

# Empowering Entrepreneurship

A PATH TO SUSTAINABLE GROWTH



## 5 Key Focuses



### FINANCIAL RESPONSIBILITY

01

- Requesting Loans
- Budgeting Workshops
- Opening Bank Accounts
- Saving and Investment Habits
- Financial Risk Management



### MARKETING AND BRANDING

02

- Social Media and Website development
- Graphic Design
- Professional Presentation
- Advertising
- Expanding to International Markets

### SOFT SKILLS

03

- Problem solving
- Leadership
- Critical thinking
- Communication
- Teamwork
- Self-reliance



### ACADEMIC FOUNDATIONS

04

- Reading and Writing
- English Language
- Arithmetic
- Data Interpretation
- Scientific Inquiry



### TECHNOLOGICAL SKILLS

05

- Using Modern Technology
- Microsoft/Google Suites
- Professional Communication
- Online Sales Platforms



## 4 Building Blocks of Entrepreneurial Empowerment

1

### IDENTIFY NEEDS

Performing a needs assessment is a great way to get started. This will allow you to gauge what the community needs and wants

2

### COMMUNITY ENGAGEMENT

Any initiative needs to be community driven. Start involving the community early with conversations about priorities. Remember this is about what they want not what you think they need

3

### CURRICULUM DEVELOPMENT

Based on the needs of the community, use either a prepared curriculum from a source such as Junior Achievement or develop your own if none exactly match

4

### LESSONS AND WORKSHOPS

Work with the community to begin establishing workshops and seminars to cultivate technical and social skills based on the curriculum and desired outcomes

### DON'T HESITATE TO REACH OUT TO AN ORGANIZATION

If you feel unprepared to do this on your own, don't worry! There are many organizations that can assist with implementing an entrepreneurial education model. Scan the QR codes provided below for more information on their programs and offered assistance

STEP 1



STRATEGY

STEP 2



INVOLVEMENT

STEP 3



DEVELOPMENT

STEP 4



ACTION PLAN

## Suggested Resources

HOW TO GET STARTED!

SCAN THE QR CODES BELOW

Fondacion Paraguaya



Fondation Orient-Occident



Junior Achievement



Future Farmers of America



GNB Bank EcoEntrepreneurs

