



# BUSINESS FOR LIFE

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## What's in a Name?

In many cultures peoples' names reflect much more than personal preference. They may speak of the circumstances surrounding somebody's birth or construed belief about a person's character and destiny. We see significance in our change of name to "**BUSINESS FOR LIFE**" for a number of reasons.

Firstly, we see business as an effective tool for people to break out of the cycle of poverty. While the causes for poverty may be complex and varied, the quickest and most direct way for people to overcome poverty is to make their own money. At Business For Life, people are given training and a "hand up" instead of a "handout".

Secondly, it is not that business is an end in itself, but we repeatedly see lives changed – a new quality of life is the evident fruit of individuals being empowered through this effective training. Not only are business and life skills acquired, but dependency is broken, dignity is enhanced and personal destiny is embraced in a holistic way. In this way the Business For Life training is a practical expression of God's love.

Thirdly, the methodology of Business for Life training is life related. We do not take people out of their contexts, but always take the training to them. They learn and practice their skills where they live and are going to run their businesses. Our approach is not merely presenting good business theory through lectures, but rather days spent in the classroom are characterized by participants learning through interaction, participation, discussion and discovery. This is supplemented by alternate days being spent in the market place with an experience based component to their learning as they first do their own market research and then a money making activity. This life-based approach continues for a year, with each participant receiving five one-on-one visits from their trainer for further coaching and mentoring. Additionally, the entire class is gathered again to play a board game that enhances their decision making and record keeping skills!

Our new name **BUSINESS FOR LIFE** captures who we are, what we do and how we feel called to see meaningful transformation in a world that knows so much pain and need.



*(By Peter Twycross, Business For Life Chairman)*

# 21st Century Facilitation Skills

Along with the new name comes new skills for our trainers! Business For Life partner Dr. Karen Boden from Southern California facilitated a 1 week workshop to introduce current and effective facilitation techniques designed to ensure that learning takes place.



Central to Karen's message was the importance of each trainer being able to check for understanding. She introduced multiple tools for doing this and gave plenty of opportunities for the trainers to practice using them!

The sessions were lively, interactive and even fun. Nobody fell asleep, nobody had a chance to get bored and time passed very quickly. This was a great discovery for the trainers and it gave them a taste of what they want to offer to those whom they will be training in the future.

"We always thought that our training was practical and interactive, but compared to this, our old methods were ineffective and sometimes boring. I can't wait to put what I've learned into practice" said one workshop attendee.

Part of the workshop involved designing strategies for presenting each of the 27 topics on the Business For Life training. For each topic there is a set of learning outcomes, a list of materials and resources required, a list of important information to be sure to cover in class, a "hook" activity, a learning activity, methods to check for understanding, and an activity to wrap up the topic. Karen compiled each of these strategic lesson plans into a manual of which each Business For Life Trainer will have a copy. The manual includes an appendix with a glossary of all of the training tools presented with instructions on how to use them.



As a result of the workshop, all of the facilitators are now more equipped to effectively run the Business For Life training program. And with the new facilitator's manual, Business For Life as an organization will be able to multiply effective trainers wherever we are invited to introduce this training.



In attendance were all of our Kenyan trainers from Nairobi, Eldoret and Thika, two people from Compassion Kenya who we are developing as trainers, as well as one trainer from Uganda who will be facilitating two trainings in his home country later this year. (*Workshop attendees pictured on left*)

# The Latest News

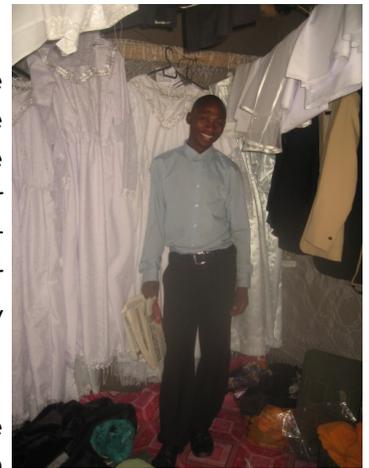
## FOLLOW UP

**Rono Caleb Kipsang** was very hardworking during the course in January this year. He took the research aspect of the course very seriously. He said he had previously been exposed to much of the theory but applying it had always been tough; however, the practical nature of the Business For Life course helped him with this.

During the money making activity he started selling sodas then went into a manufacturing business making and selling detergents. By the first follow up visit one month after the course, he was running a small cafe while continuing to make and sell detergents. He was supplying schools and had a monthly turnover of 12,200 Kenyan shillings (100 kshs = \$1 US). He had one employee whom he paid 2,500 Kshs and his own salary was 3,200 Kshs.

During the second follow up visit, two months after the training, he was still running his cafe and in addition had made one room of his house to be a guesthouse. He did this because he saw a need for people who were coming from far to visit their sick family members and friends, and were not able to make it back home in one day from the hospital. His monthly turnover was 12,040 kshs, his salary was 7,600 kshs and he continued to pay his employee 2,500 kshs.

By the third follow up visit, four months after the course, he had added another business tailoring special clothes (pictured on right) as well as renting out a machine to carry coffins for the nearby mortuary. Now his monthly turnover is 38,900 kshs, his salary 7,700 kshs and he is employing four people!



Caleb is assisting his siblings by paying their school fees and providing seedlings for their farm. He has been able to build his own house and business premises. He is currently constructing a fish pond as an additional business idea. I look forward to seeing what Caleb is up to when I conduct the fourth follow up visit in October!

**Nango Brian Kibet** was also a very dedicated student during the training. His money making activities of a fruit business and a car wash did very well.



During my first visit I found him running a battery charging shop for phones, cars and motorbikes, making a turnover of 10,625 kshs. His salary was 5,000 kshs. At the time of my second follow up visit his turnover was 12,100 kshs and his salary was 6,000 kshs. By the third follow up visit he had added a barber shop and so the total turnover was 13,200 kshs and his salary was kshs 6,000. Nango keeps the best records of anyone I've trained so far!

He is contributing to paying school fees for his siblings as well as other family expenses.

*(by Phelistus Waithera, Business For Life Facilitator)*

# How You Can Be Involved

## Funding

**Because the poor cannot afford to pay for this kind of training, we rely heavily on donor funding and community-based partnerships in order to operate this program.**

Each Business For Life Training in Kenya requires approximately \$8000. This amount covers the costs for the training and follow-up of 20-25 learners. Courses outside of Kenya incur additional costs.

Courses thus far have been funded by a variety of organizations including US AID, Greater Cincinnati Foundation, The Mission Society, Compassion International Kenya, The 410 Bridge International, Samaritan's Purse, Sustainable Communities Worldwide, Hope Alive, Freely in Hope, SIM, Empower Africa, World Vision Rwanda, Comza, Servant Partners, and Rehema House, as well as a number of individuals.

We are looking to expand our network of donors as the demand for the course grows. Donations in US dollars can be sent to Empowering Lives International, P.O. Box 67, Upland, CA 91785-0067 and demarcated for the Business For Life Training. To make a tax-deductible contribution on line using your credit card, visit [www.empoweringlives.org](http://www.empoweringlives.org), click on DONATE, select Training and Development and find "Business For Life" in the drop down menu.

*Since your gifts are tax-deductible all funds contributed to ELI are inherently under the control of the board of directors to improve and empower the lives of people living in poverty.*

Community Development organizations working in Africa interested in exploring a partnership with us, may call us at +254 735 479152, or +254 721 179061 or email us at [businessforlife@empoweringlives.org](mailto:businessforlife@empoweringlives.org).



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