

ALL GIRLS MUST FLY

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT TRAINING

Development of an Entrepreneurship
Mindset and Attitude



ACTIVITY REPORT

20TH JANUARY 2024, AT 9:00AM, NAKIREBE

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Background

During a needs assessment conducted by the foundation it was noted that a growing number of women are operating microbusinesses, and most women and men in Nakirebbe lacked business management and financial literacy skills necessary to grow their enterprises. Some of the issues that limit lucrative economic engagement included lack of capital and insufficient skills to run a business.

The majority of the women were employed in SMEs (kiosks, handcrafts, and catering establishments) and along the highway at night. They had also formed small women cash-round groups that allowed them access capital for their businesses. The meeting noted that majority were unsure of the reasons behind their business's failure and the fact that their expenses surpassed their revenue. The community members who attended this session expressed a newfound understanding for business management skills and proposed holding an entrepreneurship class every Saturday from 9 a.m in January to improve their business management skills.

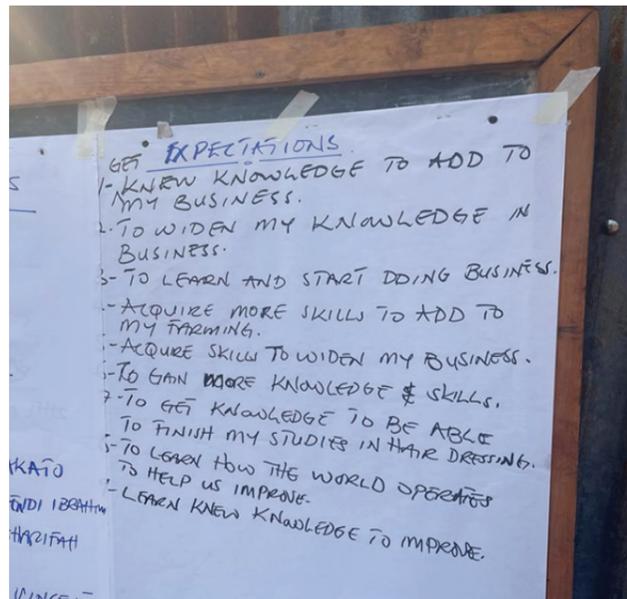
The main objective of the Entrepreneurship and business management training was to enhance the competencies of the local residents of Nakirebbe to undertake specific business management training with requisite knowledge and skills and in the most efficient manner. Therefore, the program aimed to achieve the following learning outcomes;

- Better understanding of entrepreneurship and adoption of the knowledge and practices in their business operations.
- Acquisition of skills needed to run a sustained and competitive business in their specific location.

The first week of the training covered a training module on Developing an Entrepreneurial attitude and mindset which entailed the way an entrepreneur thinks and acts. Having an entrepreneurial mindset means that people have a set of skills that enable them to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings. This set of characteristics, behaviors and skills drive the entrepreneur's action. Such a person is able to recognize an otherwise overlooked opportunity, develops the confidence to take a risk, communicates their ideas clearly, and is able to adjust to and learn from setbacks.

Objectives of the Module

- To make the participants aware of how they view themselves and the impact of the world around them creating ability to dream and achieve.
- To enable participants, build an entrepreneurial mindset and attitude to equip them to recognize opportunity, take initiative, and innovate in the face of challenges in their business location.



Topics covered

The training package is designed as a structured set of modules with practical learning-by-doing exercise, role plays that highlight business development and gender relations. It brings together sources and ideas for exercises that have proved to be effective and appropriate for small scale entrepreneurs with little formal education.

The topics covered helped the trainees develop an entrepreneurial growth mindset that encouraged them to be innovative, creative, being comfortable with risk. Some of the topics covered included the following;

- What it means to have an entrepreneurial mindset and attitude
- How to build an entrepreneurial mindset and attitude

Lessons learnt

During a session on Developing an Entrepreneurial attitude and mindset the trainees learnt a lot especially in regards to the what a growth mindset entails. Lessons learnt include the following;

- It is best to never discuss business ideas with others since this might deter someone from launching the business.
- Never lose confidence and start your business with what little you have; it will always expand with time.
- Never have a fixed entrepreneurial mindset that limits your ability to be innovative and creative
- Never turn down a job instead, find someone who can do the job and collaborate with them.
- Having a growth mindset allows us to try out a business even when you're not sure they will work out.
- Always be a go getter, seek for employment opportunities despite minimum or no compensation.
- Always prioritize quality service over money, treat customers with care and respect.
- Seek advice from individuals who are in the same you want to start, since they may offer valuable insights and suggestions that will improve the business.
- Always market yourself and your business because you never know where an opportunity could come from.

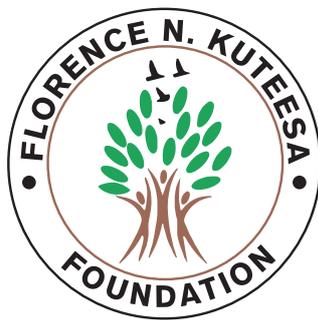


Annex

Annex 1: Attendance

#	NAME	SEX	TITLE/POSITION	INSTITUTION	CONTACT
1	Sendi Ibrahim	M	Imaam	Nakirebe Rayaan Mosque.	Phone: 0703054601
2	Ntege Ashiraf	M			Phone:0753119042
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13	Kafeero Saulo	M			Phone: 0787211388
14	Nakakande Mastulah	F	Teacher	Lukalu S.S	Phone:0702267905
15	Nakabugo Harriet	F	Member	Kwagariza Women's Group	Phone0754962017
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