

Basic Entrepreneurial Skills Development (BESD)

*Implementing and Managing Workplace Experience
(WPE) for EDP Learners*

Purpose & Contents

1. **Build understanding of the WPE component of the EDP training course**

2. **Provide guidance on:**
 - Purpose of workplace experience for EDP Learners
 - WPE structure and content
 - Selecting and recruiting EEs
 - Implementing WPE
 - Supporting coaching by EDP Learners
 - Monitoring and managing WPE
 - Assessing coaching skills

- **Further information on WPE is available in:**
 - The TP(EDP) WPE Resource pack
 - WPE Guide for EDP Learners
 - Coaching Module (general information on coaching)

Overview: Workplace experience for EDP Learners

EDP Learners

Reflects EDP work role = coaching EEs

- **EDP Learners apply their learning in real-life conditions**
 - *Coaching + business knowledge & skills (i.e. mainly Marketing)*
 - *Develop generic skills (e.g. time management)*
- **EDP Learners coach 3 EEs as per BESD coaching procedure**
 - *Build EE knowledge and skills*
 - *Support EEs to choose & implement appropriate options/ practices for business improvement*

Role of TP / facilitator

Manage WPE processes

- **Support recruitment of EEs**
- **Support & mentor EDP Learners**
 - *prepare for coaching*
 - *debrief - identify & address issues*
 - *build skills & confidence*
- **Monitor coaching & EDP Learner / EE interaction**
 - *site visits to EEs, feedback, verification*
- **Assess EDP Learners' coaching skills**

WPE supports *effective EDP coaching* - to bring about *positive change* in EE businesses - leading to *sustainable impact*

The TP facilitator is required to be available and engaged full-time during WPE – this should preferably be the same person who facilitated the Coaching Module

WPE structure

1st WPE session (2 days)

- *Initiate relationship & collect EE data as per questionnaire (3 EEs)*

6 WPE 'blocks'

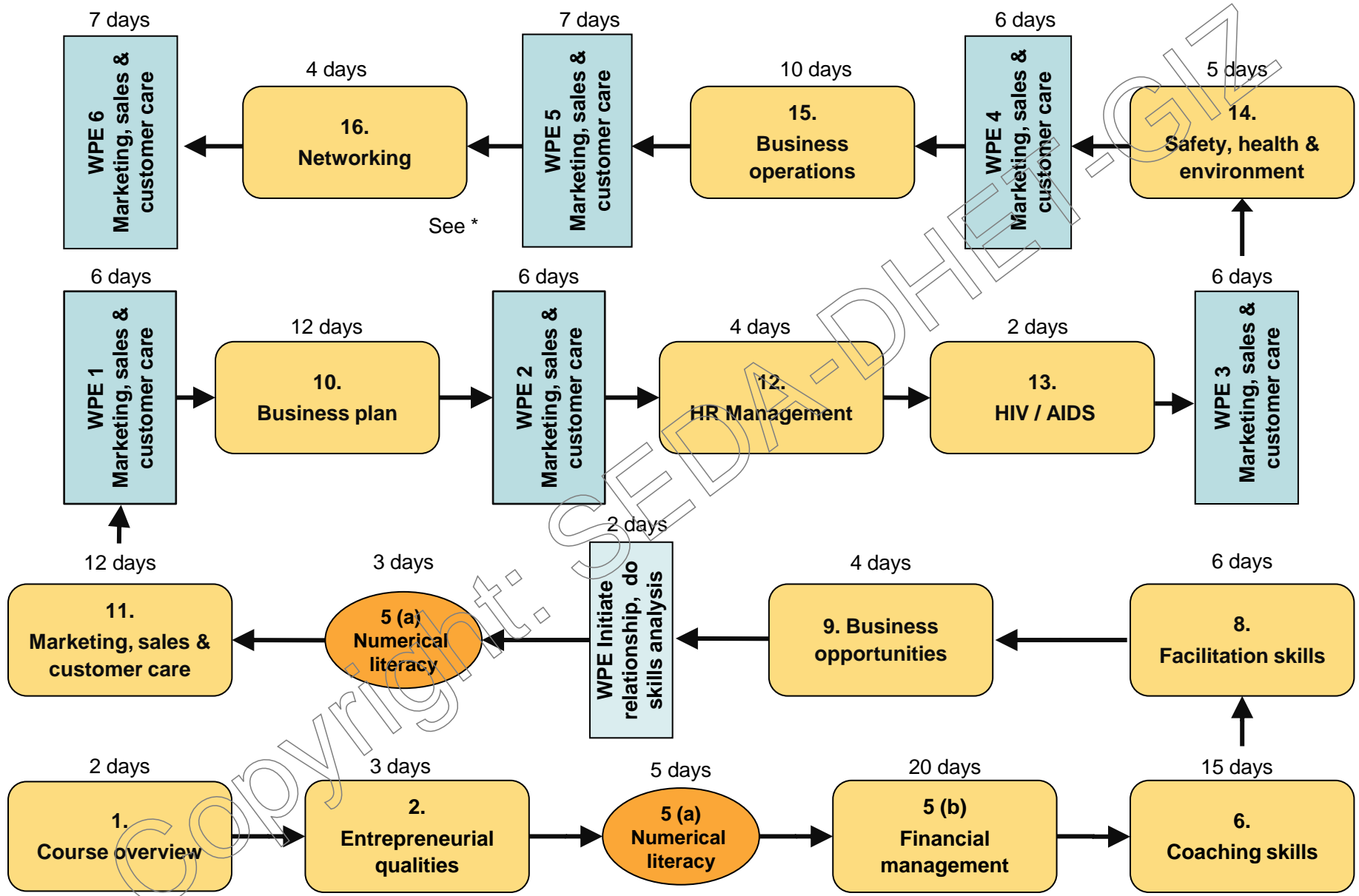
- 3 EEs per EDP, 2 sessions each EE per WPE = 6 sessions per block
- 36 WPE coaching sessions in total per EDP Learner

Days	Where	Doing what	Who
1 & 2	At TP	Plan & prepare for coaching	<i>EDP group & facilitator</i>
3 & 5	In field, coaching 1-2 hours contact time per EE + transport to and from EE	Coach 2 EEs Preparation for next coaching session, project admin, record keeping	<i>Individual EDPs, facilitator monitoring</i>
4 & 6	Half day in field, coaching + half day debriefing & follow-up at TP	Coach 1 EE Feedback, share experiences, resolve issues, record information, etc	<i>Individual EDPs, facilitator monitoring / EDP group & facilitator</i>

Blocks 5 & 6 = 7 days to allow extra time for TP assessment of EDP Learners' coaching skills

Remaining time = EDP Learners' own assignments for modules & collecting material for coaching PoE

EDP LEARNING MAP SHOWING WPE 'BLOCKS'



Selecting EEs for WPE

Need

Basic criteria for selecting EEs

- **Recruit at least 38 EEs**
 - 3 for each of 12 EDPs & some in reserve in case of drop out
- **Accessibility - reasonable proximity to EDP place of residence & TP premises**
 - EDP transport costs + TP makes regular visits to EEs for monitoring, support, assessment of EDPs
- **Minimum of 6 months in business & reasonably 'established', i.e.**
 - in a position to commit to the intervention
 - has at least basic premises where can meet
 - has sufficient activity to provide content for working with/ coaching on
- **EE has time for WPE**
 - willing to commit to WPE learning process & structure & to apply learning
- (At least) **Mother-tongue literacy (local language)**
- **For continuing on EE phase of training:**
 - RSA citizen, owner of the business
 - Be willing to enter into coaching agreement with TP(EE)
 - Understand that no financial assistance will be given

EEs volunteer
WPE opportunity for
training of EDPs

WPE EE recruitment, briefing and agreement

Process
for
recruiting
WPE
EEs

EE identification and initial approach:

- **existing EDP contacts** (preferred - family/ friends rotated to other EDP Learners)
- **TP contacts, Seda database, community leads, cold calling, etc**
 - EDP ID & Seda / TP(EDP) letter to confirm BESD programme

If initial contact not face-to-face

- **Site verification (EDPs in groups) & obtain basic EE business information**

TP / Seda letter of invitation to briefing session

Group briefing session - TP(EDP) & Seda

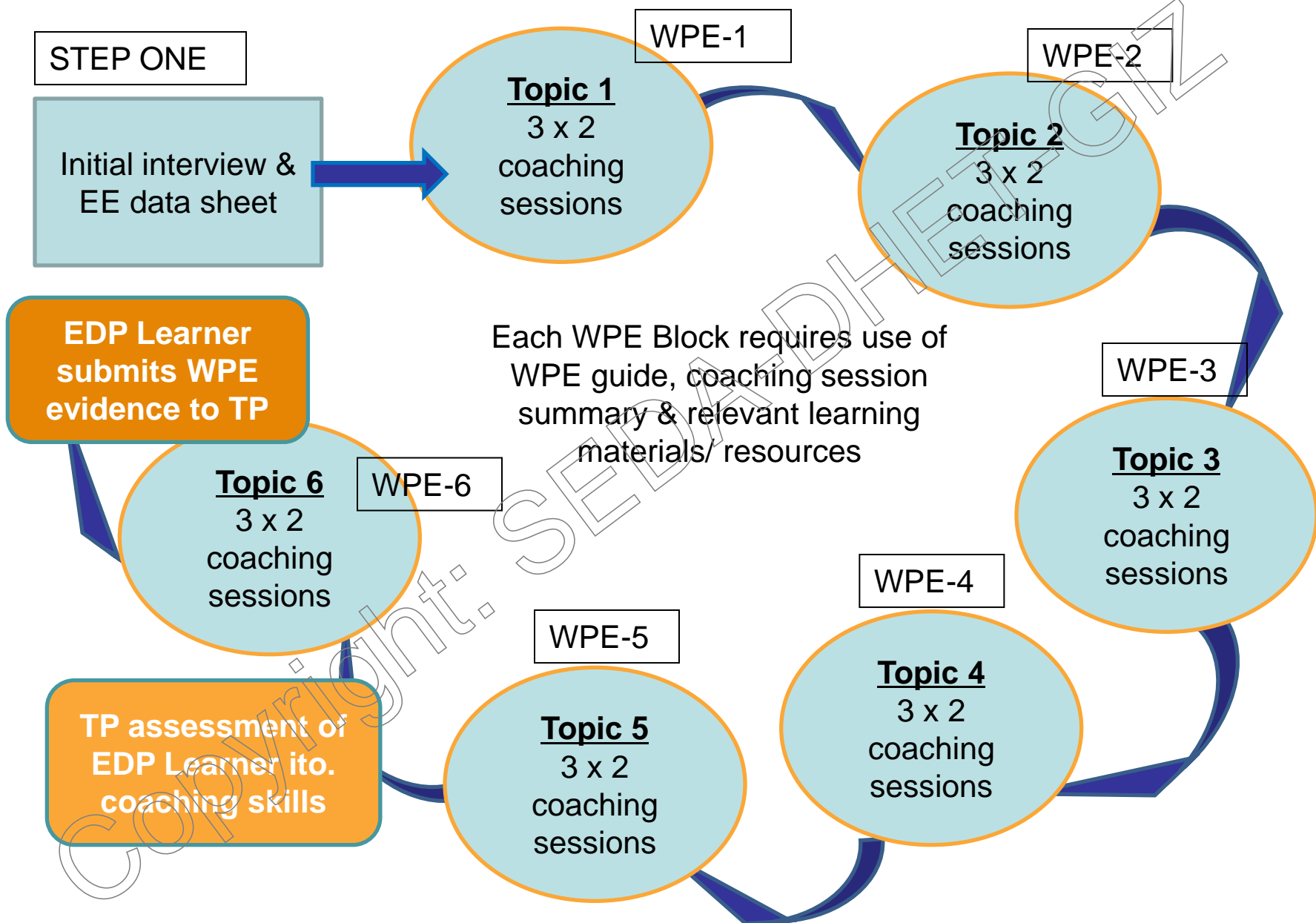
- **provide legitimacy & reassurance**
- **'sell' the programme**
- **explain purpose, expectations, benefits to the EE**

Second briefing session for EEs selected - clarify expectations (TP & EDP learners)

WPE Agreement - EE/ TP(EDP)/ EDP Learner

- **facilitates coaching, provides EE information**
- **clarifies roles & expectations (availability, confidentiality, commitment)**

EDP TRAINING - WORK PLACE EXPERIENCE (WPE) FLOW CHART



TP management of WPE

EDP planning
& preparation

EDP debriefing
/ feedback

TP site visits

- **2 Days at start of each WPE block (group & TP facilitator)**
 - Guide & assist planning, preparation & customising for EEs
- **2 half days – EDP group / individual & TP facilitator**
 - Help EDP Learners identify & deal with problems; identify & build on good practice
- **TP site visits during WPE 1 – 4:**
 - Monitoring; support for EDPs; identify & resolve issues
- **TP site visits during WPE 5 – 6:**
 - Assess EDP Learners' coaching skills
- **Benefits of TP interaction with EE:**
 - *adds value to EDP support & assists TP to deal with issues*
 - *more practical & functional evaluation of EDP performance*
 - *learning & management benefits of direct feedback*

TP compiles WPE schedule, showing managing, mentoring & assessing of EDP Learner activities. Signed forms to harmonise with schedule.

TP management of WPE - continued

Monitoring & support

- **TP support for EDP Learners & monitoring of WPE**
- Coaching/ mentoring of EDPs by TP
- Feedback, assessment
- Discussions with EDP group & TP, share experiences & insights with group, form a community of practice
 - *increases 'exposure', enables reflection*

WPE Guide

- **WPE Guide: (See Module 06: Coaching)**
- Describes the WPE process
- Guidelines for implementing, monitoring and managing
- Outlines 6 coaching topics – each topic has 2 parts:
 - *Topics cover -*
 - ▶ *EE's customers & market*
 - ▶ *Marketing concepts & meeting customer expectations*
 - ▶ *Customer service*
 - ▶ *Pricing*
 - ▶ *Cash flow*
 - ▶ *Promotions*

TP management of WPE - continued

TP

- **Tools to manage WPE interaction between TP, EDP & EE:**
- WPE schedule (TP & EDP Learners individually)
- Commitment agreements
 - *signed by EE, TP & EDP Learner; guarantees confidentiality, promotes positive relationships*
- Communication
 - *put everything in writing & update as needed; ensure understanding, avoid 'comebacks'*
- TP templates for recording feedback
 - *from EEs, TP visits / phone calls to EEs*
- WPE guidelines
 - *Describes the WPE process*

EDP

- EDP Learner records of coaching information
 - *Planning and preparation notes*
 - *During the session, as per the BESD coaching procedure*
 - *After the session*
 - ▶ coaching session summary, attendance register
- EDP Learner report on WPE experiences and achievements
- TP assessment of EDP Learner coaching skills

Approximate Timeline for Workplace Experience

