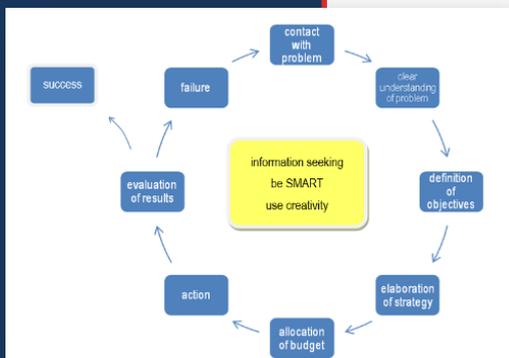


Pre-Micro Businesses CEFE PREM



In Practice

In East Timor, counselling for youth groups failed because beneficiaries completely depended on “what the Doctor said”, without understanding logics behind or ownership of decision making.

Bottom line counselling changed this situation radically. The prems (also youth groups in this case) actively got involved in the change process and were enabled to make own decisions, which they implemented to a large degree. Innovative approaches became fascinating and easy to do for them.



Premature or pre-micro businesses (prems) are not only very simple; they are also beautiful and enable livelihood of billions of people around the world. Business development tools address *businesses*; prems have not yet matured to this stage.

Objectives of the prem and bottom line counselling:

- enable business analysis for livelihood activities
- generate ideas which are relevant for prems
- process analysis and ideas into conclusions
- facilitate counselling in a way that prems can understand and use the service

Dealing with Prems requires a radical change of viewpoint and understanding of standards as they are normally used in business administration, planning and accountancy. On one side people who are addressed by Bottom Line Counselling would not understand approaches and terminology owned by business experts; and consequently not the suggestions made by them. On the other side, many of the standard concepts neither capture nor describe the reality in which such prems operate.

Deliverables

Within a Training of Trainers workshop the future counsellors go through two main steps:

- 1) What a prem counsellor needs
- 2) How to solve problems

Following the problem solving cycle, the counsellor will be able give an efficient bottom line counselling, using new methods.

Instruments

New tools were developed to fit the need of prems:

- ➔ TOWS
- ➔ Prem surplus
- ➔ Prem chart
- ➔ Appropriate terms

Using peer-learning environment with target increases practical experience and gives high value to benefiting target group.

CEFE International
Marlinde Elisabeth Baerenz
coordination@cefe.net
+49 221 8801010

A training seminar for prem counsellors takes 2 weeks and includes practical cases of prems, where participants apply stepwise the lessons learnt and process it in the seminar. The process of counselling depends on target needs.