

Business innovation steps by 40 women entrepreneurs in Albania

Impact and results in Albania



- > In total 40 women entrepreneurs trained in talent-in-business.
- > All 40 participants identified their talent and formulated a value proposition
- > The majority of all participants successfully achieved their target for the innovation of their businesses.
- > Enthusiastic reactions to the practical and creative style of training.
- > The training was on average rated with a 9.7!

'It was beyond my expectations. Usually in the trainings there is a speaker who speaks most of the time and gives theoretical advice. This one was interactive, practical and we had plenty opportunity to learn from each other. It was not boring at all!'

'I am very pleased that I was part of this training. I identified my strong and weakest characteristics in order to have the best possible self-management as a professional business woman!'

In 2023 Brilliant Entrepreneur implemented two Talent-in-Business trainings with our partner the Gender Alliance Development Centre (GADC) in Albania. The trainings were part of bigger projects that GADC was implementing for strengthening women entrepreneurship in Albania. The first training was funded by the Netherlands Embassy, with an overall project period from February to May. The US Department of State financed the second training that took place from September to November.

In total 40 SME women entrepreneurs from different sectors and regions in Albania took part in the trainings. Both trajectories started with an intensive 2-days training on talent and business development. Based on the outcome, the participants took 2.5 months to work on their business innovation step and explore the power of their talent in daily live. After 2.5 months we had a final session online to gather and celebrate all the achievements and lessons learned.

We even had the opportunity to visit three entrepreneurs in their business locations. They impressed us with their achievements. Read the story on the next page about the amazing progress of one of the entrepreneurs!



With talent more fun and.... more clients!

We had the great opportunity to visit one of our Brilliant Entrepreneurs whom we trained, Mimoza Shuli, owner of [Hotel Perla](#) in Pogradec (Albania). Her talent is 'to give courage' and do the impossible. And this is how she applied it.

After our two days Brilliant Entrepreneur training, she decided to do what makes her happy: patisserie.

She followed a course with an Italian chef, and started producing delicious cakes and desserts.

Guess what happened... The new display case with the tempting pastries attracted sweet lovers from everywhere. This summer, more people than ever sat down on Perla's terrace to enjoy their coffee with pastry. Soon, the production became more work than Mimosa could manage so she educated and employed three young women especially for the patisserie.

Fortunately, we were among the lucky ones that could try some of her finger licking specials!

Confidence in talent

It is not very common for the women, who are busy due to their double burden of business and household, to take time to reflect on their own passion, strengths and weaknesses. Identification and reflection on talent was an eye-opener to all participants. They were positively surprised by the impact that knowing and using your talent can have on their companies. And... on their own self-confidence! Some of them had the powerful experience in hard situations where talent popped-up to help them out!

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.

Setting a target helps to keep focus! 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.



Brilliant
Entrepreneur

None of the entrepreneurs were used to look back and celebrate their achievements. In the contrary, they incline to put themselves down and only focus on all the things that still need to be done. After 2.5 months we took a moment during an online session to put their achievements in the spotlight. This was a positive experience for all of them.



Investment readiness

Often entrepreneurs think that they need funds to make their business grow. Awareness on the needs and implications of external funding were part of the training in February. The roleplay and explanation on loans and investments was an eyeopener for many of the participants. Most of the participants concluded that before they are ready for receiving funds that have to be repaid to a bank or an investor, some serious steps in their businesses need to be accomplished first.

New friendships made

A very important asset of the trainings has been the contact between the participants. The new synergies, new ideas and exchange of experiences has been of great value. The entrepreneurs feel that they are not the only ones struggling. They have soulmates and colleagues they can share their problems, questions and ideas with. For many of them this has been a mind-blowing experience. New friendships and business relations were born!

Practical training

The participants 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. Some of them got even inspired to integrate this way of training in their own training centre.



Ambassador of the Netherlands

Mayor of Durres

Certification session

A great moment in both trainings was the closure of the trainings where the ambassador of the Netherlands Embassy, the delegate of the US embassy, the mayor of Durres and delegates of the Municipality of Tirana handed over certificates to the participants. All participants got the opportunity to present themselves and their businesses to the honoured guests.