

S.T.E.P.S.

GROUP FACILITATORS GUIDE Successful Income Generation

Your Task as Facilitator

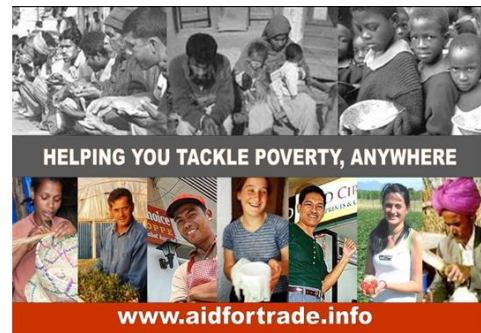
It is important that your group is relaxed, able to write in their workbooks and that they are taken enthusiastically through this short programme, with time for questions and discussion.

You do not need business experience to Facilitate or lead this group training, but if you are not experienced in teaching, preaching or leading a group, do please read through our guidelines for facilitators on

<http://www.aidfortrade.info/resources/Facilitators%20Guide.pdf>

Facilitators Guide for STEPS Groups

1. This specially developed short course is designed to help ensure that the basic principles of successful start-up and progress of income generating activity can be easily presented and understood
2. It can be accommodated in one session of about three hours, or in two separate sessions of one and a half hours each.
3. **STEPS** is intended for any age and is designed to help those who need to start generating some income to help meet family needs to be successful
4. If literacy is low the programme could be presented just by using our six audio podcasts on our website, with discussion together after each module (Only available in English and Urdu at present)
5. Groups of say 10 to 30 maximum is suggested. Recruitment might be by public announcement, – and/or use of posters or a printed invitation 'flyer'
6. Other more detailed programmes are available on our website and might be offered to your group if there is enough interest



7. The programme should be presented in a suitable room or Church
 - Printed worksheets and pens or pencils should be available for each participant
 - If possible arrange for refreshments to be available
 - A flip chart would be useful. (If a computer with internet access and a projector or suitable TV is available the workbook could be projected)



8. Certificates may be given out if appropriate – see appendix
9. It will be appreciated if you could complete an Evaluation Sheet as attached for your records with copy to us on office@aidfortrade.info

Conduct of Group

STEPS is a mnemonic, which you as Facilitator, should commit to memory:

- S** = See what others are doing
- T** = think about what you could do best
- E** = Enquire the interest of your potential customers
- P** = Plan what you are going to do
- S** = Start

Aim: To enable participants to understand the key steps that are required to best ensure successful income generation to meet basic family needs

Objectives: By the end of this session participants will have:-

- Understood what the key factors are to start trading.
- Learned the five S.T.E.P.S programme to start successfully
- Be able to prepare and take away their own outline trading plan

Outline of Session

1. Welcome everyone to the Group and ask each participant to introduce themselves
2. Introduce the programme and the objectives
3. Lead the Group through their STEPS work books, ensuring time for discussion where shown – in small groups (3/4) and feedback to everyone afterwards
4. Ask for questions & Feedback at end
5. Complete an evaluation sheet and issue of Certificates

Suggested Timings:

Total time for Session = 3.0 hours (or 2 x 1.5 hours)

Facilitators Introduction

Welcome everyone to the Group and invite them to introduce themselves



Explain that the principles of trading are global and have probably always existed. Trading means that agricultural produce, goods or services are provided to customers who pay more than the cost of supplying the produce goods or providing the service. The difference is profit!



However as well as providing income, profit earned has to cover other costs of trading like loan repayments, purchase of more stock, telephone costs etc

Very many small businesses fail because either they cannot sell their goods or services - or all the profit is taken out of the business as income for the owner – so there is no money available for other business costs , which are usually usually called ‘fixed’ or ‘overhead’ costs



Lead your Group through their workbooks, inviting questions to ensure they understand and memorise the five key STEPS

CONCLUSION AND FEEDBACK

Consider what you have done – Have you met the AIMS of the course?

Open the group to ask questions and provide feedback

Was the information useful and at the right level



Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch

Appendices following:

- 1. Evaluation Sheet**
- 2. STEPS Certificate**

Workstart S.T.E.P.S. Facilitators Evaluation

Group Name and location:

Venue (Attach picture if possible):

Facilitator Name and Position:

We appreciate your help in trialling this STEPS programme and we will greatly value your feedback to us to help further improve its content or presentation for wider use

Date Programme run	
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Meetings

How many hours did the programme take	
Was the Location suitable? If not, why not ?	
Were refreshments provided? Any charge made?	
Did you use projection facilities for video? For course slides?	
Did you have electricity or need a generator?	
Did participants have the STEPS Worksheets paper and pencils/pens?	

Participation

How many men and women in the group - and average age	
How many in group had difficulty with literacy or numeracy	

Please ask all participants their view overall of the course from:

Insert numbers scoring a rating of

0: 1: 2: 3: 4: 5: 6: 7: 8: 9: 10:

Any suggestions from participants on how the course might be improved:

Did they find the Worksheets to be helpful 0 (No help at all) to 10 (Excellent and will start trading)

Group Leader/Facilitator

As Facilitator, what did you feel overall about the programme content?	
How might the Facilitators Guide be improved?	

Outcomes

<p>How many people are planning to start or grow their income generating activity?</p> <p>-----</p> <p>What type of income generating activities seemed to be most interesting to participants</p>	<p>-----</p>
<p>Is the Group to be ongoing and if so how often will they meet and what will they do?</p>	
<p>If the group intending to meeting again, what will they do together?</p>	
<p>Was there interesrt in studying other training modules like Quality, customer service, management skills, groeiwing your trade or other topics?</p>	
<p>Was the Group interested in Savings and Loan Association Partnership working, Trading Association or Cooperative?</p>	

General Comments

Do you or participants have any comments or suggestions on the STEPS programme and how helpful it has been found in assisting income generation activity: (Add separate page if needed)

Thank you very much for this evaluation.

When completed please return to: office@aidfortrade.info

Aid for Trade

Business Training Certificate

This is to certify that

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Has successfully completed a



**Enterprise and Business Training
Course**

Facilitator:

Signed: M. C. Tyler

Date:

Date:



The Aid for Trade Foundation
Reg. U.K. Charity No 1153418