Scaling Up Microfinance: Growth Strategy & Execution 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

Scaling Up Microfinance: Growth Strategy & Execution is a comprehensive training program designed to equip microfinance institutions, financial inclusion programs, and community-based lenders with the tools, models, and execution frameworks required to expand sustainably. As microfinance organizations face rising competition, digital disruption, regulatory pressure, and increasing demand for customer-centric services, strong strategic planning and operational excellence become essential. Scaling Up Microfinance: Growth Strategy & Execution Training Course provides high-impact insights into growth management, microfinance operations, digital transformation, market penetration, customer acquisition, and risk-controlled expansion.

Participants gain practical skills in strategic positioning, portfolio diversification, operational scaling, technology adoption, and performance optimization. Using case studies, real-world examples, and actionable methodologies, the course enables organizations to build resilient microfinance growth pathways. The training emphasizes data-driven decision-making, scalable systems, inclusive lending models, and execution discipline to ensure long-term financial sustainability, social impact, and competitive advantage in the evolving microfinance landscape.

Programme Curriculum

Scaling Up Microfinance: Growth Strategy & Execution Training Course

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Course Objectives

1. Understand key principles and frameworks of microfinance growth strategy.
2. Analyze emerging trends shaping digital microfinance expansion.
3. Build high-impact growth plans aligned with institutional priorities.
4. Strengthen operational capacity to scale microfinance services efficiently.
5. Apply performance analytics to optimize loan portfolios and customer segments.
6. Integrate risk-based growth management for scalable lending operations.
7. Enhance digital transformation and technology adoption for growth.
8. Leverage market research to identify high-value expansion opportunities.
9. Strengthen governance and leadership effectiveness during scaling.
10. Apply customer-centric design and product innovation for competitive growth.
11. Implement effective distribution models across multiple channels.
12. Build strategic partnerships and ecosystem collaborations for expansion.
13. Develop execution roadmaps to ensure sustainable, measurable growth outcomes.

Organizational Benefits

- Stronger strategic planning frameworks for microfinance growth
- Enhanced operational efficiency and scalable service delivery
- Improved loan portfolio performance and risk diversification
- Increased digital adoption and technology-driven transformation
- Greater market penetration and customer acquisition
- Strengthened leadership capability for growth execution
- More sustainable financial and social performance outcomes
- Improved data utilization for decision-making and forecasting
- Higher organizational resilience and competitiveness
- Better collaboration with fintechs, regulators, and partners

Target Audiences

- Microfinance executives and leadership teams
- Credit managers and lending officers
- Financial inclusion program managers
- Digital transformation and fintech specialists
- Risk and compliance officers
- Operations and branch management teams
- Microfinance consultants and technical advisors

- Development finance practitioners

Course Duration: 5 days

Course Modules

Module 1: Foundations of Microfinance Growth Strategy

- Core concepts of scaling microfinance institutions
- Growth drivers in modern financial inclusion ecosystems
- Strategic growth planning models for MFIs
- Aligning mission, markets, and capabilities
- Identifying growth readiness and capacity gaps
- Case Study: Successful turnaround and scaling of a regional MFI

Module 2: Market Expansion & Customer Acquisition

- Market research and segmentation techniques
- Identifying underserved and high-potential markets
- Customer acquisition and retention strategies
- Product-market alignment for diverse customer needs
- Designing value-driven delivery models
- Case Study: Market penetration strategy in rural financial inclusion

Module 3: Scaling Operations & Institutional Capacity

- Building efficient, scalable operational systems
- Process optimization and workflow restructuring
- Strengthening staff capacity and performance
- Technology-enabled operational improvements
- Cost-to-serve optimization for large-scale growth
- Case Study: Operational redesign leading to 40% service expansion

Module 4: Digital Transformation & Technology Adoption

- Digital microfinance models and fintech partnerships
- Leveraging mobile lending and digital payments
- Data-driven automation for growth efficiency
- Integrating core banking and MIS systems
- Technology governance for sustainable scaling
- Case Study: Fintech-MFI collaboration boosting digital outreach

Module 5: Portfolio Management & Risk-Controlled Scaling

- Portfolio diversification for sustainable growth
- Risk-based lending models and mitigation tools
- Early warning signals and portfolio stress indicators
- Credit scoring, AI, and predictive analytics
- Balancing growth with risk appetite
- Case Study: Portfolio restructuring preventing institution-wide losses

Module 6: Product Innovation for Competitive Growth

- Designing scalable microfinance products
- Human-centered design for customer-driven product development
- Innovations in micro-savings, micro-insurance, and MSME credit
- Digital products for inclusive finance
- Evaluating product performance and lifecycle
- Case Study: Product innovation leading to significant market expansion

Module 7: Strategic Partnerships & Ecosystem Collaboration

- Role of partnerships in scaling microfinance institutions
- Working with fintechs, telcos, cooperatives, and NGOs
- Regulatory and public-sector collaboration
- Building mutually beneficial distribution networks
- Strategic alliances for technology and capital expansion
- Case Study: Multisector partnership enabling nationwide growth

Module 8: Execution & Performance Measurement

- Execution discipline and implementation frameworks
- Monitoring KPIs and growth performance metrics
- Aligning teams to strategic execution plans
- Adaptive management during scaling
- Ensuring quality control while expanding
- Case Study: Execution roadmap that sustained multi-year institutional growth

Training Methodology

- Instructor-led presentations and expert facilitation
- Group discussions and collaborative learning
- Practical exercises using real microfinance scenarios
- Case study analysis from global microfinance institutions
- Strategy development workshops and simulations
- Continuous feedback, action planning, and reflection

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
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:

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