





# Tatweer... A Hybrid Model

Key modules of the training are:

Leadership development training

Export planning training

Access to finance training

Behavioural entrepreneurial development training

Technical training on new innovative approaches (e.g. Lean manufacturing)

Learning by Doing



# Tatweer... A Hybrid Model





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**Before**



**After**





# Tatweer... A Hybrid Model

## IMPACT

- **New group of trainers and consultants specialized in export development;**
- **Introduction of a new career line for professionals in the export functions;**
- **Opening of new markets for Jordanian SMEs;**





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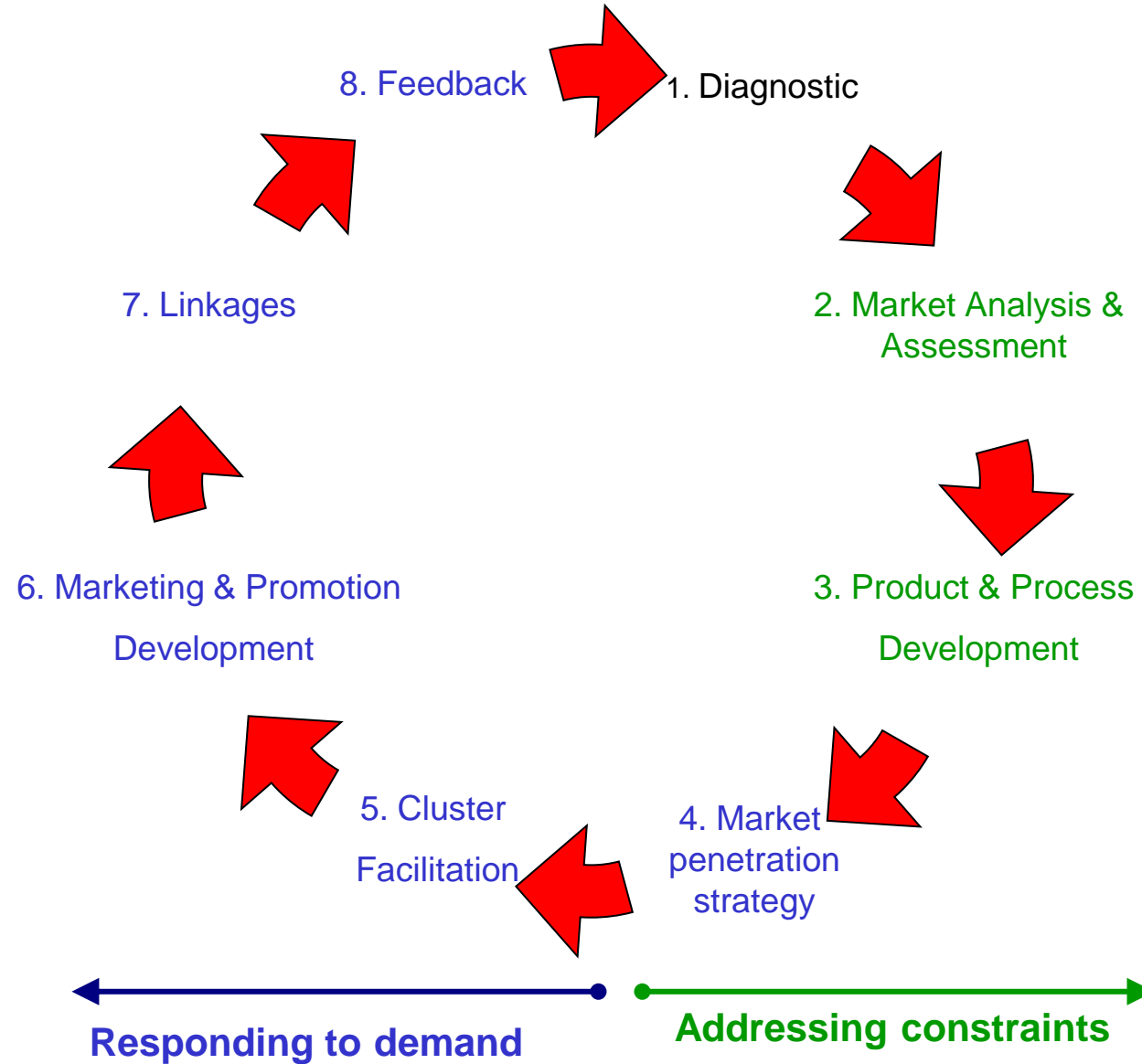
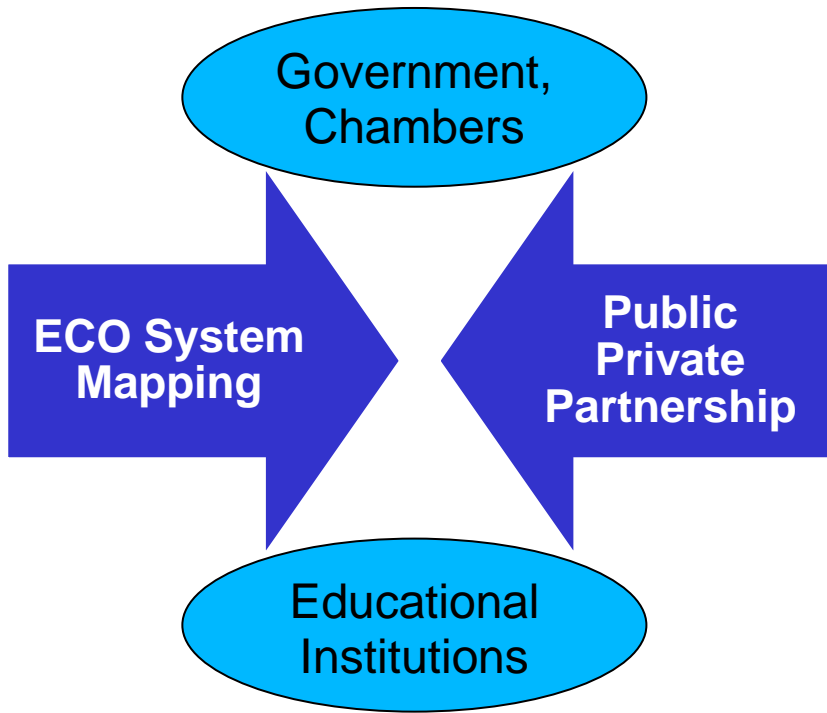
## IMPACT

- Companies increased exports to USA by \$19.6m first shipments of Jordanian
- Exports to Europe worth \$1.5 M
- 4,453 jobs created.





# Our Approach







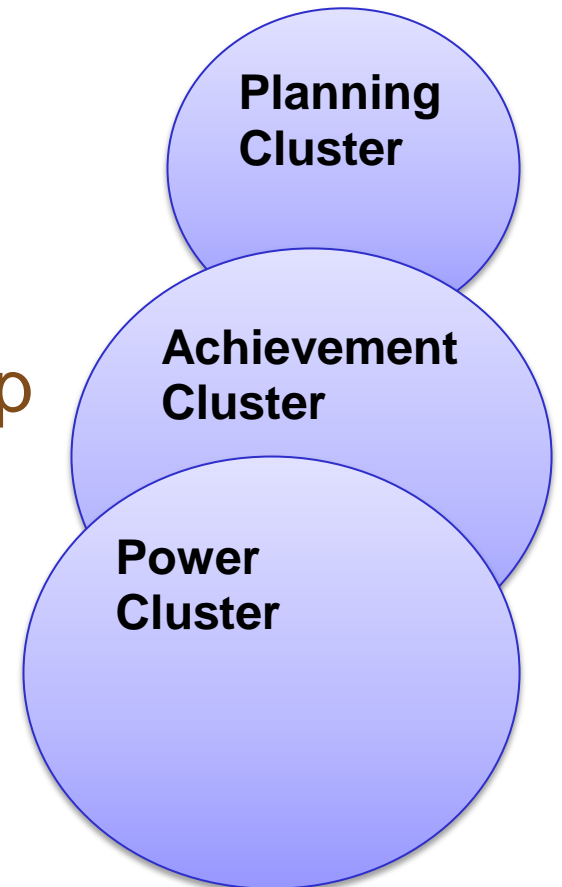
## Analyzing Needs

- International Training Center's Business Management System – BDC Diagnostic Tools
- **Practitioner trainers**
- **Buyers as Consultants!**
- Cluster Approach



# Adding the flavor of Entrepreneurial Behavior

- Empretec is an integrated entrepreneurial capacity-building program.
- Empretec conducts a 6 day training workshop focused on developing the behavioral competencies of successful entrepreneurs.
- Based on the study conducted by David McClelland, the Harvard psychologist.





# Share & Learn & Way Forward....

## New Element under Testing

- On Delivery Aspect:
  - Interactive gaming Model.
- On Design Aspect:
  - University Course Adaptation.
- Regional Expansion



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Program

