



Emprendedores Programme - MAZ - Leadership Course - Ecuador



 : 10 12 2023

-  : Course
-  : Web-based
-  : 1 1 2023 to 31 12 2023
-  : 1 Days
-  : Decentralize Cooperation Programme
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UNITAR plays a crucial role in fostering entrepreneurship through various initiatives and learning courses. Recognizing entrepreneurship as a key driver for sustainable development, UNITAR focuses on instilling an entrepreneurial mindset and providing essential training.

Entrepreneurship is viewed as a constant learning process that shapes attitudes, skills, and competencies, contributing to creativity, innovation, and economic growth. The General Assembly, in its resolution 73/225, acknowledges the significant contribution of entrepreneurship to sustainable development, encompassing job creation, economic growth, innovation, and addressing social and environmental challenges within the context of the 2030 Agenda.

The Middle Americas Zone (MAZ) is a crucial region to start implementing entrepreneurship sustainable and inclusive actions. Recognizing the critical role entrepreneurship plays in sustainable development, AB InBev has aligned its sustainability priorities with the overarching goals of UNITAR. A needs assessment conducted among retailers in the Middle Americas Zone by AB InBev has identified four key areas for improvement: Digitization, Leadership, Finance, and Operations.

In response to these identified needs, the UNITAR-ABI partnership is set to board on the creation of innovative Entrepreneurship Training Courses, which will have comprehensive resources, integrating essential components to fortify retailers and entrepreneurs with the skills needed to succeed locally. The ultimate goal is to foster sustainable economic growth by empowering participants to apply their newfound knowledge and skills in their businesses.



Overall Goal of the Programme:

To promote sustainable economic growth by providing micro, small, and medium-sized retailers, and entrepreneurs with essential learning according to their needs. Through this entrepreneurship training programme, the main goal is to empower them, ensuring the effective application of the knowledge and skills acquired in this programme in their respective businesses, families, and communities.



Internalize effective leadership tools to monetize and grow your business, strengthening the pride of being an entrepreneur and developing a life plan.

Specific Programme Objectives:

- Strengthening entrepreneurs through mentoring, training, and exchange of experiences and knowledge to develop and expand their businesses and reinforce local growth.
- Empowering entrepreneurs by internalizing effective *leadership* tools to grow their businesses and develop a structured life plan.



Introduction

Provide the participant with the general aspects of the course, as well as the formats where they will be able to put into practice the course information.

Know the content and format of the course.

Module 1: Self-empowerment

Promote self-empowerment and personal and business development in the participant, through the identification and potentiation of their strengths, and the generation of an action plan.

Strengthen their business and personal life, as well as the acquisition of social and emotional skills, such as empathy and understanding, so they can envision themselves as leaders.

Module 2: Time Management

Provide the participant with the knowledge to maximize the efficiency and productivity of the company by establishing and controlling the time of attention to suppliers and customers, planning daily activities, and conducting effective planning.

Plan appropriately and meet established commitments and goals efficiently and effectively.

Module 3: Managing Emotions and Resilience

Develop skills and tools for managing emotions and strengthening resilience, as well as implementing strategies for problem-solving and using external crises as opportunities.

Improve customer service.

Closure

Present the participant with the integrating activity of the entire course.

Verify their learning and show the conclusions of the course.



E-learning Course

Based on the needs identified in the assessment carried out with the retailers, the skills to be strengthened and the main learning objectives have been established for the course.

The structure of the course parts of the entrepreneurship training programme will have 5 modules, plus an introductory module and a closing one. Each of these modules has a specific objective that addresses a main outcome and a main output per course.



Micro, small and medium retailers and entrepreneurs.