



ETHIOPIA

YOUNG
ENTREPRENEUR
PROGRAM
ETHIOPIA

VISION AND MISSION

Management know-how and entrepreneurial skills are instrumental for the growth of the Ethiopian economy. The government has highly ranked this strategic subject on the country's priority list.

Young Entrepreneur Program Ethiopia (YEP Ethiopia) is committed to promote small and medium businesses in Ethiopia. The country has a growing number of big companies that often have contacts abroad. This is the so-called premium segment. In addition, there is a multitude of very small local traders: Ethiopians who try to sell their products on a few square metres (mostly on the side of the road), ranging from vegetables to coffee cans. The intermediate layer, in Western countries called small and medium size enterprises (SMEs), shows

room for growth. YEP Ethiopia is convinced that growth of the medium segment will give a strong impulse to the further development of the country's economy. Holding this conviction YEP Ethiopia is committed to share (knowledge of) entrepreneurship and management in Ethiopia. Participants are offered the opportunity to go through an effective training program. They are trained in key skills that contribute to successful entrepreneurship and management. Professionals who have a track record in management and leadership transfer their knowledge, skills and best business practises to ambitious Ethiopians. Participants are coached when putting into practice the knowledge acquired in the YEP program. They are encouraged to grow in their management function, acting as real entrepreneurs.



PROGRAM PRINCIPALS



1 SELECTION
Candidates who have at least 2 years of business experience can apply for the YEP program and will go through an extensive selection process.

2 TRAINING
The aim is to train Ethiopian people in knowledge of business management, business skills, behaviour and motivation. This is done through both training on the job and classroom trainings.

3 ATTITUDE
YEP Ethiopia is aware of cultural differences between the Netherlands and Ethiopia. Our approach originates from a respectful attitude. We believe in combining the strenghts from both countries.

YEP PROGRAM

Before trainees can participate in the YEP program they complete an extensive selection procedure and they are extensively evaluated on their motivation, drive and abilities.

Theory and practise go hand in hand in this 2 year program. Classroom trainings are being held every 3 months. This means trainees participate in 8 training blocks. Every training block takes 5 days (Monday-Friday). Lessons learned during the classroom trainings are implemented in real business in between the training blocks.

The YEP curriculum covers the following modules:

1. Business Management
2. Supply Chain Management
3. English
4. Business Ethics
5. Entrepreneurial skills and HRM
6. ICT
7. Finance
8. Communication
9. Marketing and Sales
10. Innovation

All modules are trained in **close connection with daily business practises**. Theory and practise are bridged together. Trainees are working on exercises, representing actual business situations. This creates maximum recognition and learning effect.

YEP Ethiopia monitors the **individual performance of the trainees**. The YEP coach reflects on the trainee's own business plan and personal development plan. Progress on exercises and assignments are controlled through an e-learning platform.

Trainees meet each other quarterly in **Community of Practise sessions**. They discuss their experiences and challenges and share their best practises.

The YEP program is a **very effective training course**. What is learned today can be practised tomorrow!

NETWORK YEP ETHIOPIA



TARGET GROUP > Promising Ethiopians can participate in the YEP program after successfully completing the selection procedure. Motivation, passion and ambition are important criteria.



LOCAL BUSINESSES > Companies in Ethiopia who have their (potential) managers trained through the YEP program.



STAKEHOLDERS > Other stakeholders are educational institutions, foundations and the government.

WHY YEP? BRIDGING THEORY & PRACTICE

Ethiopia has a growing number of vocational schools and universities. This increases the scope of theoretical knowledge. However, putting theory into practice turns out to be a challenge.

YEP offers promising Ethiopians the opportunity to actually integrate theory and practice of management through a work/learning program. Theoretical trainings are provided by YEP. Professionals who know from experience how to run a business provide the trainings. The YEP program takes two years, in which trainees gain knowledge of entrepreneurial and management subjects in 40 days (8 weeks * 5 days of training). During this program YEP will coach trainees on putting theory into practice. Going through the YEP program makes participants ready for a management position or leadership function.

A wide range of businesses in Ethiopia registered their (potential) managers as trainees for the YEP program. Participants as well as the organizations they work for have been experiencing the great value of this management training.

KEY VALUES

› EDUCATION

Accomplishing the mission starts with the transfer of knowledge and skills. Knowledge leads to personal development and innovation. Skills result into better quality through which companies can distinguish themselves from competitors. Combined they lead to income and thus to a higher level of well-being.

› SUSTAINABILITY

Once participants in the program are successful in their businesses, they can become a coach for the subsequent groups of young people with entrepreneurial potential through provision of their own networks, knowledge, resources and when possible trainee positions. In this way we work on a pyramid model that contributes to sustainability and scalability of this program. Dutch entrepreneurs and educational experts initially provide the trainings. Through a train-the-trainer program this responsibility will be transferred to talented Ethiopian trainers in the long-term.

› QUALITY

YEP Ethiopia focuses on quality. A thorough pre-selection and good guidance ensure a supply of promising entrepreneurs and managers.

› COOPERATION

YEP Ethiopia believes in an integrated approach in which cooperation with other players is essential, thus being able to provide a transfer of knowledge towards Ethiopian potentials. Businesses, foundations, educational institutions and the government are brought together to realise this transfer of knowledge and skills on a structural basis.

› AWARENESS

The YEP program proves that synergizing two worlds leads to amazing results. The Dutch community and businesses face numerous possibilities to participate in this boundary spanners program, leveraging Ethiopia's economy and thus uplifting welfare and living standards for people in this country.



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