

Setting targets leads to results

Impact and Results in Tanzania



- > 20 micro and small women entrepreneurs trained
- > 15 women achieved the business goals they had set
- > 4 women managed to attract a loan
- > Together we created a list of 14 different funding sources
- > Enthusiastic reactions to the practical and creative style of training.

From November 2019 until January 2020 the Brilliant Entrepreneur implemented the Talent-in-Business programme in Tanzania, funded by the Netherlands Embassy. The program started with a training in Dar es Salaam for 20 women entrepreneurs and ended with follow up phone calls to each individual participant, in order to monitor progress and provide further coaching and advice.

Setting targets leads to results

Setting goals for your business and connecting these goals to a timeline were mentioned by many participants as a valuable new skill they had learned. Part of each Talent-in-Business program is formulating a long-term goal. Based on this the participants define a goal for the first step to reach the long-term goal. Since this program took only 2.5 months, the first step was to be accomplished in this short period. The entrepreneurs planned to achieve targets in the area of finding new clients and investors, employing new staff, buying new machines and writing a full business plan. After 2.5 months we called all participants and found out that 15 of them actually managed to reach their target!

Setting targets also appeared to be useful for the very short period. The Netherlands Embassy organised a network meeting for the participants. Before we went to the networking meeting, all entrepreneurs formulated a target in terms of how many new people they wanted to meet, what they wanted to discuss with them and how they planned to present themselves. This motivated the women to make new connections, leading to promising business relations.



Access to finance

Access to finance is often mentioned as one of the key obstacles for the growth of women entrepreneurs. That was also the case in this training, thus we were asked to include the Brilliant Entrepreneur component on preparation for investors. However, during the first day we discovered that the majority of the participants were too much in the start-up phase to be ready for investors. We decided a change of plans and developed a session on finance that was relevant and accessible for the entrepreneurs. Together with them we identified [a list of 14 different sources of financing](#), ranging from 'family, friends and fools' to venture capitalists, and from having a job next to your business to bank loans.

'I am positively impacted and will definitely implement the key learnings, especially proper finance management as well as proper talent management in relation with business.'

Practical training



The participants indicated during the evaluation that they were very enthusiastic about the practical and diverse training tools. They liked the creative and informal facilitation style and the honest engagement of the trainers with all the participants.

'From now on I will use my talent in my business instead of forcing myself to be I am not.'