Coaching Micro-Entrepreneurs: Financial & Business Skills Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Coaching Micro-Entrepreneurs: Financial & Business Skills Training Course is designed to empower small business owners and micro-entrepreneurs with essential skills in financial management, strategic business planning, and entrepreneurial growth. This training emphasizes practical learning, interactive coaching, and actionable strategies to enhance business performance and sustainability. Participants will gain a comprehensive understanding of business operations, financial literacy, market analysis, and customer engagement, which are crucial for thriving in competitive micro-enterprise environments.

This course integrates modern business tools, case studies, and experiential exercises to ensure participants can immediately apply knowledge to real-world scenarios. By focusing on capacity building and skill enhancement, the program enables micro-entrepreneurs to improve financial decision-making, expand business operations, and strengthen leadership capabilities. With targeted coaching and structured learning, this training fosters innovation, resilience, and profitability among emerging business owners.

Programme Curriculum

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Course Objectives

1. Enhance financial literacy and money management skills for micro-entrepreneurs.
2. Develop effective business planning and strategic decision-making capabilities.
3. Strengthen budgeting, forecasting, and cash flow management skills.
4. Improve entrepreneurial leadership and team management competencies.
5. Equip participants with marketing strategies and customer engagement techniques.
6. Foster innovation and creativity in small business operations.
7. Enhance problem-solving and critical thinking in daily business challenges.
8. Introduce digital tools and technology for business efficiency.
9. Promote sustainable business practices and social responsibility.
10. Improve networking and collaboration among micro-entrepreneurs.
11. Develop pricing strategies and revenue optimization techniques.
12. Strengthen understanding of risk management and compliance issues.
13. Enable participants to analyze financial statements and make informed business decisions.

Organizational Benefits

- Increased profitability and revenue growth among participating micro-entrepreneurs.
- Improved financial management practices across small businesses.
- Enhanced leadership and decision-making skills in participants.
- Higher business sustainability and reduced risk of failure.
- Strengthened competitive positioning in local and regional markets.
- Better customer satisfaction and retention through effective engagement strategies.
- Increased adoption of digital tools for business efficiency.
- Development of a networked community of micro-entrepreneurs.
- Enhanced brand reputation for organizations supporting entrepreneurship.
- Measurable impact on local economic development and job creation.

Target Audiences

1. Aspiring micro-entrepreneurs and start-up founders.
2. Small business owners seeking financial and business growth.
3. Business coaches and mentors supporting micro-enterprises.
4. NGO staff working on entrepreneurship development programs.
5. Local government agencies involved in SME support initiatives.
6. Microfinance institutions' clients and stakeholders.
7. Community-based organizations supporting small-scale businesses.
8. Business incubators and entrepreneurship hubs facilitators.

Course Duration: 5 days

Course Modules

Module 1: Financial Literacy for Micro-Entrepreneurs

- Understanding basic accounting and bookkeeping principles.
- Cash flow management techniques.
- Budgeting and expense tracking for micro-businesses.
- Interpreting financial statements.
- Financial decision-making for growth.
- Case Study: Managing cash flow in a small retail business.

Module 2: Business Planning and Strategy

- Creating actionable business plans.
- Setting business goals and objectives.
- Conducting market research and competitor analysis.
- Identifying growth opportunities.
- Risk assessment and mitigation strategies.
- Case Study: Strategic planning for a micro-service business.

Module 3: Marketing and Customer Engagement

- Developing effective marketing strategies.
- Understanding customer needs and preferences.
- Social media and digital marketing for micro-businesses.
- Brand building and customer loyalty.
- Pricing strategies and value proposition.
- Case Study: Successful micro-business marketing campaigns.

Module 4: Leadership and Team Management

- Leadership skills for small business owners.
- Delegation and task management.
- Team motivation and conflict resolution.
- Communication strategies for effective management.
- Building a productive work culture.
- Case Study: Leading a small family-owned enterprise.

Module 5: Innovation and Problem-Solving

- Encouraging creative thinking in business.
- Identifying and solving operational challenges.
- Leveraging technology for innovation.
- Decision-making under uncertainty.
- Continuous improvement practices.
- Case Study: Introducing innovative products in a micro-enterprise.

Module 6: Digital Tools and Technology Adoption

- Digital solutions for accounting and bookkeeping.
- Tools for marketing and customer management.
- E-commerce platforms for micro-businesses.
- Productivity and project management tools.
- Cybersecurity basics for small businesses.
- Case Study: Implementing digital tools to streamline operations.

Module 7: Sustainability and Social Responsibility

- Understanding sustainable business practices.
- Reducing environmental impact of micro-businesses.
- Ethical decision-making and corporate responsibility.
- Community engagement and social impact.
- Integrating sustainability into business operations.
- Case Study: Sustainable practices in a micro-enterprise.

Module 8: Networking and Collaboration

- Building business networks and partnerships.
- Collaborative problem-solving approaches.
- Peer-to-peer learning and mentorship.
- Leveraging professional networks for growth.
- Effective communication and relationship management.
- Case Study: Collaborative strategies for local market expansion.

Training Methodology

- Interactive lectures and presentations.
- Hands-on practical exercises and simulations.
- Group discussions and peer learning.
- Case study analysis and real-world examples.
- Role plays and business scenario exercises.
- Personalized coaching and feedback sessions.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com