



**THE SUSTAINABLE
DEVELOPMENT
GOALS
CENTER FOR
AFRICA**

**Rwanda Women Entrepreneurs and Business
Women CEOs Training Workshop**

6th - 9th November 2018
Onomo Hotel
Kigali, Rwanda





Introduction

The Sustainable Development Goals Center for Africa (SDGC/A) is mandated to support African countries' endeavors to meet the Sustainable Global Goals (SDGS). In the same realm, SDGCA is organizing a needs based comprehensive training for Rwanda high potential women entrepreneurs and business women Chief Executive Officers (CEOs) from 6th to 9th November 2018 in Kigali Rwanda. The training will be conducted by three highly qualified personnel who have diverse proven practices and experiences in entrepreneurship: Professor Murray Low from Columbia University; Mr. Austin Okere a successful entrepreneur and Ms. Jacqueline Corbelli, Chief Executive Officer, Founder and Chairman of BrightLine. The training will also include real life stories by experienced women entrepreneurs and CEOs.

Objective of the training

Strengthen the capacity for "doing business" of fifty 50 medium and large sized women led businesses in Rwanda for sustainable growth and creation of decent employment towards Sustainable Development Goals (Goals 1, 5, 8 and 11).



Scope of the training

The scope for the needs based training for business women entrepreneurs and business women CEOs includes but not limited to the following:

- Formulation of business plans as well as reviewing performance against the existing business plans. This also entails a detailed understanding of other business process inter alia carrying out business risk assessment and mitigation, alignment of action plans with financial plans, developing SMART monitoring and evaluation frameworks.
- Exposition of financial strategies for sustainable and credible businesses ranging from planning, structuring, capital and partnership mobilization, and financial risk hedging.
- Demonstration of good procurement, tendering and supplies chain management practices and processes. This will include activities of preparation of solicitation documents, sourcing of suppliers and advertisement, evaluating bids and proposals, contract approval process, contract management terms and skills , performance monitoring , dispute management, ethics and integrity in procurement.
- Nurturing business visibility and branding skills and knowledge which will among others entail using traditional media and contemporary methods like social media, influence marketing as well customized visibility approaches based on big data analytics.
- Conducting business troubleshooting guidance focused on identifying business gaps and ways to address them for profitable business.
- Espousing business negotiation skills through a showcase of exercises and real life examples. Negotiation lessons across the entire business processes will be emphasized.

The training will also be a cornerstone for knowledge sharing among women entrepreneurs. Women entrepreneurship associated with business growth and job creation is pivotal towards the structural economic transformation for Rwanda. The information gathered during the training and the anticipated consultations forums will also inform policy makers in the country in their effort for improvising the business environment and build a play level field. It is also expected that mentorship activities will grow among the business women have a ripple effect on business growth and eventually an impact on the country's GDP.



Approach

The SDGC/A in partnership with government institutions will identify key high potential women entrepreneurs and CEOs for the training, conduct a baseline survey on their businesses to determine the existing business processes and challenges hindering their businesses growth. The training will not be an end itself. Additionally, the SDGC/A will provide a back stopping and analysis of the training, materials, startup kit, mentorship and follow up tracking for participants.



SDGC/A plans to develop a monitoring system to measure the agreed – upon deliverables embodied in the business plan and assess the effects the training at the individual entrepreneur level. Participants will be tracked on a continuous basis, including the efficacy of post –training coaching and mentoring. A follow up training for the women entrepreneurs is envisaged in 2019 and consequently the SDGC/A will conduct a comprehensive impact assessment after the two years.

Target group

The first round of the training targets a group of 50 medium and large Rwanda Women entrepreneurs and business women CEOs who have achieved some level of success in their businesses and have ambitions to grow their companies further.

Contributors to the training

The Sustainable Development Goals Center for Africa (SDGC/A) is an international organization that supports governments, civil society, businesses and academic institutions to accelerate progress towards the achievement of the Sustainable Development Goals (SDGs) in Africa.



HIGH LEVEL TRAINERS



Professor Murray Low
Founder, Columbia Entrepreneurship Program

Professor Murray Low is an experienced entrepreneur and a leading authority on entrepreneurship in independent, corporate and not-for-profit settings. As the founder of the Columbia Entrepreneurship Program, he has worked to make entrepreneurship a viable career option for MBA graduates. As the Co-Director of IE@Columbia, he has worked with faculty, students and staff across the University to spread innovation and entrepreneurship. He has also lead initiatives to improve business education in developing countries, particularly in Africa. Low consults to both small and large companies, family businesses and not-for-profits. He teaches executive seminars in the areas of entrepreneurship and innovation and makes frequent presentations to academic and industry groups. He has published widely in academic and practitioner journals and is a regular commentator in the media. He is an active advisor, board member and angel investor.



Mr. Austin Okere
Founder & Executive Vice Chairman, CWG Plc and Entrepreneur in Residence, Columbia Business School

Mr. Austin Okere is the Founder & Executive Vice Chairman, CWG Plc and Entrepreneur in Residence, Columbia Business School, New York. He is a member of the World Economic Forum Business Council on Innovation and Intrapreneurship. He serves on the Board of the National Competiveness Council of Nigeria and Initiative for Global Development; a Washington based nonprofit organization that drives poverty reduction by catalyzing business growth and investment in the developing world. Austin Okere is a Fellow of the Institute of Directors of Nigeria, as well as a Fellow of the Nigerian Computer Society (NCS), and serves as a member of the Advisory Council of the Association of Telecommunication Companies of Nigeria (ATCON). Mr. Okere was named ICT Personality of the year 2014 by the Nigerian Computer Society, ICT Man of the Decade by ICT Watch Africa Digital Network in 2012; ICT Personality of the year by Technology Africa in 2010; and most outstanding ICT Personality of the Decade by ICT Watch Africa in 2010. His interests include mentoring and inspiring young people to achieve their full potential.

His Company Computer Warehouse Group (NSE: CWG PLC) is the largest security in the ICT sector of the Nigerian Stock Exchange. CWG is a Pan-African Systems Integrator with operations in Nigeria, Ghana, Uganda and Cameroon with annual turnover of over \$100m and about 650 employees across the Group. The company provides technology solutions that enable growth with aspiration to be the number one Cloud Platform Provider in Africa by 2020.





Ms. Jacqueline Corbelli
CEO, Founder and Chairman of BrightLine

Jacqueline is a transformational leader that drives positive business growth and societal change. She tackles issues that re-define industry verticals, re-shape culture and rebuild communities. As the CEO, Founder and Chairman of BrightLine, Jacqueline built and continues to lead a technology platform company that ushered in the reinvention of television advertising from thirty second interruptive spots to immersive, interactive units. BrightLine is the cornerstone of advanced TV advertising and interactive content for all of America's leading broadcasters, including NBCU, ABC/Disney, CBS, and Fox, among others. Before BrightLine, Jacqueline served as President of Aston Associates, the leading advisory firm for financial institutions and their investors. At Aston, Jacqueline restructured underperforming companies into beacons of the investment community. Over the course of more than 15 years she directed the corporate-wide organizational, business and financial redesign of ten major financial corporations worldwide. The Company prides itself in creating over \$45 billion in shareholder value since it was founded in 1992.

Jacqueline sits on the Board of the International Radio and Television Society, NBCU Women Advisory Board, the Atlantic Theater Company, Luminari Capital and Second Curve Capital, among others, and has been a member of the NYTech CEO Roundtable. She served as Chairman of the Board of Millennium Promise, overseeing the integrated economic development work in 10 countries across Sub-Saharan Africa undertaken from 2010- 2015. Millennium Promise was the leading international nonprofit organization solely committed to accelerating the achievement of the Millennium Development Goals and the eradication of extreme poverty, hunger, and preventable disease. Jacqueline currently serves in leadership roles within forums of both the United Nations and the Vatican. She is a Member of the Leadership Council of the Sustainable Development Solutions Network, and a Governor at the New York Academy of Sciences. Jacqueline also plays a leading role for the Vatican as a founding member of Pope Francis' Ethics in Action Forum created under the auspices of the Vatican's Pontifical Academy of Sciences, where she assists the Vatican to identify how technology, media, and data can generate justice in society. She received her Master's in International Banking, Business, and Finance from Columbia University.





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