

Workshop on Female Empowerment and Engagement

Action Lab for Development (ACTLAB) in cooperation with:
Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ)

giz



Detailed Schedule

■	GIZ
■	Cornelius
■	Laura
■	Cornelius & Carlotta
■	Carlotta

	Monday	Tuesday	Wednesday	Thursday	Friday
11:45 – 12:00	Prayer & National Anthem	Prayer & National Anthem	Prayer & National Anthem	Prayer & National Anthem	Prayer & National Anthem
12:00 – 13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 – 14:00	Welcome (Laura, Cornelius, Carlotta)	Design Thinking Theory	Introduction ICT	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community
14:00 – 15:00	Importance of citizen participation (Ines GiZ)	Design Thinking Practice in 5 groups of 5 women each	Atingi	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community
15:00 – 15:15	Short Break	Short Break	Short Break	Short Break	Short Break
15:15 – 16:00	Entrepreneurship, Social Entrepreneurship, Personal Optimization	Design Thinking Practice in 5 groups of 5 women each	Atingi	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community
16:00 – 17:00	Leadership, Idea Generation, Business Model Development, Key Skills	Design Thinking Practice in 5 groups of 5 women each	Atingi	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community
17:00 – 17:30	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
17:30 – 18:00	Visualization of important information	Design Thinking Practice in 5 groups of 5 women each	Atingi	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community
18:00 – 19:00	Feedback round, Positive and Negative	Design Thinking Practice in 5 groups of 5 women each	Atingi	Atingi	Presentation of Project Ideas and plan of action for the implementation in the community

Today's Schedule

01

Welcome &
Introduction

02

Importance of
Citizen
Participation

03

Entrepreneurship

04

Personal
Optimization &
Leadership

05

Idea generation &
Business Model
Development

06

Reflection &
Feedback



01

**Welcome &
Introduction**

Introduction

Laura



Cornelius



Carlotta



In-depth analysis

Action Lab for Development (ACTLAB)



- Cameroonian NGO (founded 2016)
- Entrepreneurship, creative economies, and civil society work
- Objectives: Education of vulnerable groups, Support local initiatives, digital inclusion

Deutsche Gesellschaft für internationale Zusammenarbeit



- Service provider for int. cooperation for sustainable development & international educational work
- Active on behalf of various ministries of the Federal Republic of Germany
- In Cameroon since the early 1960s

02

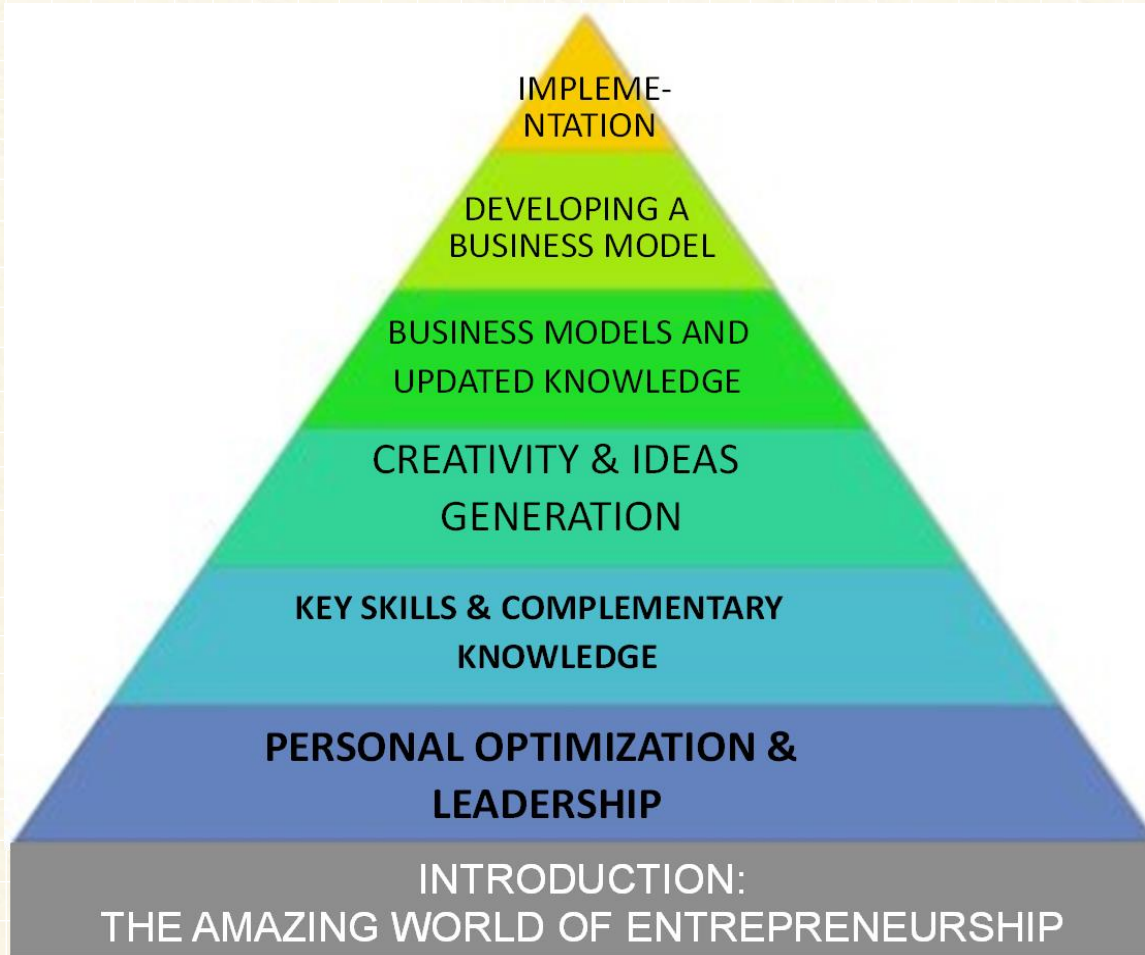
Importance of Citizen Participation

03

Entrepreneurship



VIDEO

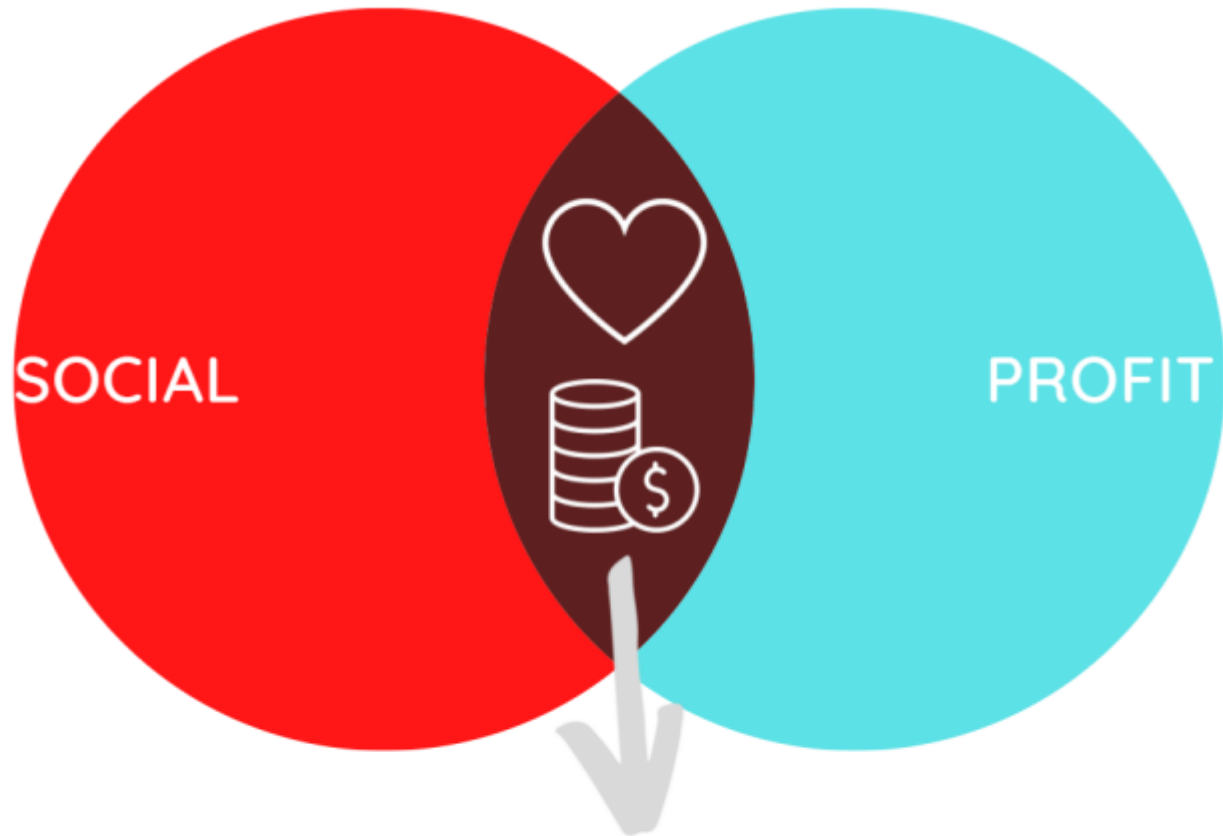


Who is an entrepreneur?

It is...

It is NOT...



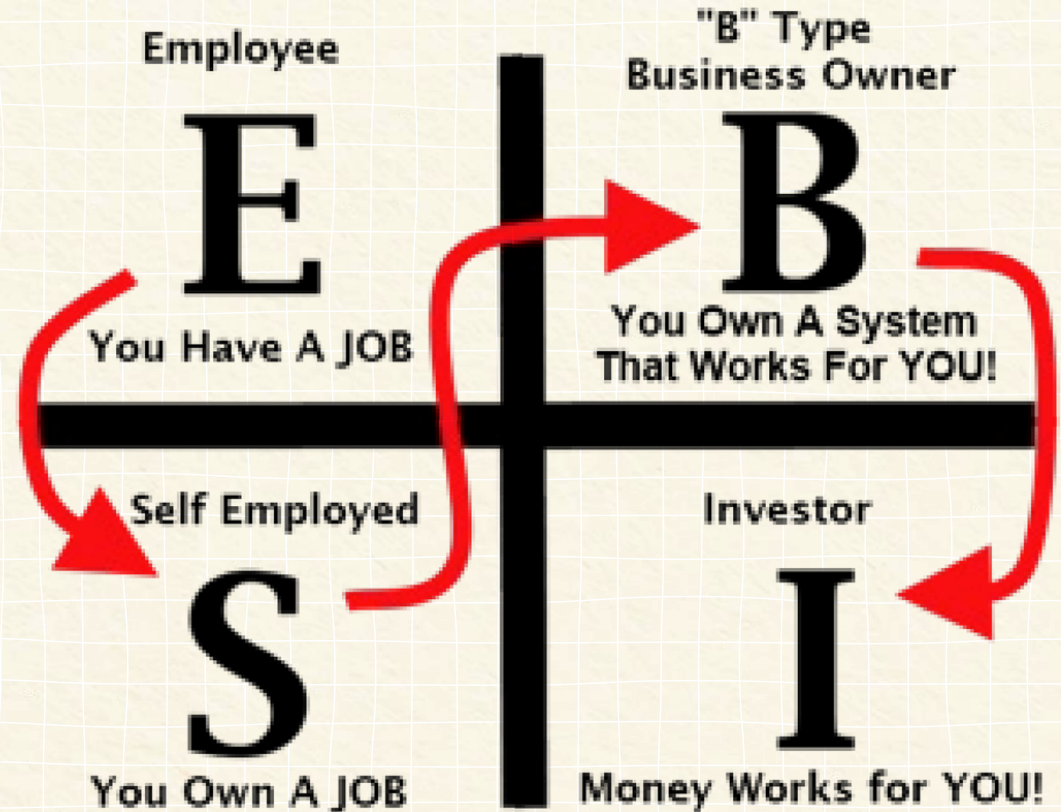


SOCIAL ENTREPRENEURSHIP!

Difference between Entrepreneurship and Social Entrepreneurship

Exercise 1: Take a couple of minutes and write into these boxes what you associate with both "Entrepreneurship" and "Social Entrepreneurship". Quickly jot down your spontaneous thoughts and associations in bullet points, there is no right or wrong!

The Cashflow Quadrant



04

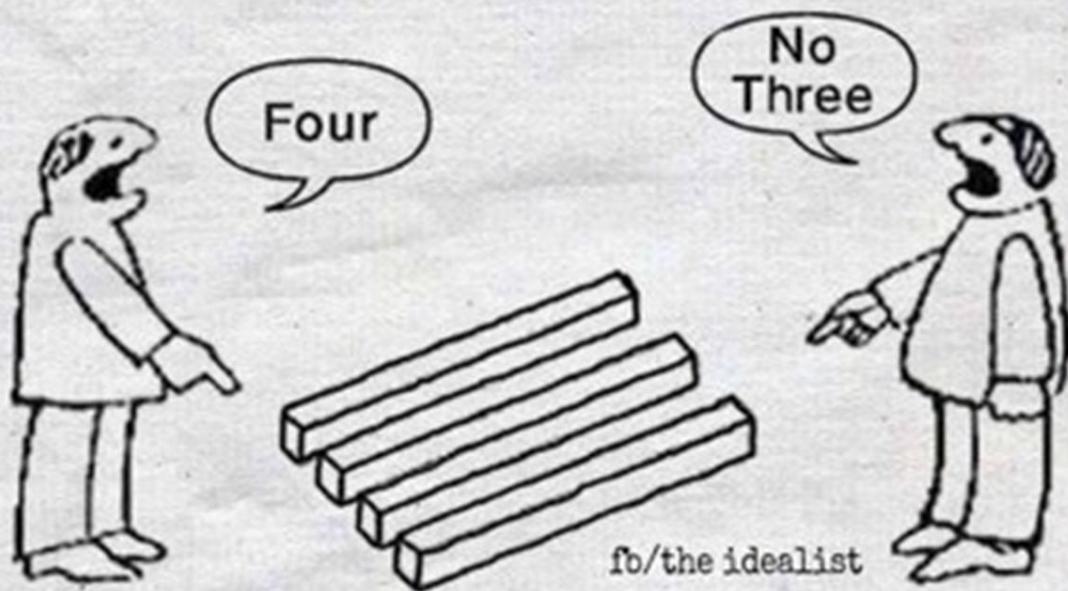
Personal

Optimization &

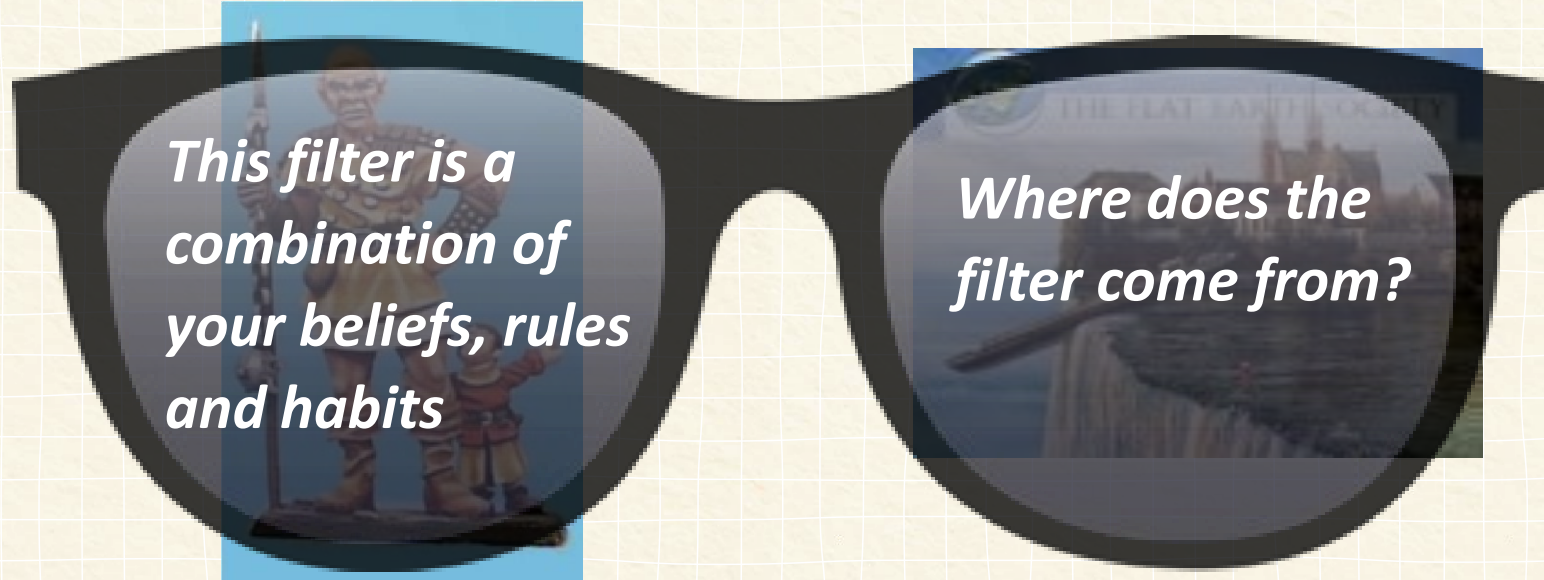
Leadership

**"Everything we hear
is an opinion, not a fact.
Everything we see
is a perspective, not the truth."**

- Marcus Aurelius



How we perceive things is always subjective



Where does the filter come from?

It comes from your personal history.

Parents, teachers, authorities, environment Experiences, Friends, Conversations

Positive: You are valuable, you are powerful, you can do this -> energy, happiness, freedom

Negative: You can not do this, you are weak, you will fail -> negativism, sadness, lack of motivation

Why is this important?

BELIEFS

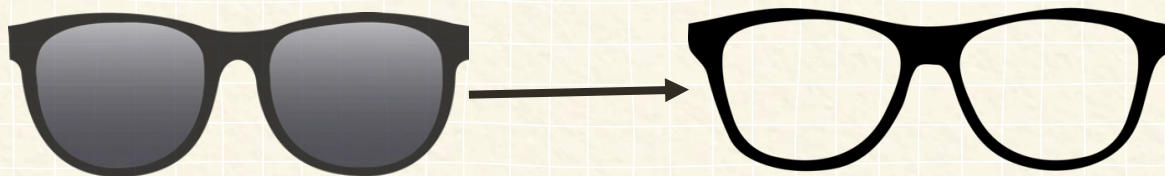
THOUGHTS

ACTIONS

RESULTS



How to resolve this?



Reflect on yourself and
your past.

The power to
FORGIVE

Personal Exercise

(not to be shared)

- Can you identify negative beliefs, rules or habits of yourself?
- Do you recognize wounds that have not healed?

*Reflect about that for 15 minutes
and write it down.*

8 Powerful Habits

Learning		
Affirmations		
Visualization		
Journaling		
Goal Setting		
Exercise		
Nutrition		
Surrounding		

Leadership

What is your definition of a leader?

What are the main characteristics of a good leader?

Key lessons about Leadership

1) You do not need a title to be a leader

2) Turbulent times build great leaders

3) The deeper your relationships, the stronger your leadership

4) To be a great leader first become a good person

How to set SMART goals

Specific

Your goal should be as specific as possible and answer the questions: What is your goal? How often or how much? Where will it take place?

Measurable

How will you measure your goal? Measurement will give you specific feedback and hold you accountable.

Attainable

Goals should push you but is important that they are achievable.

Realistic

Is your goal and timeframe realistic for the goal you have established?

Time-bound

Do you have a timeframe? This helps to hold you accountable and motivates.

VISUALIZATION
(Dreams,
Passion,
Opportunities)



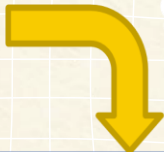
GOALS



OBJECTIVES



PLAN
(Activities,
Resources)

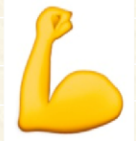


RESULTS

BELIEFS
(+ and -)

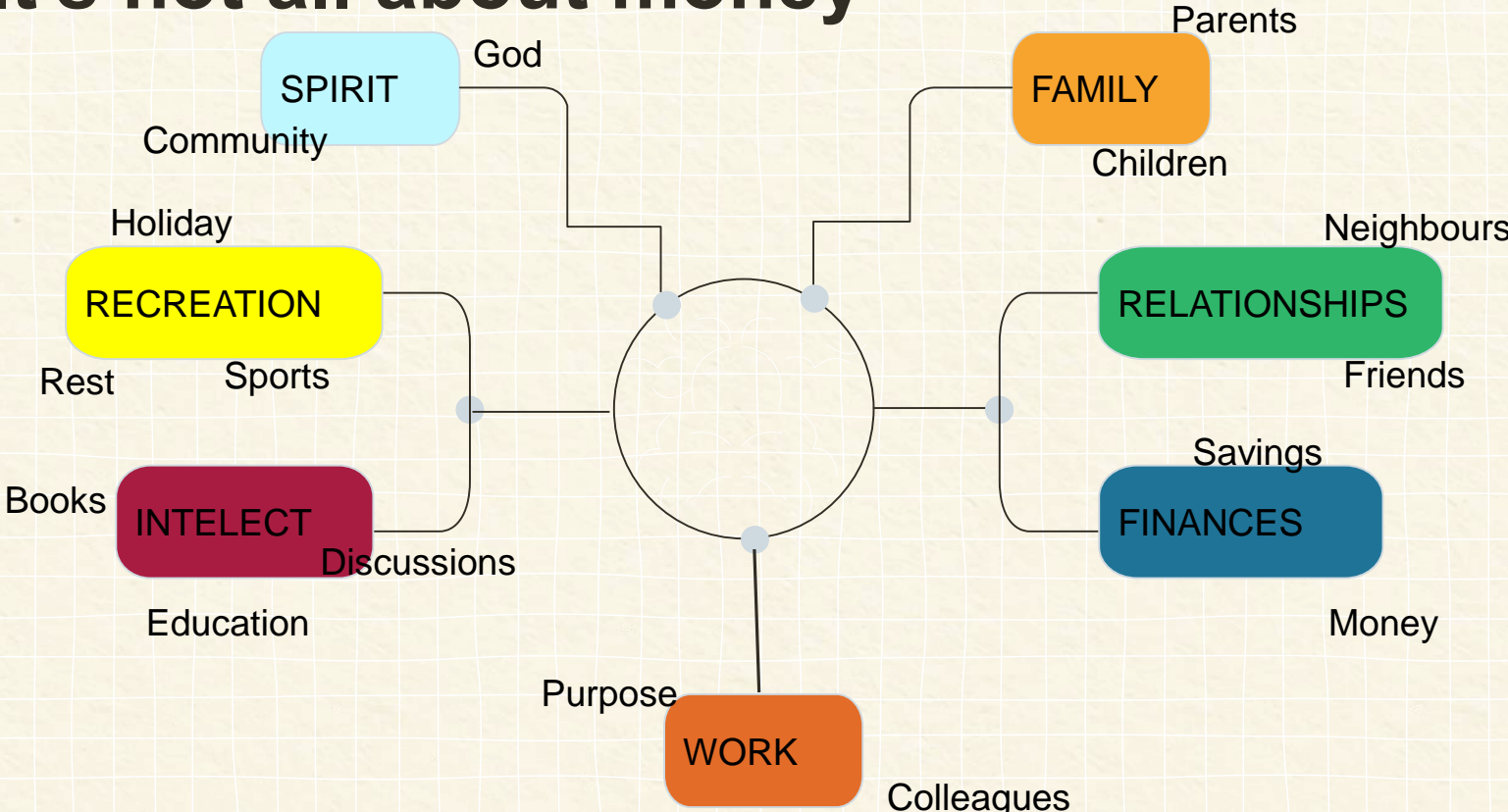
THOUGHTS
(+ and -)

HABITS



Main Areas: Spiritual, Affective, Family,
Relationships, Finances, Work,
Recreation, Health, Intellectual

It's not all about money



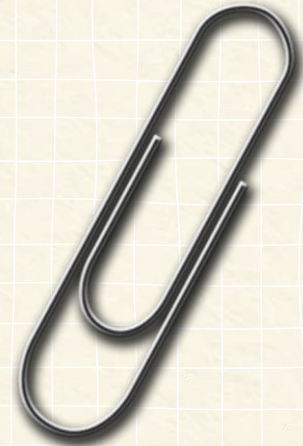
05

**Idea generation &
Business Model
Development**

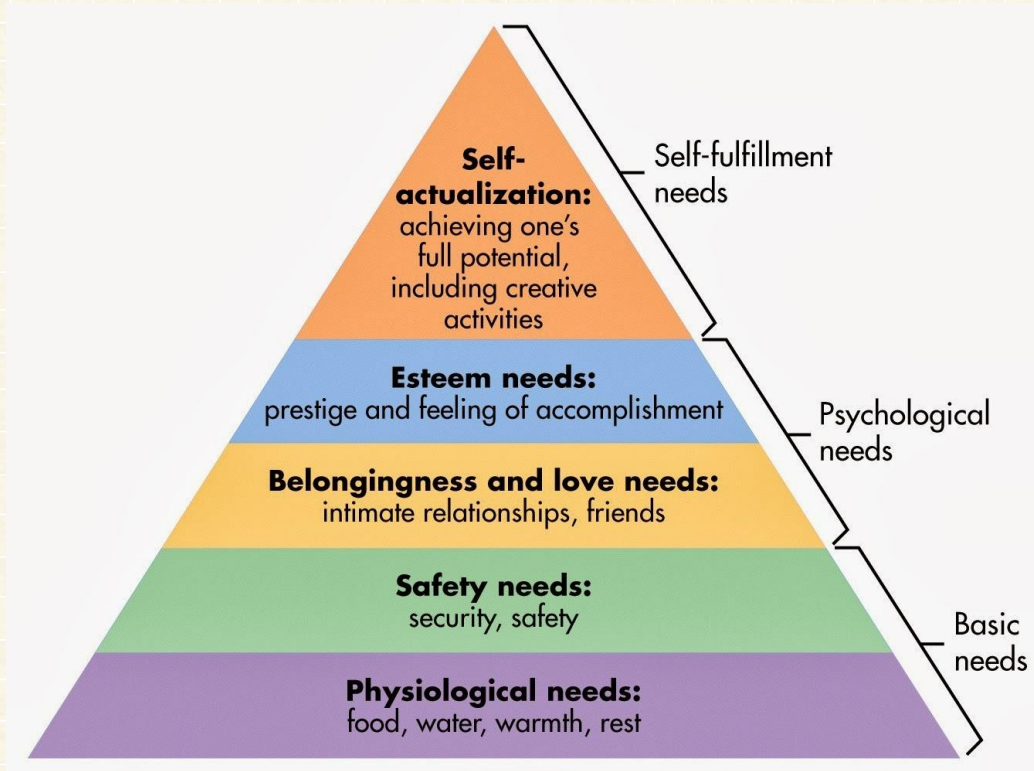
Idea Generation

Practical Exercise: What can you do with this pin?

Give as many options as possible! There are no wrong answers!



How to Develop a Business Model

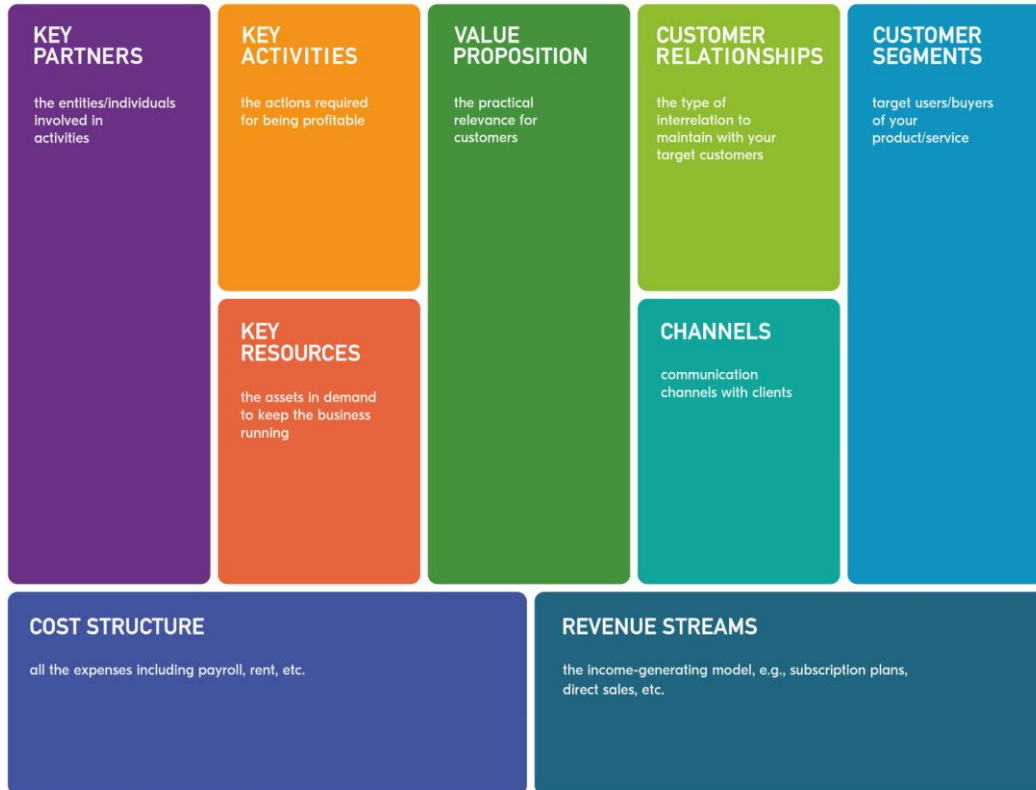


Business Model Canvas



Alexander Osterwalder, born 1974 is a Swiss business theorist, author and consultant, known for his work on business modeling and the Development of the Business Model Canvas.

Business Model Canvas



Key Skills

- Technical Knowledge
- Problem Solving
- Teamwork
- Public Speaking
- Leadership
- Communication



06

**Reflection &
Feedback**

Exercise: Visualize the most important information



What do you think of today?

Positive

Negative



Tomorrow: Design Thinking

**Thank You & See
you tomorrow!**



Design Thinking

Today's Schedule

Design Thinking
Theory

Warm up &
Principles of work

Practical Application

Reflection &
Feedback



Content

Introduction to the concept, methodology

- What is Design Thinking?
- Who can use it?
- Why is it useful?

Practical Application

- Group work (5 groups with 5 people each)
- Come up with a problem
- Go through the process

“Design thinking is a systematic approach to complex problems from all areas of life. Depending on how you look at it, design thinking can also represent a mindset or a culture”

(Glitza 2019: p. 17)

Where it comes from

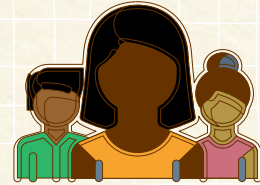
- Origins: 80s & 90s in big companies California
- Purpose: Find creative solutions for problems
- Combination of intuition and iterative approach
- Goal: being able to react to unforeseeable events - > flexible but structured

3 Key Components

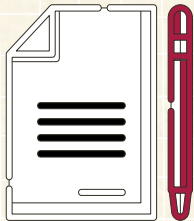


Process

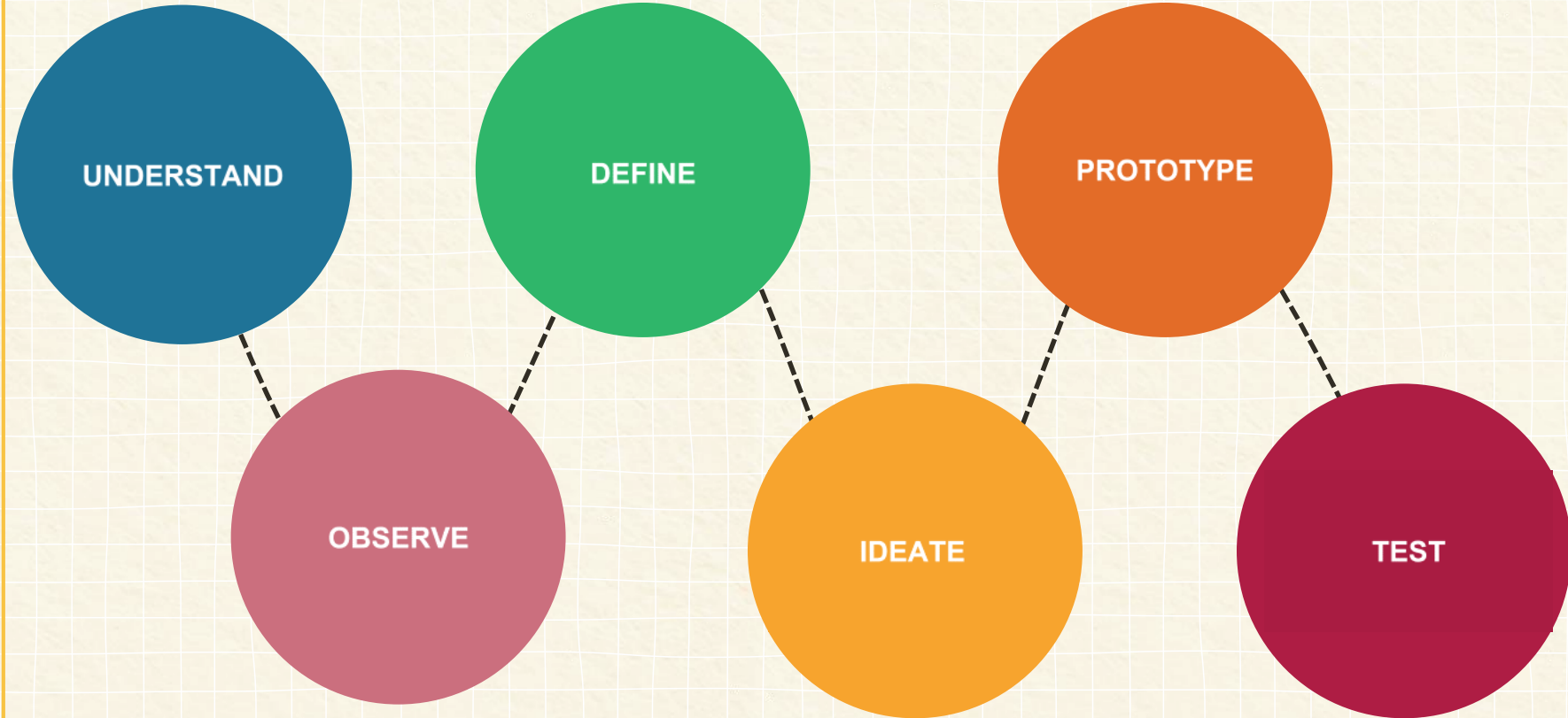
People



**Premise and
Materials**



Process



UNDERSTAND

OBSERVE

DEFINE

IDEATE

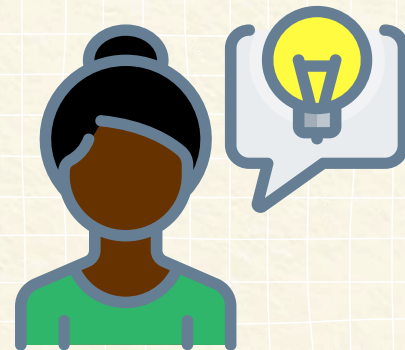
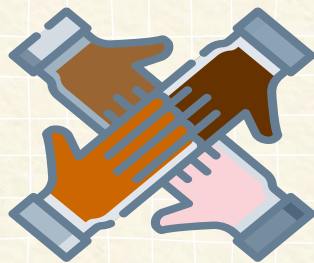
PROTOTYPE

TEST

People

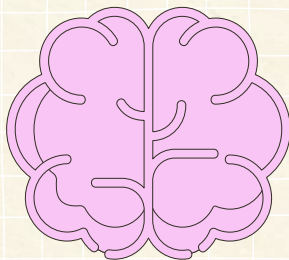
Diverse Team

- perspectives
- backgrounds

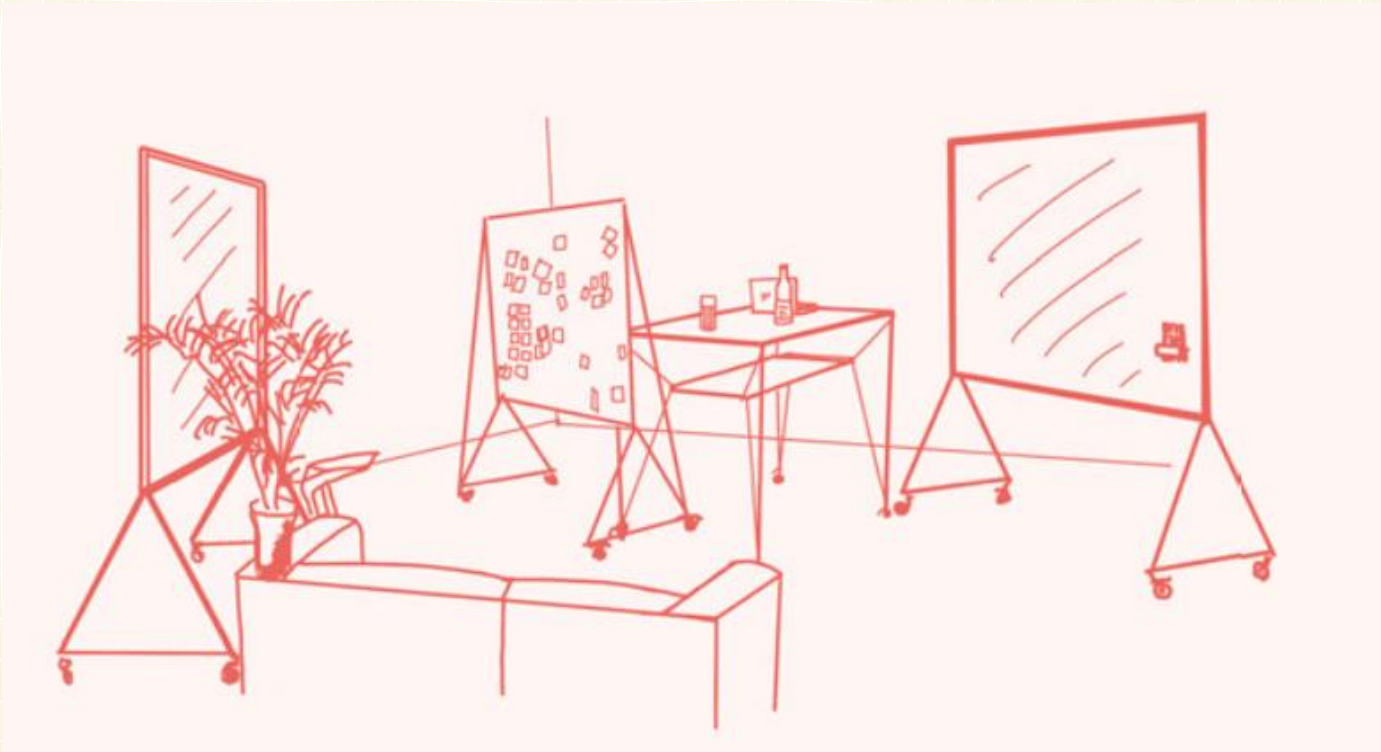


Culture

- appreciative
- equal
- mistakes are welcome



Premise & Materials



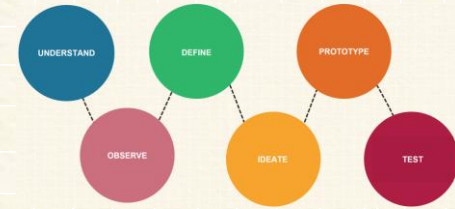
Enough Theory!

Let's try it out!

Warm Up

Danish Clapping Game

Time Schedule



	<u>Tuesday</u>	<u>Friday</u>
13:00 – 13:30	Design Thinking Theory	Test
13:30 – 14:00	Warm up, Principles of work & Group Building (10 min each)	Test
15:00 – 15:15	Short Break	
15:15 – 16:00	Understand	Test
16:00 – 16:30	Observe	Test
16:30 – 17:00	Define	Test
17:00 – 17:30	Coffee Break	
17:30 – 18:00	Ideate	Test
18:00 – 18:30	Chose the most promising one	Test

What do you think of today?

Positive

Negative

**Thank You & See
you tomorrow!**

**Tomorrow:
Importance of ICT &
Start of Atingi Course**

05

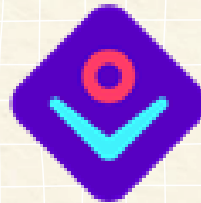
Digitalization

Today's Schedule

Introduction ICT

Introduction of Atingi
Team

Atingi Course



atingi

Introduction to the importance of ICT

- improve the way humans create, process and share data or information with each other
 - improve their abilities in numerous areas, including business; education; medicine; real-world problem-solving; and even leisure activities related to sports, music, and movies
 - these help people and organizations interact in the digital world.
-
- landline telephones, radio and television broadcast -- > artificial intelligence and robotics

ICT versus IT

ICT

a more comprehensive list of all components related to computer and digital technologies.

IT

about managing the technologies related to information, and its various technical aspects, including software, hardware and networking. IT does not include considerations of communications devices and technologies while ICT does. IT can be considered a subset of ICT.

Why ICT is important for businesses

- Highly automated business processes that have cut costs.
- The big data evolution, where organizations are turning the vast trove of data generated by ICT into insights that drive new products and services.
- ICT-enabled transactions such as internet shopping and telemedicine and social media that give customers more choices in how they shop, communicate and interact.

What do you think of today?

Positive

Negative

06

**Reflection &
Feedback**

Schedule of the Workshop

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Headline news

When it comes to writing the headline news for a newsletter, it's important to grab the reader's attention and entice them to read further. Here are some tips for crafting an effective headline:

- **Keep it short and sweet:** a concise headline is more likely to catch the reader's eye and make them want to read on
- **Be specific:** use specific details or numbers in your headline to give readers an idea of what they can expect to learn
- **Make it relevant:** choose a topic that is timely and relevant to your audience

Stay tuned for more updates on this exciting development as we continue to innovate and push the boundaries of what's possible!



In-depth analysis

Unveiling complexity

Explore the heart of your subject with the in-depth analysis. Peel back layers, revealing the intricate details that matter. Whether it's a product feature or a social concern, this section is your space for careful examination. Provide readers with valuable insights, expert perspectives, and data-driven clarity

Useful recommendations

Organize this section by starting with an introduction to set the context. Break down your main analysis into subsections. Encourage engagement through a call to action or discussion prompt, and offer additional resources for readers to explore further. Keep the content concise and maintain a clear flow





Behind the scenes

Unmasking creation

Delve into the behind-the-scenes process, sharing insights on idea generation, content creation, and design execution. From brainstorming sessions to final touches, offer an exclusive look at the creative journey

Art of composition

Step into the realm of meticulous craftsmanship. Here, we unveil the artistry behind your newsletter's production. Explore the meticulous process of curating content, refining prose. Readers gain an appreciation for the skillful hands behind the newsletter

The collaborators

Introduce the diverse team of contributors who passionately shape each edition. By acknowledging their dedication, you deepen the reader's connection and offer a behind-the-scenes view of the collective effort that really drives your newsletter's success





Tips & tricks

Time management

“Break your day into smaller chunks and focus on one task at a time. Take short breaks in between to stay fresh”

Networking

“Attend events, join professional organizations, and connect with others in your field on social media to expand your network”

Communication

“Be concise when communicating ideas, actively listen to feedback, and be open to constructive criticism”

Self-care

“Make time for exercise, healthy eating, and hobbies outside of work to reduce stress and promote relaxation”

Learning

“Attend workshops or conferences, read industry publications, and take online courses to expand your knowledge base”

Goal-setting

“Set clear goals by breaking them down into smaller achievable steps and by celebrating progress”

Examples of news

New project

“Our company is excited to announce the development of a new project that has been in development for months. This innovative idea is expected to revolutionize our work”

Award recognition

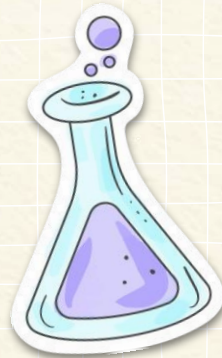
“Our organization has been recognized for excellence in our field by receiving an award. This recognition reflects the hard work and dedication of all of our amazing collaborators”

Newsletter expansion

“The reach of our newsletter is limitless! Every day we have more and more subscribers who want to discover everything we have to tell. We even improved the design!”

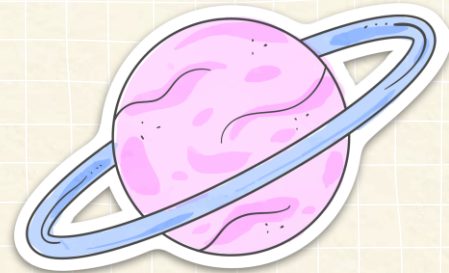
CSR

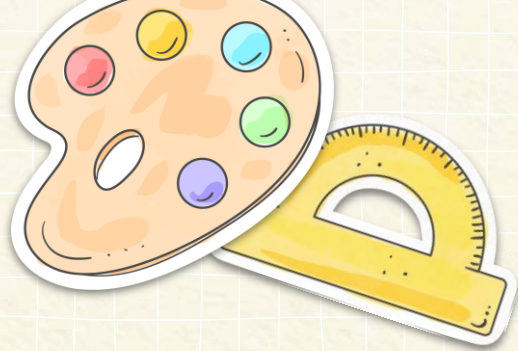
“We have recently partnered with a nonprofit organization to provide support and resources to those in need. We believe that it is important to be socially responsible”



"Believe in yourself and all that you are.
Know that there is something inside
you that is greater than any obstacle"

—Our motto



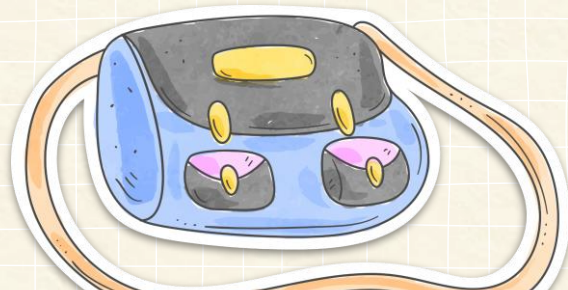


April 14

You can insert here the title of the event
or a small description

June 6

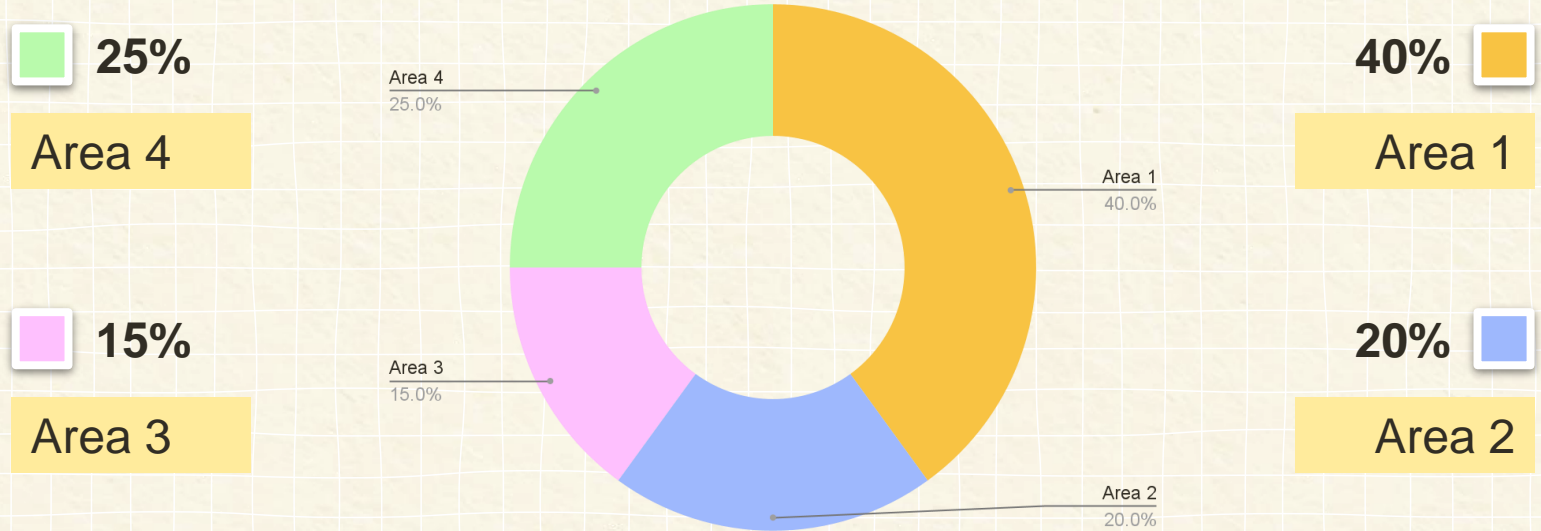
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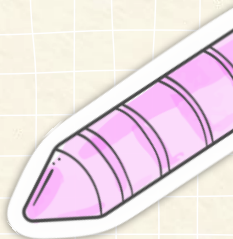
July 12

You can insert here the title of the event
or a small description

What are we going to do next quarter?



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

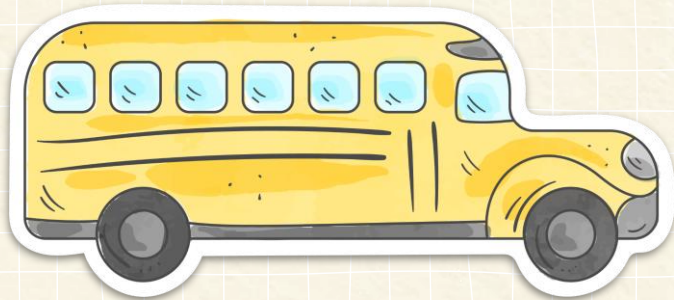


Our ideas

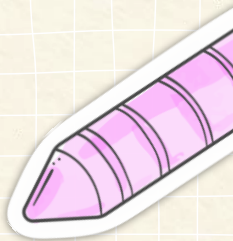
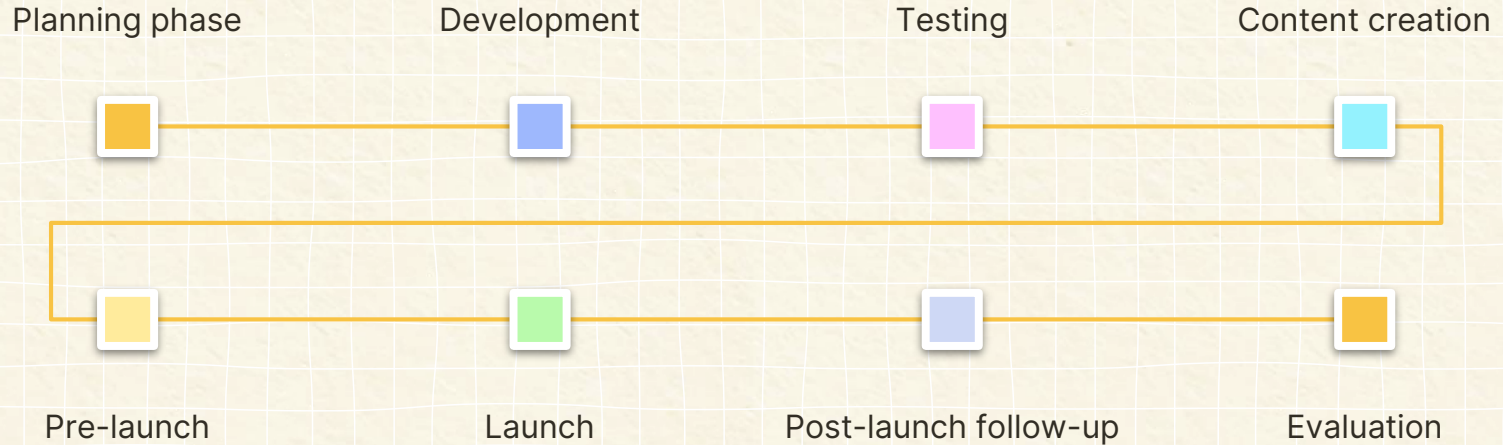


Ideas	Budget	When	Team	Comments	Rating
Idea 1	Budget 1	Insert the date	Team 1	Comment 1	4/5
Idea 2	Budget 2	Insert the date	Team 2	Comment 2	1/5
Idea 3	Budget 3	Insert the date	Team 3	Comment 3	3/5
Idea 4	Budget 4	Insert the date	Team 4	Comment 4	2/5
Idea 5	Budget 5	Insert the date	Team 5	Comment 5	5/5
Idea 6	Budget 6	Insert the date	Team 6	Comment 6	4/5

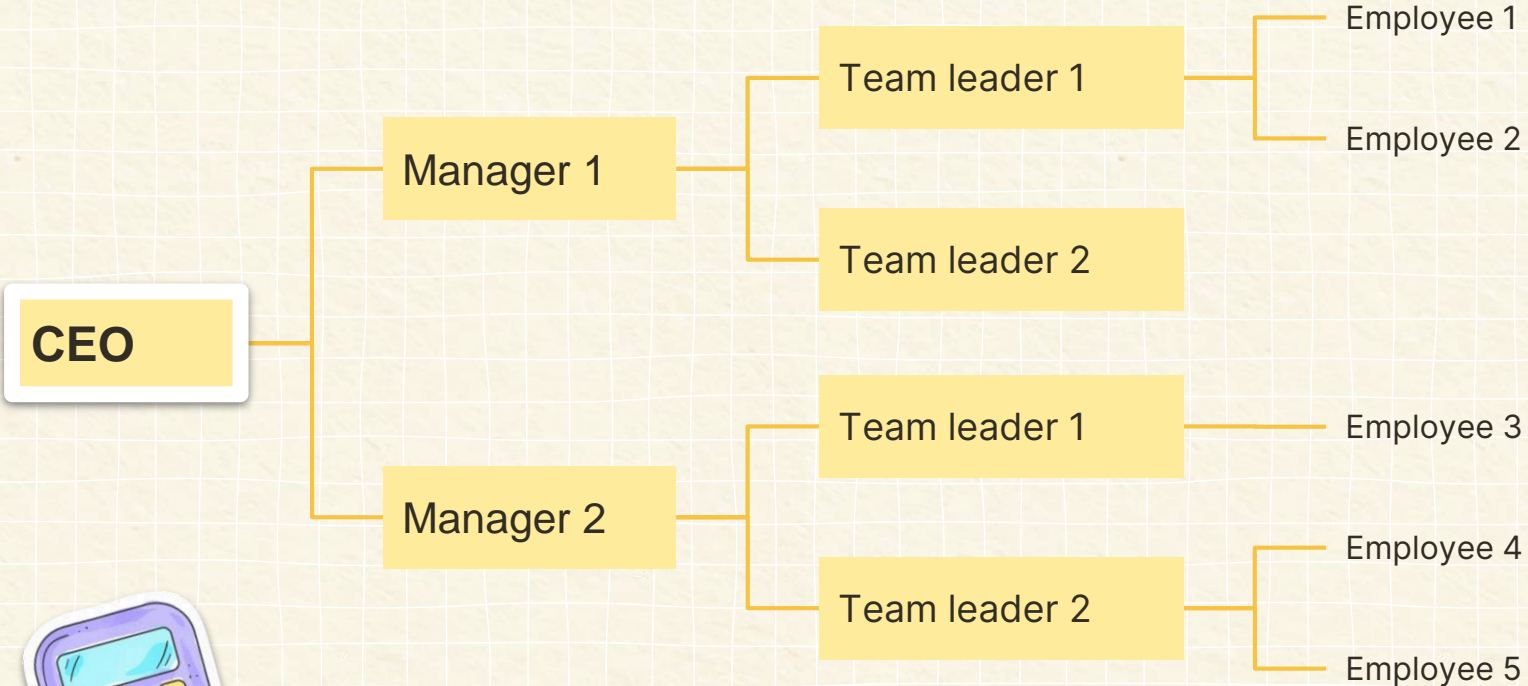
**“Exclusive
and
inspiring”**



Process for the next project

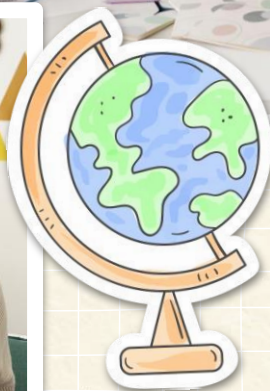


Organizational chart



Life's moments

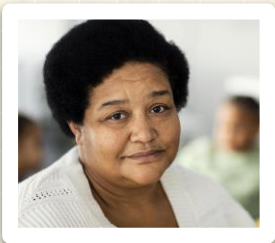
Don't let life's special moments slip away—capture and preserve them through photographs. In this newsletter we want to show you these special moments!



Schedule of the Workshop

<u>Monday</u>	To view this template correctly in PowerPoint, download and install the fonts we used
<u>Tuesday</u>	An assortment of graphic resources that are suitable for use in this presentation
<u>Wednesday</u>	You must keep it so that proper credits for our design are given
<u>Thursday</u>	All the colors used in this presentation
<u>Friday</u>	These can be used in the template, and their size and color can be edited
	You can edit the master slides easily. For more info, click <u>here</u>

Testimonials

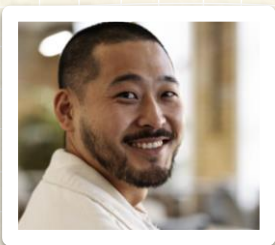
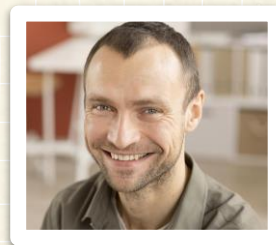


"I'm continually impressed by the valuable insights this newsletter provides. It's become a must-read in my inbox"

—Laura Patterson

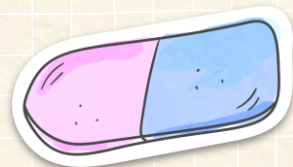
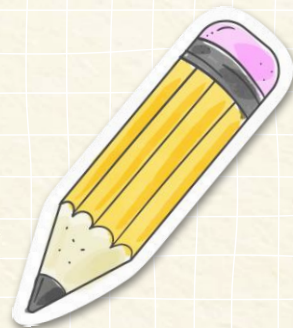
"The diverse range of topics covered in each edition keeps me engaged and looking forward to more"

—John Nelson

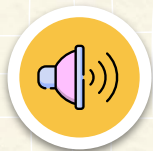


"This newsletter has quickly become my go-to source for thought-provoking content. Kudos to the team!"

—Peter James



Case studies



Campaign objective

Write your campaign objective here. It's important to be concise and clear

Key takeaway 1

Partnering with influencers who align with the same values we have

Key takeaway 2

Highlighting the unique qualities of our project/product or idea

Approach

- Developed a comprehensive approach that addressed various aspects of the challenge
- Utilized data analysis to inform decision-making
- Employed cross-functional teamwork for an ideal solution

Results

23%

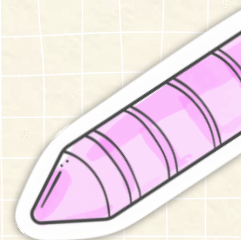
Increase in website traffic

80%

Increase in sales

10%

Increase in clicks



Thanks

Do you have any questions?

addyouremail@freepik.com

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yourwebsite.com

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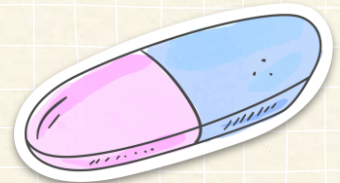
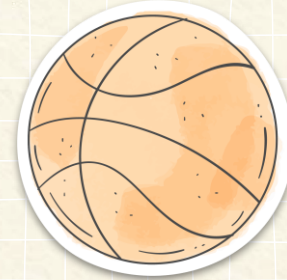
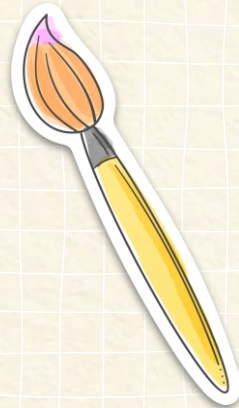


Alternative resources

Here's an assortment of alternative resources whose style fits that of this template:

Vectors

- [Watercolor back to school instagram posts collection](#)
- [Watercolor back to school labels collection](#)
- [Watercolor back to school card template](#)



Resources

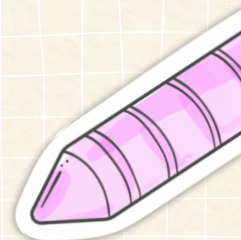
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- [Children drawing together in the classroom](#)
- [Children drawing together in the classroom I](#)
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- [Woman teaching her student origami](#)
- [Portrait of old female teacher in class](#)
- [Medium shot man correcting grammar mistakes](#)
- [Portrait of employee happy to be back at work](#)

Vectors

- [Watercolor back to school instagram posts collection](#)
- [Watercolor back to school labels collection](#)
- [Watercolor back to school card template](#)



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Pana



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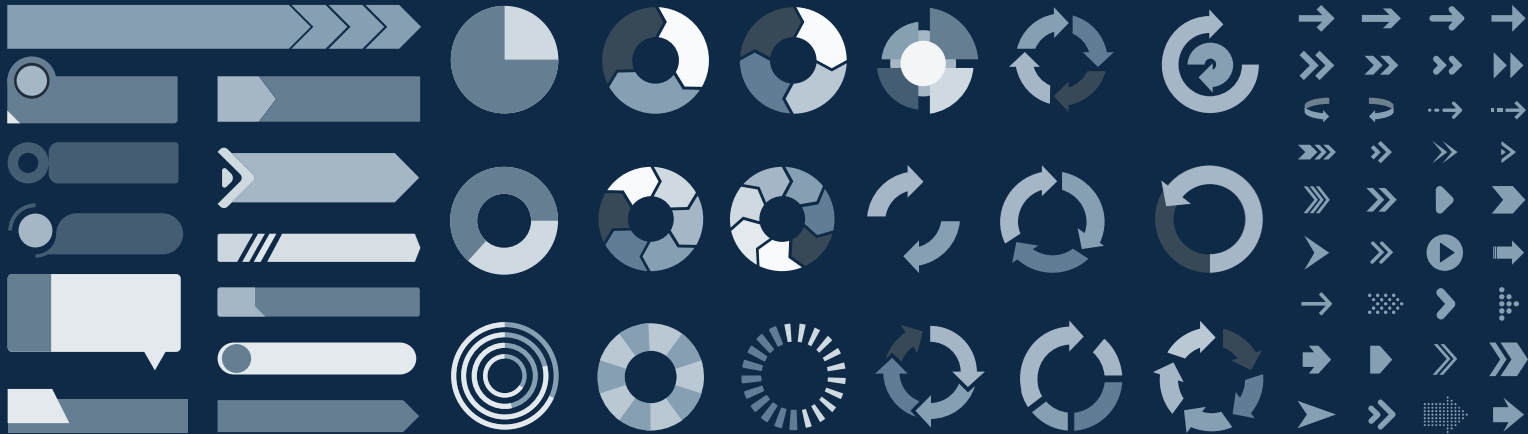
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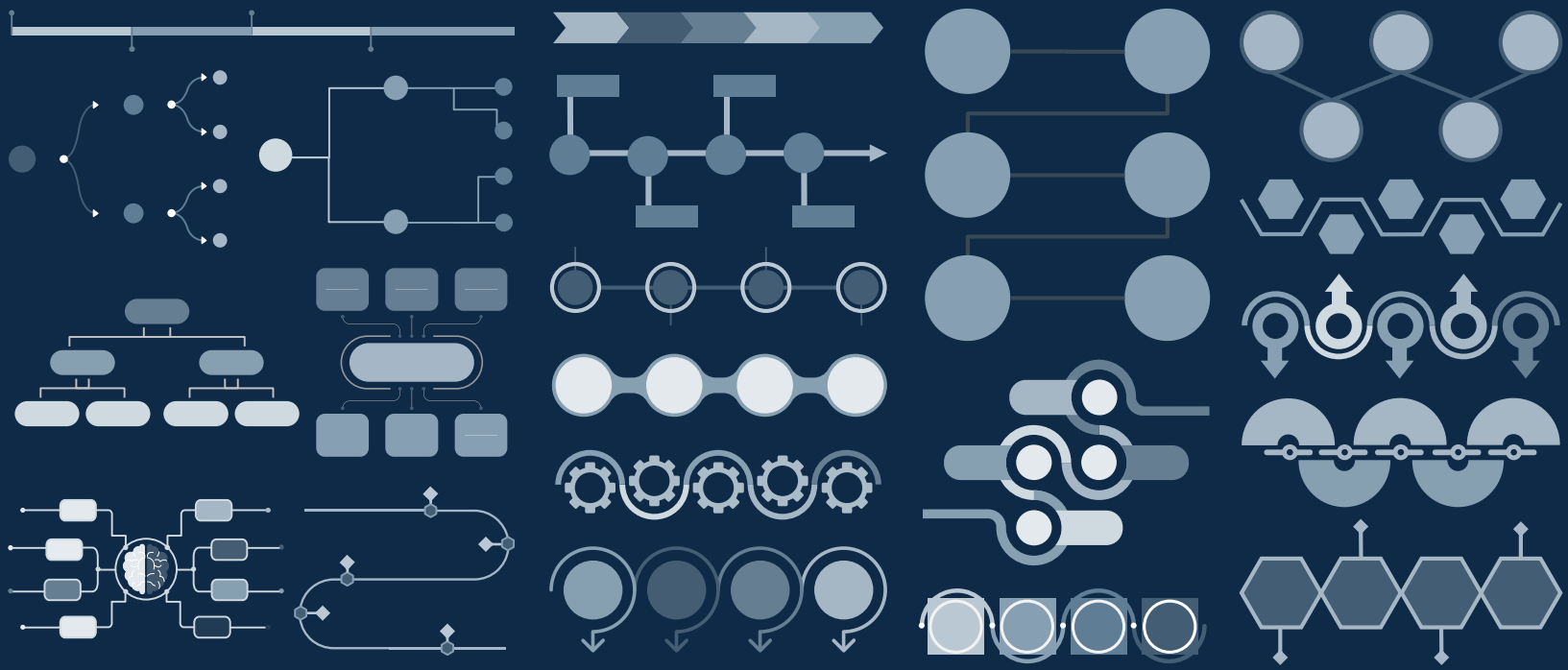
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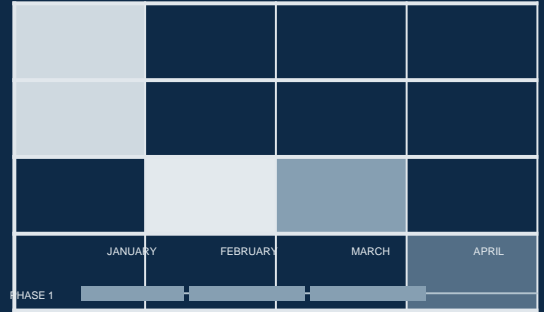
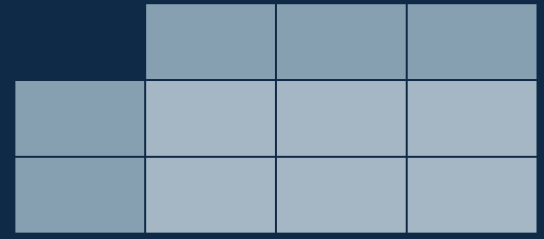
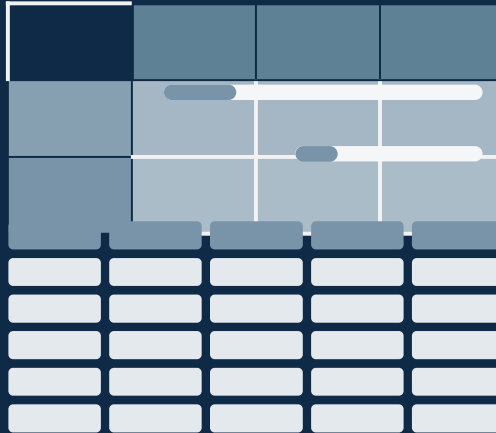
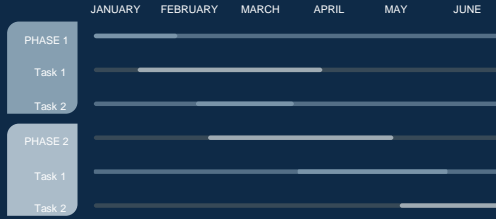
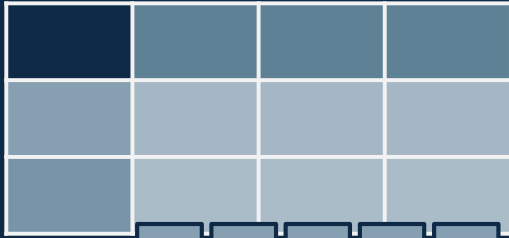
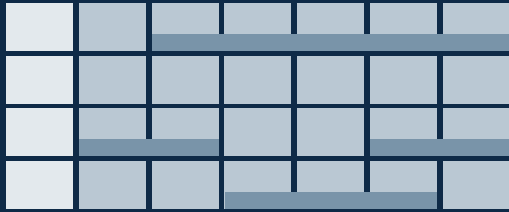
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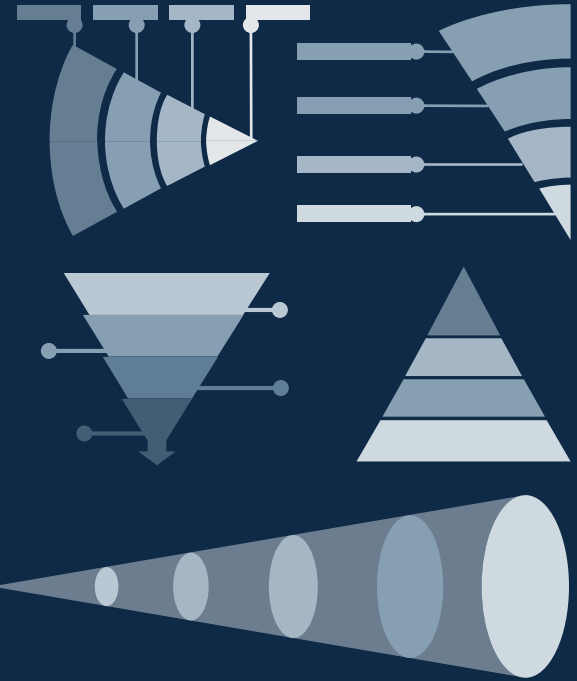
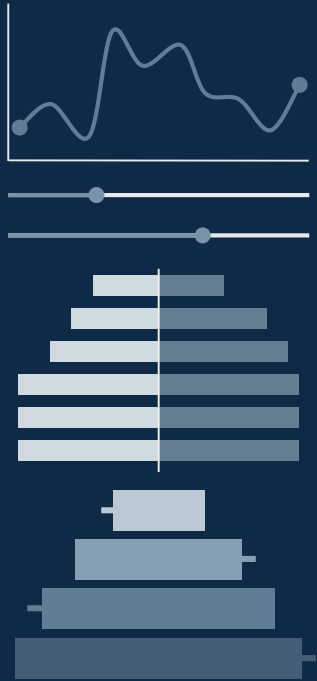
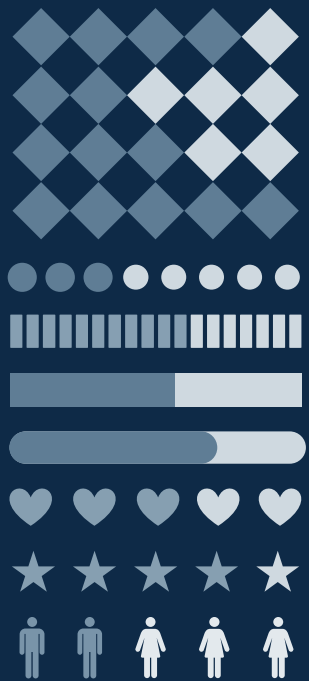
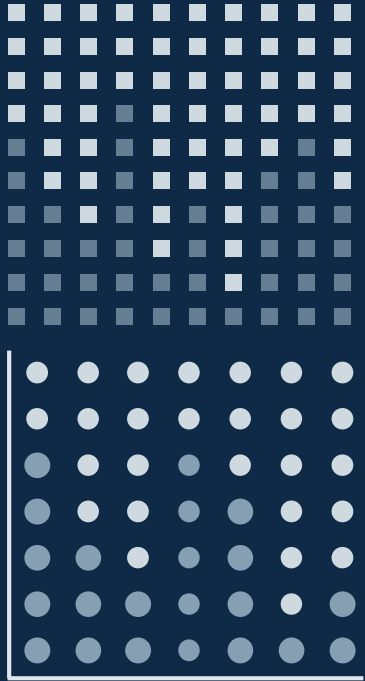












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