

Learnings

« Group coaching for the development of MSMEs of youth and women in Senegal »



The Consortium made up of the consulting organizations Nabi Consulting Services, Alass Group and Social Hub West Africa provided technical support to 3 cohorts of young and female entrepreneurs in the regions of Ziguinchor, Kolda, Sédhiou and Kaffrine. More than 110 entrepreneurs benefited from training and coaching during the period December 2022 to September 2023.

This intervention is part of the Project to Expand access to financing for micro-entrepreneurs and micro, small and medium-sized enterprises (MSMEs) developed in partnership with Teranga Gestion, within the frame of the “Recovery and Resilience Program in the face of COVID-19” of the Mastercard Foundation. »

When assessing and capitalizing on this experience, the group coaching which was used as part of this support program turns out to be an innovative instrument highly appreciated by the beneficiary entrepreneurs.

Led by the team of coaches Pape Samba Ndoye (Nabi Consulting Services), Alassane Lô (Alass Group) and Ousmane Ndoye (Social Hub West Africa), the group coaching workshops were strong moments during which entrepreneurs shared their major problems with the coaches and received immediate advice and guidance to meet challenges and exploit opportunities. Group coaching also offers a space for sharing between entrepreneurs, co-development and even business networking. It is therefore no surprise that this group coaching instrument is the most appreciated by the young and female entrepreneurs who benefited from the program.



In our opinion, this experience deserves to be shared because group coaching could prove to be a good instrument for improving the effectiveness and impact (while safeguarding efficiency) of support interventions for MSME entrepreneurs.

Testimonials from Entrepreneurs on group coaching workshops



“The group coaching sessions were rich in learning. I really appreciated the methodology used by the coaches. These workshops also allowed me to meet new people and build partnerships.” “This coaching is really great: we were able to have other orientations, and this allows us to redefine our objectives and our strategies. “The explanations are clear and offer us practical solutions to our problems.”
