

HP LIFE Blended TOT in Istanbul

The 2011 LIFE Blended Training of Trainers (ToT) for the Europe, Middle East and Africa (EMEA) region was held in the Hewlett-Packard Office in Istanbul, Turkey, from 16 to 18 November 2011. 14 participants from the FY11 HP LIFE Grantees in the EMEA region, coming from all over the region (Kenya, Nigeria, Russia, South Africa, and Turkey) attended the LIFE Training of Trainers, as part of their grant.

The LIFE Blended Training of Trainers contains 3 steps:

- STEP 1: Completing the LIFE Online Method that consists of 9 different units of animated presentations, videos and self-assessment quizzes;
- STEP 2: Successfully completing the LIFE Online Assessment, that tests the trainer understanding of the methodology contained in the online method;
- STEP 3: Successfully completing the LIFE Face-to-Face workshop.

For about 4 weeks, the participants studied all the theory needed to deliver the LIFE Curriculum to micro-entrepreneurs, on the LIFE online platform. After successfully completing the online assessment, they were invited to the face-to-face, organized in collaboration with HP, UNIDO and MEA-I. During 2.5 intensive days, the candidate LIFE Trainers reviewed the methodology and had the opportunity to practice delivering topics and to receive coaching from MEA-I certified Master Trainer, Claudio Cerulli. At the end of the training the Programmatic Workshop was kicked-off where the participants were engaged in very interesting discussions around the entrepreneurship development in their respective countries.

All 14 candidate trainers are certified LIFE Trainers and are now entitled to train aspiring and well-established entrepreneurs on the LIFE Curriculum in their home countries.

Extracts from the training evaluation survey:

- *"I think this program is just what we need to put some of our training programs onto another level. We focus on a more market access issues. The topics from entry levels of the LIFE curriculum specifically can add value to our training programs."*
- *"Very relevant and absolutely needed with the way the world is shifting. Nigeria is strongly focused on supporting micro, small and medium enterprise owners and the HP LIFE provides a tested platform to take business owners to the next level."*
- *"I leave Turkey better than I came...look forward to deliver accordingly... join the next level of trainers, interact more with my trainees and Master Trainer and change Africa for the better."*