

## CEFE Growth up! In Brief

Sustainable promotion of income and employment as used in development cooperation is focusing on entrepreneurs in the early stages – start-ups. Despite good numbers of businesses created, the politically desired effect is limited by the short life time of start-up companies, and especially by too little numbers of companies growing. An average start-up enterprise creates about three jobs and has a 50% chance to survive the early development phase after the establishment. In contrast, a company jumping from micro-enterprise with about 5 employees to small size, manages to generate approximately 25 jobs. Further, the life time of such companies is longer and its vertical and horizontal business linkage is more intensive. Naturally, it is worth to invest in SME growth for empowering a more efficient economic promotion.

### Deliverables

Max. number of participants is 25. The workshop covers: Leadership styles, Challenges of growth, Strategic partnerships, Financial ratios specified on growth, Different types of organigrams

### Instruments

Structured Learning Exercises, Case Studies and Role Play – all embedded in CEFE experiential learning methodology.



### In Practice



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#### **Duration of Service**

5 to 7 days training

#### **Training of Trainers**

Upgrading workshop for CEFE trainers,  
amounting 7 days' workshop