



**Session 7 and 8: AREED and the Business Development Process  
and What's Next? And Workshop Evaluation**

The goal of this session is to begin to wrap up the last two days with an explanation of what's next and how can AREED help.

**Session Plan:**

*Step 1: Review of the Business Development Process: 15 minutes*

Trainer will use the first of two slides attached (AREED Business Development Process) to demonstrate what the business development process is. A review of each step will be provided

*Step 2: How AREED can assist entrepreneurs to start or expand their business:  
15 minutes*

This uses slide 2 – the audience must understand why we cannot help them until they have gathered the facts. If we assist with BP the time commitment from the entrepreneur is still significant.

*Step 3: There are four things the entrepreneur can do now:*

- Prepare a Work Plan for yourself
- Prepare a proposal (or Introductory Memo) for enterprise development assistance from AREED
- Prepare a Business Plan for investment
- Do nothing.

AREED can only assist if the 2<sup>nd</sup> or 3<sup>rd</sup> items are chosen. A copy of the intro memo and work plan are attached here. Hold it up for entrepreneurs and show them where it is found in the toolkit. If they can complete both of these they can come to AREED for EDS.

**SUMMARY**

<b>Delivery Method:</b>	<b>Lecture</b>
<b>Toolkit Chapter:</b>	<b>Chapter 3, Section 1 and 3</b>
<b>Total Duration:</b>	<b>30 minutes</b>
<b>Participants' materials:</b>	<b>None</b>



**Workshop Evaluation: 1 hour**

**Session Plan**

The trainer will facilitate a sequence of evaluation statements by participants. The session may be implemented as follows:

- Activity 1: Trainer reviews the objectives and presents the ground rules of the evaluation of the workshop. Some suggested rules are:
- a. One participant at a time
  - b. Being frank is 'better' than being 'diplomatic'
- Activity 2: Trainer invites each participant to present their views about the workshop/seminar highlighting:
- a. what was learned
  - b. what was good and should be continued
  - c. what needs to be improved.

**Summary of trainer roles**

Trainer alternates between roles of facilitator (maintaining the order of presentations) and of co-learner role (listening attentively/taking notes) during each participant's presentation.