**Lesson Plan**

**Micro Growing Businesses Methodology (BlueBiz Program)**

**Workshop nº1: Who is TechnoServe? Discovering the BlueBiz Program**

**Duration**: 6 hours, including

* 1:50 hs of opening, prepare stage and closing activities
* 1:15 hs of discover stage activities
* 1:15 hs of practice stage activities
* 1:05 hs of apply stage activities
* 1:35 minutes of lunch and coffee break time

**Participants**: Young entrepreneurs in the Blue Economy sector

**GENERAL OBJECTIVE**: Introduction to TechnoServe and BlueBiz

* **Objective 1:** Understand the Mission and Impact of TechnoServe
* **Objective 2:** Explore the Goals and Components of the BlueBiz Program
* **Objective 3:** Establish the Connection Between Participants and BlueBiz
* **Objective 4:** Expectations from LO and participants
* **Objective 5:**  Foster a supportive and inclusive learning environment through the Gender Safe Space

[Note: Module 0 Introduction to TNS and BlueBiz](https://docs.google.com/document/d/1q0mhCAp5cvBjswmZV4a7D9zKzLbCbzpoT9gGmuHnjvo/edit) [Materials Required for Module 0](https://docs.google.com/document/d/1zTu7qQdehpIVKRgHzrCmgUZ8nIVfxlFtd23T6R7S4yY/edit?usp=sharing)

| **TIME** | **OBJECTIVE** | **DESCRIPTION OF THE ACTIVITY** | **TECHNIQUE/ FORMAT** | **NECESSARY MATERIALS** |
| --- | --- | --- | --- | --- |
| 15 minutes  | **Reception**  | **Activity:** Registration **Instructions:** * Trainer should arrive not less than 30 minutes before the start of the session to ensure the venue and all other needed materials are set up and in place.
* Room prepared in a U shape (ideally with tables and chairs) with printed participant workbooks and pencils for each entrepreneur.
* Stick posters to walls
* Prepare sound and play welcome music (optional)
* Prepare visually appealing training flip charts in advance
* Invite entrepreneurs into the room and invite them to sign the attendance list
* Present name tags to participants.
 |  | * Attendance list
* Bluetooth Speakers (optional)
* Posters
* Trainers guide
* Computer
* Markers
* Name tags
* Pencils, rubber, sharpener
* Participant workbook/ notebook
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| 15 minutes  | **Opening**Framing and introducing the agenda for the day | **Activity:** Opening**Instructions:*** **Welcome** the participants.
* **Presentation** of facilitators. (Name/training experience/introduce the LO)

**Say*** **Framing** the participants' journey within the program
	+ Welcome to your first training workshop! We’re thrilled to have you on board and to begin this exciting journey together, where we’ll help you **grow your business**, **boost your income**, get **access to new market opportunities**, and get an opportunity to obtain funding through the **Bahari Boost Challenge Fund**. Data from TNS work indicates that entrepreneurs who have gone through training like these have seen a 30% increase in income within 6 months.

In this session, we will share documentaries/case studies on TechnoServe success stories of young entrepreneurs like you. We expect you to contribute your views, participate, ask questions, and share your experiences and ideas, and learn from your peers.* + We are here to **guide you, support you, and celebrate your success** every step of the way! Get ready for an incredible 6-month journey to empower your business and unlock new opportunities. Let’s get started!

**Ask:**How are you a leader in your own life?How do you contribute to your family ?How do you think you contribute to the economy and environment?**Instructions:** Give the participants some time to share their views **Say:** By participating in Bluebiz, you're not just learning new skills; you're investing in your own success and making a positive impact on the world. Please take advantage of this great opportunity .**Instructions:*** **Explain the day's agenda:** a summary of what will be done today with break times.
	+ Participants are free to interact with one another and their facilitator.
 | Plenary | * Flipchart - Agenda
* Participant’s workbooks (1 x participant)
* Pens (1 x participant)
* Masking tape
*
 |
| 10 minutes  | **Icebreaker** | Activity: My name on a balloon **Instructions**1. Give each participant a balloon.
2. Ask them to blow up their balloons and write their name on it(the name they prefer to be called) and something they like.Eg John – Pilau, Sarah - basketball
3. Have participants toss their balloons in the air and try to catch someones else and ensure no balloon drops down
4. After Three minutes ask them to stop each find out the owner of the Baloon they hold
5. Discuss how catching another balloon is like staying focused in learning: you need to pay attention, be quick, and work together.
6. Have participants pop their balloons as they introduce each other
7. Discuss the importance of staying focused and working together during training.
8. Explain that a balloon that falls to the ground is like a student who loses focus.
9. Emphasize the importance of helping each other stay focused.
 | ActivateBoost positive emotions | * Balloons
* masking tape
* 1 sheet of paper x participant
* 1 marker x participant (in different colors, for fun)
* Music
* Paper with the example of the facilitator
* Masking tape
 |
| 15 minutes  | **Expectations setting**  | **Activity:** Expectations setting* **Say**
	+ The methodology we use in the workshops is a learning methodology for adults, we don't learn the same as children, do we? We learn by doing, applying, exercising, that is what we will do in each workshop, we will work in groups, we will exercise with real cases, listening to the experience of other entrepreneurs so that they can finally apply them to their businesses. And get results.
	+ In each workshop you will have workbooks, posters for the current workshop, a pencil, etc. Everything you need so that you can learn. As we said earlier, WE EXPECT YOU TO: “contribute your views, participate, ask questions, and share your experiences and ideas, and learn from your peers, so that you’ll take the most out of this program”
	+ Now, WHAT ABOUT YOU? WHAT ARE YOUR EXPECTATIONS?

**Instructions:*** **Write** on flip chart : Our expectations

**Say*** + I invite you to work in pairs, take a few minutes to reflect on the expectations you have of the Program and of this workshop, and some of you can share

**Instructions:*** + Take note of the shared expectations of flip charts.
	+ Let the participants understand how those expectations will be met
 | Individual reflectionWrite | * Poster
* Participant workbooks
* Sticky notes
* Flip chart
* Marker pens
* Masking tape
 |
| 15 minutes  | **Group agreements** | **Activity:** Ground rules/agreements: **Instructions:** Show flipchart with the title “Ground rules”**Say*** + Now we are going to establish the ground rules during these sessions, so that we can make the most of this workshop.
	+ For example, I am going to propose **“participate”**. Because we will learn by doing. We are going to need everyone to participate and contribute with their ideas, their knowledge, their opinions.

**Instructions:*** **Collect** more ideas from the group (maximum 10) and **ask** why they are suggesting that
* **Ask**: Do we have enough? Does everyone agree?
* **Tip:** Make sure you have a short list of fundamental rules you need for the success of the training and ensure that they are brought up. If participants don't mention it, you can ask directly, what do you think about it?
 | Plenary discussionVisual support | * Flipchart with the title ground rules/ agreements
* Marker pen
* Making tape
 |
| 15 minutes   | **Technoserve Overview****Objective 1:** Discover Technoserve’s work in Kenya | **Activity:** TechnoServe overview* **Say**:
	+ Now, let's dive into an exciting introduction to TechnoServe and the incredible work they are doing right here in Kenya. TechnoServe is all about transforming lives and communities by empowering entrepreneurs just like you. For years, they have been working hand-in-hand with people across Kenya, helping them turn their dreams into reality, grow their businesses, and create lasting change. Today, you'll get a glimpse of how TechnoServe is making a difference and how you are now part of this inspiring journey. Let's begin.
* **Activate**:
	+ Who is familiar with Technoserve?
	+ And who would like to hear about Technoserve?
	+ As you see, we all would like to get familiar with Technoserve, right?
* Let's watch this video to know more about Technoserve

Show [evidence](https://www.youtube.com/watch?v=XGwp7xGRNOY&pp=ygUTTXNwYXJrIFRlY2hubyBzZXJ2ZQ%3D%3D) of Technoserve’s work in Kenya in previous years | ActivateIndividual reflectionWork in pairsPlenary discussion | * Flipchart
* [Module 0 Material (posters)](https://docs.google.com/presentation/d/1QSNkRXNWSgYfH2r-wQOfDO6RqB--d_nVJfdMrQnKNEc/edit#slide=id.g224593a288a_0_0)
* [Module 0: Introduction to BlueBiz](https://docs.google.com/presentation/d/1TrVnYEF72W3iD5Yva9E38bahPPao99qQivbYX5DUJSg/edit#slide=id.g2f6b579a4c1_0_264)
* <https://www.youtube.com/watch?v=XGwp7xGRNOY>
* Bluetooth speaker
* Projector
* Laptop
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| 15 Minutes | **Introduction to the implementing local organization** | Introduce your local organization and then share that we are teaming up to implement the bluebiz program |  | * Slides
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| 30 minutes | **Introduction to the BlueBiz Program** | **Activity:** Introduction to BlueBiz program**Say*** **Framing:** Next, you will have the opportunity to learn about the BlueBiz Program. We're all here with a common goal: to grow as entrepreneurs and make our businesses thrive. This program is designed to equip you with the tools, knowledge, and support you need to succeed. In this workshop, we’ll take you through the key highlights of your journey with BlueBiz, showing you how this program will empower you as a young entrepreneur. Are you ready to dive in? Let’s get started!
	+ Pay attention to the following Video that we will show

**Instructions** * In the plenary, **collect** some questions from the participants.

**Activate:****Debrief**: What do we expect from the BlueBiz Program?* What’s your motivation in the program?
* **Close** with a motivational message; Every big journey starts with a single step, and you’re already on your way. Let’s all turn our dreams into reality!
 | VideoIndividual reflection | * Slides of BlueBiz Program Overview
* Flipchart
* Talking card(Translated in Swahili)
* Talking stick
* Marker pens
* Masking tape
* [Module 0 case study](https://docs.google.com/document/d/1JcGn3FNxuZwBlVSjCVLXy27e5izpuQra4Ms6A4DWX0I/edit?usp=sharing)
 |
| 15 minutes | ***Explore Gender Safe Spaces 1*** | **Activity: Gender safe spaces :1****Say:****Framing :** Welcome to this session on Gender safe spaces which are crucial for creating a supportive and inclusive learning environment and interaction for all of you. This will allow you to **feel comfortable** and **empowered to express yourselves freely**. This Safe spaces approach contributes to effective learning and mutual respect. You will learn that paying attention to the Gender safe Spaces **ensures a positive and productive experience** for everyone involved in the BlueBiz program and even the communities that you come from. Let’s do this together!**Activity 1: Listening to each other****Instructions:*** **DIVIDE** the partcipants into small same Gender groups of 4-6 participants, meaning there should be small groups of women and small groups of men.
* Put them in **different locations**
* Select one participant to act as a moderator
* Request for a volunteer whom you will use to demonstrate.

**Say*** Before we start, we'll set some ground rules to ensure a respectful and productive conversation.
* This activity is about listening to each other.
* Each person will have a ***“talking stick"***.( let them know they will use their pens /pencils as talking sticks )

**Demonstrate :** The technique with a volunteer. **Say*** When you hold the stick-up you can talk, only one person can raise their stick at a time, when you do not have the stick raised you listen.

**Instructions*** **GIVE** the groups the question: ***“What excites you most about BlueBiz? ”***
* **ASK** each group to discuss, remember to speak you have to raise your stick, only the person holding the stick up can talk, while the others listen.
* Let the participants know that you will be available to assist if needed, and that after the group discussions, you'll come back together for a brief reflection.

**Activity:** Reflection* **Bring** the group back together.
* **Ask**
	+ How successful were you in following the rules of the talking stick?
	+ What was difficult?
	+ What did you like about the activity?
	+ What could you do differently the next time?
	+ What can we do to ensure our meetings and training are inclusive spaces?
	+ Why do you think we include this activity in the training?
	+ What does the talking stick represent?
* **Note** down their views on the flip chart

**Say*** The talking stick represents ***power***. This comes in different shapes and sizes in our meetings: gender, ethnicity, status, job title.
* **Summarize**  the activity by saying :
	+ Being a good listener is not always easy. But to create a safe space where everyone feels respected and heard we must try our best to be good listeners, give time for others to talk.
* In our session today and future sessions, you can apply some of these good listening techniques.
* What can we do to ensure our meetings and training are inclusive spaces?
* Ask the participants Brainstorm.
 | [Gender Safe 1](https://docs.google.com/document/d/1p4jokRcHusQevqI6L7LP_yNCS_m21-Ct/edit)  |  |
| **15 minutes** |  | While participants are Still in their groups **SHARE*** Give the moderators Poster #1 and poster 2 to help them moderate the concurrent same gender discussions.
* Give the moderator their question cards – one for the men and one for the woman’s group
* Confirm that each moderator understands the instructions.
* Give the moderator a pen and paper to take notes on the discussion.
* Ask participants what they have learnt from the activity?

**Activity:** Group reflection on learning and wrap **Instructions:*** BRING the two groups back to the main training location, so that you have the men and women together again.
* REMIND the moderators to not identify anyone in their feedback response.

**ASK** * Ask the moderator from the women’s group to share:
	+ An example of something women said they could do in the community, in the Blue Economy sector or in their family.
	+ An example of what women said they could not do in the community or in their family.
	+ Ask for the moderator or another volunteer to share why she thinks women experienced this challenge and what could be done better to overcome this challenge?
* Ask the moderator from the young men’s group to share:
	+ An example of something men said they **could do** in the community or in their family.
	+ An example of what men **could not do** in the community, Blue Economy sector or in their family.
	+ Ask for the moderator or another volunteer to share why he thinks men experienced this challenge and what could be done to overcome the challenge?
	+ Note the feedback given on a flipchart and thank the participants for taking time in the activity.

 **Remind** participants that their socio- cultural constraints identified from the activity should not hinder them from pursuing their dream businesses.  |  |  |
| 15 minutes | Icebreaker | **Activity: Icebreaker: "My Safe Space"** To help you participants connect personally with the concept of a safe space.I the trainer will give the following **Instructions:**1. I ask each participant to think about a place where or how they feel most safe, comfortable, and how the trainer and other participants would support them?
2. Have them describe this place in one or two sentences without naming the actual location.
3. Discuss common themes and connect these to the concept of Gender Safe Spaces in the BlueBiz program.
 |  |  |
| 10 minutes  | **Close the session** | **Thank everyone for their contributions.**Remind people we will have discussions using this same **“Safe Spaces”** format for the additional meetings. We will choose a different moderator for the next sessionLet people know you are available if they have any questions or want to talk with you after the session. **Note to Trainer:** Remind everyone to always uphold a training that is safe for all program participants. |  |  |
| **30 minutes****20 Mins****10 Mins**  | ***Exploring what it means to be men and women******Activity Reflection***  | **Activity :**  Exploring what it means to be young men and women***Trainer Notes – Not to share with the group:**** *This discussion aims to build an understanding of what it means to be men and women and how their gender creates opportunities and constraints.*
* *Through the discussion they will explore their gender roles and gender dynamics in their households, Businesses and community.*
* *They will also explore the socio-cultural factors that contribute to gender roles and gender dynamics in their households,in the Blue Economy, or community.*

**Instructions:** * Instruct participants to work in the same gender small groups created prior.
* Once everyone is settled in their separate ‘Safe Spaces’ and conversations get started.
* Say i will guide you in a Icebreaker: **"Switch the Roles"**
* In this activity, participants will pair up and imagine a scenario where gender roles are reversed in areas like family life, business, or community. Each group will discuss what it would look like if men took on traditionally female roles and vice versa.
* After 5 minutes, they will share one example of how these role changes might create new opportunities or challenges. This exercise encourages reflection on gender roles and sets the stage for further discussion on the value of men’s and women’s work in the Blue Economy sector.
* ASK for a woman and a man to volunteer to moderate each of the same Gender discussions. The moderator will not be expected to talk more than anyone else, but **it would be useful if they can read and write**. They will be responsible for **four (4) things:**
1. Encourage people to participate
2. Keep people focused on the discussion question
3. Ensure participants respect our rules
4. Help report on the discussion when the groups come together again.
* If more than one woman or one man wants to volunteer, choose one, and explain that others will get the opportunity to moderate in future training.
* Give the moderator a pen and paper to take notes on the discussion.
* Do not interrupt the discussion or share your ideas unless they are confused about the instructions.
* Keep track of the time available for the discussions **(10 minutes)**
* Remind participants about the good listening techniques.Note recommendations, the key principles should include:
	+ ***Give everyone a chance to participate***
	+ ***Everyone’s contributions are valuable***
	+ ***Speak as an individual, not as a representative of a group***
	+ ***Respect others’ opinions***
	+ ***Participants do not need to share anything they do not feel comfortable sharing***
	+ ***When reporting back with the larger group do not identify who said what in the discussion.***

**Say*** In your groups you will have the opportunity to **reflect on your experiences as women and men.**
* You can discuss both **opportunities and constraints** you have experienced growing up and as women and as men.
* In your groups, you will discuss **what you are allowed or not allowed to do as women or men**. (Still in your groups )

**Young women’s & men's group question cards**:As your trainer I will share with you question cards whereby you will discuss in your groups (**Note to trainer**: make reference to the question cards in the Trainers manual.* After you have had time to discuss, both groups will come back and together we will have a short discussion about what you learned. You have 10 minutes to complete this discussion.

**Trainer notes:** This discussion aims to build participants’ understanding of and value the different contributions of women and men to the household and the Blue Economy.**SUMMARIZE the SESSION:** * Men and women provide valuable contributions to the household and in Blue Economy activities, such as fishing, mariculture, and seaweed farming.
* By working together, women and men can achieve significant progress in the Blue Economy, enhancing the livelihoods of coastal communities.
* Both women’s and men’s efforts in the household and within the Blue Economy contribute to a family’s economic prosperity and overall well being.
* Therefore, we should show our appreciation for everyone’s contributions to the household and the Blue Economy, recognizing the vital role each person plays in sustaining our communities.

**THANK** everyone for their contributions to the discussion.**EXPLAIN:** We will have discussions using this same **“Safe Spaces”** format for one additional meeting.  | [Safe Spaces 2](https://docs.google.com/document/d/1baPSKhlI2v0CHomOpRL5rmLg4gV84a_6/edit)[Safe Spaces 2](https://docs.google.com/presentation/d/1hfFcsZqUH1y8_oCeY0zNLvx1uwf7SdAN/edit#slide=id.g2e9a9b2cd45_4_0)  |  |
|   **Day 2: Gender Safe Spaces 3:** **Collaborate, communicate, and make decisions** |
| 35 | **GenderSafe Spaces 3:****Collaborate, communicate, and make decisions** | **Activity:** Exploring how we collaborate, communicate, and make decisions ***Facilitators note:******This discussion aims to increase participants’ understanding of the value of cooperation for planning and decision-making and develop good listening and communication skills.*****Framing:**  This session is focused on exploring how we collaborate, communicate, and make decisions. In this session we will explore collaboration, communication, and decision-making, we emphasize teamwork, openness, and shared goals.We will outline how effective communication keeps us aligned, while thoughtful decisions guide our progress. Let's learn together!**Say:** We discussed that:* Young men and women provide valuable contributions to the household and in the Blue Economy
* By working together, young women and men can accomplish a lot.
* Both women’s and men’s work in the Blue Economy contributes to a family’s economic prosperity and wellbeing
* Therefore, we should show our appreciation for everyone’s contributions to the Blue Economy.

**Explain:*** We are going to divide into small groups of young women and men for this session
* In your groups you will do the same activity. The activity focuses on making decisions collaboratively.
* After you have had time to work in your groups we will all meet together for a short discussion about what you learned.
* Before starting the activity, we must review rules and expectations for the discussion.

**Review rules and expectations from previous sessions:**The key principles should include:* Give everyone a chance to participate
* Everyone’s contributions are valuable
* Speak as an individual, not as a representative of a group
* Respect others’ opinions
* Do not need to share anything they do not feel comfortable sharing
* When reporting back with the larger group do not identify who said what in the discussion

***Note:*** *You will share the instructions once they are in their separate places in the training space.***To Explain the activity:** Scenario: **Say*** Imagine that you are planning a celebratory event for the group
* Your goal is to design an event that everyone will want to attend and enjoy.
* You will have 25 minutes to make decisions about what you would like to celebrate (provide some examples of events commonly celebrated in this context), the event location, when you will hold the event, the entertainment, and food. You will also discuss who is responsible for preparing each step

**Explain:**You will have 25 minutes to work as a group to make your decisions to plan for the eventEveryone must contribute to each decision.**Instructions:****GIVE** Handout 1 – Planning an event - to each small group, this will help the small groups self-guide their planning discussion and key decision.**EXPLAIN:** The Key decisions to be made:* What are you celebrating?
* Where will the event be located?
* When will the event be?
* What kind of food will you have at the event?
* What kind of entertainment will you have at the event?
* Who in your group will be responsible for which event preparations?

**Activity: Group reflection on learning and wrap up**Ask the participants to volunteer one person or a pair from each small group **ASK:**The volunteer or pair of volunteers from the young woman’s group to share their event plan* Which decisions were easiest to make? Why?
* Which decisions were more difficult to agree on? Why?
* How did you resolve disagreements?

A volunteer or pair of volunteers from the young men’s group to share their plan* Which decisions were easiest to make? Why?
* Which decisions were more difficult to agree on? Why?
* How did you resolve disagreements?

Why do you think we did this activity?**Ask** for a woman volunteer* How do you think you can apply from what you learned when collaborating or making decisions with your family or other relatives in your household?
* Ask for a man volunteer
* How do you think you can apply what you learned when collaborating or making decisions with your family or other relatives in the Blue Economy ?

**EXPLAIN / SESSION WRAP UP*** Decision-making and planning can be difficult.
* It requires good listening, communication, and cooperation skills.
* Within our households and in the Blue Economy sector, planning is necessary to achieve our common goals.
* We can apply some of the skills we practiced today to plan together to achieve our common goals in our household and Blue Economy?.
 | [Gender Safe Spaces](https://docs.google.com/document/d/1sYzfLPhl0DRvQNb-Jo8O4JM7ebp23odR/edit)[Gender Safe Spaces 3](https://docs.google.com/presentation/d/1kz11wUekncdKkeYGlMg7P6huA79oRRRy/edit#slide=id.g2fd9e18cd4e_1_523)  |  |
| 10 minutes | **Closing** | * **Summarize the Key Points**: Briefly recap the key takeaways from today’s workshop, highlighting the importance of Technoserve’s role in Kenya and the opportunities within the BlueBiz Program.
* Remind people we will have discussions using this same ***“Safe Spaces”*** format for the additional meetings.
* Let people know you are available if they have any questions or want to talk with you after the session.
* **Encourage Ongoing Engagement**: Emphasize the importance of staying engaged, both with the program and with fellow participants, as this journey is a collaborative effort towards achieving personal and community goals.
* **Motivational Message**: End with a motivational note, such as, "Remember, every step you take today is a step towards a brighter future for you and your community. Together, we can make a difference. You’ve already shown great commitment by being here—let's keep that momentum going!"
* **Next Steps**: Provide a brief overview of what participants can expect in the next session, encouraging them to attend the upcoming sessions. Remind them of the time, date and the next topics.
* **Thank You**: Express gratitude for their participation and enthusiasm, and wish them well as they leave the session.
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