For more ice breakers, visit icebreakers.ws]

SUGGESTED ACTIVITY:

Similarities - Break the participants up into groups of 3-5, depending on the event size. Ask the participants to find 6 things that all group members have in common (i.e. hobbies, where they are from, number of siblings, work that they are passionate about, etc.) Have each group appoint a spokesperson to present those 6 similarities to the whole group. See how many items the whole group has in common!

GROUP ACTIVITY: BRAINSTORM (10 MINUTES)

GOAL: CHALLENGE GROUP TO NAME 10 OBSTACLES FOR WOMEN STARTING OR RUNNING A BUSINESS

- Split participants into groups of 3-5 (as appropriate for event size)
- Give 5 minutes for brainstorming
- Have one person from each group present their list to the whole group

BRIEF GROUP DISCUSSION TO SUMMARIZE ACTIVITY:

- Did most groups come up with the same 10 items?
- What were the most unique/common ideas presented?

WATCH LESSON: PAVING THE WAY FOR WOMEN ENTREPRENEURS (9 MINUTES)

Find the lesson at yali.state.gov/courses/women-girls and then select lesson 2, “Paving the Way for Women Entrepreneurs”.

GROUP DISCUSSION: (15 MINUTES)

Compare the examples brainstormed before watching the video to the content presented in the video.

- What was similar or different?
- What was surprising?

GROUP ACTIVITY (20 MINUTES)

AWARENESS SKIT:

- Give pairs or small groups 5 minutes to plan a skit, then perform it for the whole group. Encourage creativity.
- Have group members play the roles of a woman: trying to start a business making a pitch to a male regulator; or running a business and talking to a male customer or employee; or pitching an idea to a male investor. (Maximum 5 groups)
- Have participants provide brief feedback on how the skits were handled and if the actors could have said or done anything differently.

GROUP DISCUSSION (10 MINUTES)

After the skits are completed, ask the attendees to discuss them and the video in the context of the questions below:

- Are people in your community aware of gender bias for female entrepreneurs?
- How do people in your community discuss this issue? How should they?
- Why is it important for the community to invest in women entrepreneurs?
- In what ways can you use these lessons to encourage more woman/girl entrepreneurship in your community?

BREAK, IF NEEDED (5 MINUTES)

GROUP ACTIVITY: ACTION PLANNING (20 MINUTES)

Break into different pairs or small groups to come up with an action plan for addressing one community situation that prevents women from starting businesses.

ACTION PLANS SHOULD CONSIDER:

- **TARGET AUDIENCE:** Who should be aware of this issue?
 - *Example: Women and girls in school, business leaders, husbands, fathers and brothers, etc.*
- **BEHAVIOR CHANGE:** What do you want this target audience to do?
 - *Example: Mentor other women, discuss issue at work, at universities, in public, etc.*
- **MESSAGING:** How do you approach them and what do you say or do?
 - *Example: Present benefits of expanding entrepreneurship opportunities for women, discuss starting a formal mentorship program, etc.*

WRAP-UP (5 MINUTES)

- Quickly reemphasize the core lessons learned and encourage the participants to stay in touch.
- Encourage attendees to take the online course quiz available at yali.state.gov/courses/women-girls to earn a certificate.
- Create a network amongst your group members to encourage each other to work together and hold each other accountable for carrying out the plan.
- Ask participants to sign up for the YALI Network at yali.state.gov.
- Plan to hold a follow-up #YALILearns session to help facilitate carrying out their action plans together.

WRAP-UP (5 MINUTES)

If possible, encourage attendees to learn more about #Africa4Her by visiting yali.state.gov/4her/ and pledging to support women entrepreneurs. You may also encourage them to sign up for the YALI Network if they are not already members. Don't forget to thank all your participants, and refer back to the #Africa4Her toolkit for things to do when your event is over.