Women’s Financial Inclusion Advocacy Strategies 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

Women’s Financial Inclusion Advocacy Strategies Training Course is designed to empower participants with comprehensive knowledge, tools, and practical strategies to advance women’s financial inclusion at both grassroots and policy levels. This course emphasizes gender-responsive financial frameworks, digital finance solutions, and advocacy skills that drive systemic change. Participants will gain insights into key financial inclusion challenges, identify actionable solutions, and learn how to engage stakeholders effectively to foster economic empowerment for women.

This course integrates global best practices, case studies, and interactive sessions to ensure that learners can translate theory into practice. By focusing on policy advocacy, financial literacy, and innovative strategies, the course equips participants with the ability to influence institutional reforms, improve access to financial services, and strengthen women-led economic initiatives. Participants will also develop skills in strategic communication, stakeholder engagement, and monitoring and evaluation for sustainable impact.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of women's financial inclusion and its global importance.
2. Identify barriers to women's access to formal financial services.
3. Develop gender-responsive financial advocacy strategies.
4. Strengthen policy advocacy and stakeholder engagement skills.
5. Analyze and apply data-driven approaches to financial inclusion.
6. Explore digital financial solutions for women's economic empowerment.
7. Design campaigns to promote financial literacy among women.
8. Learn negotiation and influencing techniques for advocacy.
9. Integrate gender considerations in financial program planning.
10. Evaluate and monitor the impact of financial inclusion initiatives.
11. Implement strategies for promoting women-led enterprises.
12. Leverage partnerships to expand women's financial opportunities.
13. Utilize case studies to inform practical advocacy interventions.

Organizational Benefits

- Enhanced capacity to implement gender-sensitive financial programs
- Improved policy advocacy effectiveness
- Increased engagement with women beneficiaries
- Strengthened institutional frameworks for financial inclusion
- Development of sustainable and scalable women-focused initiatives
- Improved organizational reputation in gender equity programs
- Enhanced staff skills in financial literacy and advocacy
- Increased collaboration with financial institutions
- Ability to design impactful campaigns and initiatives
- Improved monitoring and evaluation of women-focused programs

Target Audiences

1. Gender and development officers
2. Policy makers and government officials
3. Financial institutions' staff
4. Non-governmental organizations (NGOs) focused on women's empowerment
5. Community-based organizations (CBOs)
6. Advocacy groups and civil society organizations
7. Researchers and academics in finance and gender studies
8. Program managers in social and economic development sectors

Course Duration: 5 days

Course Modules

Module 1: Introduction to Women's Financial Inclusion

- Overview of global financial inclusion trends
- Key challenges women face in accessing financial services
- Policy and regulatory frameworks
- Case study: Successful national women's inclusion programs
- Role of financial literacy in empowerment
- Action planning exercise

Module 2: Barriers to Women's Financial Access

- Cultural, social, and economic barriers
- Legal and policy constraints
- Gender biases in financial institutions
- Case study: Overcoming access barriers in rural communities
- Group discussion and solutions mapping
- Practical assessment activity

Module 3: Advocacy Strategies and Policy Influence

- Designing effective advocacy campaigns
- Stakeholder mapping and engagement
- Policy analysis techniques
- Case study: Advocacy for inclusive banking policies
- Role-play exercises for lobbying
- Developing advocacy toolkits

Module 4: Digital Financial Solutions for Women

- Overview of fintech solutions and mobile banking
- Leveraging digital platforms for financial access
- Risk management and cybersecurity
- Case study: Digital solutions empowering women entrepreneurs
- Hands-on session with digital tools
- Group project design

Module 5: Financial Literacy and Capacity Building

- Fundamentals of budgeting, savings, and credit
- Financial planning for women-led enterprises
- Literacy tools and resources
- Case study: Community financial literacy programs
- Peer learning exercises
- Developing financial education modules

Module 6: Monitoring, Evaluation, and Impact Measurement

- Indicators for financial inclusion
- Tools for measuring advocacy impact
- Reporting and documentation
- Case study: Evaluating program effectiveness
- Practical M&E exercises
- Designing an impact measurement framework

Module 7: Partnership Development and Networking

- Building alliances with financial institutions
- Collaborating with government and NGOs
- Networking strategies for advocacy
- Case study: Successful partnership models
- Stakeholder engagement simulation
- Drafting partnership proposals

Module 8: Strategic Campaign Planning and Implementation

- Developing advocacy campaign plans
- Communication strategies for impact
- Resource mobilization
- Case study: National women’s financial inclusion campaign
- Campaign simulation activity
- Presentation of campaign strategies

Training Methodology

- Interactive lectures and group discussions
- Case study analysis and presentations
- Role plays and simulations
- Hands-on exercises and practical tools
- Peer-to-peer learning and knowledge sharing
- Field assignments and action planning

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

Start Date	End Date	Location	Price
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