

WEE-NORTH NETWORK BUSINESS INCUBATION FOR SERVICE CENTRE'S AND TRADESWOMEN

Participants Activity Workbook

WEE-NORTH
●●● Network  In partnership with
Canada 

Service Centre

Hire a tradeswoman today!

Call: _____

NAME:

DISTRICT:

DATE:

CONTACT:

TABLE OF CONTENTS

Activity #1: Service Centre Brainstorming Exercise 3

Activity #2: Draw a Service Centre for your District/Community 4

Activity #3: Define Your Skills & Attributes 5

Activity #4: Design Your Vision Board 6

Activity #5: Make an Action Plan 7

Activity #6: Plan your day 11

Activity #6: Set Your Priorities 12

Activity #7: Develop a SWOT Analysis 13

Activity #8: Business Brainstorming 14

Activity #9: Thinking About a Business Model Canvas (BMC) 15

Activity #10: Design a Business Model Canvas (BMC) 19

Activity #11: Effective Communication: Body Language and Tone 20

Activity #12: Developing a Pitch 22

Activity #13: Drafting a Script 23

Activity #14: Needs and Wants Activity 25

Activity #14: personal and household budgeting 26

Activity #16: Business Budgeting 29

Activity #17: Practice writing Bill of Quantities, invoices, receipts, Cash Books AND PAYMENT VOUCHERS 32

Activity #18: Costing a Product (Making a Kitchen Stool) 37

Activity #19: Costing a Service (Ceiling Fan Installation) 38

Activity #20: Pricing a Product or Service 39

Activity #21: Market Analysis 40

Activity #22: Social media handles for your business 41

Activity #23: Design flyers and business cards..... 42

Activity #24: Utilize signage and uniforms..... 45

ACTIVITY #26: PHONE ETIQUETTE Scenarios 47

ACTIVITY #27: CUSTOMER LOYALTY PLAN 48

ACTIVITY #1: SERVICE CENTRE BRAINSTORMING EXERCISE

What is the purpose of a WEE-North Service Centre

Who is needed to help manage a Service Centre?

How could WEE-North members use a Service Centre?

ACTIVITY #2: DRAW A SERVICE CENTRE FOR YOUR DISTRICT/COMMUNITY



ACTIVITY #3: DEFINE YOUR SKILLS & ATTRIBUTES

Skills	Attributes
1	1
2	2
3	3
4	4
5	5

ACTIVITY #4: DESIGN YOUR VISION BOARD

1. Daily Priorities

2. Business & Career

3. Health & Wellness

4. Personal Family

5. Financial

6. Life Bucket List

ACTIVITY #5: MAKE AN ACTION PLAN

Vision Board Category	Description	Action Step(s)	Start Date	Due Date	Key Resources	Desired Outcomes
Daily Non-Negotiable						

Business & Career						
Health & Wellness						

Personal Family						
Financial						

Life Bucket List						
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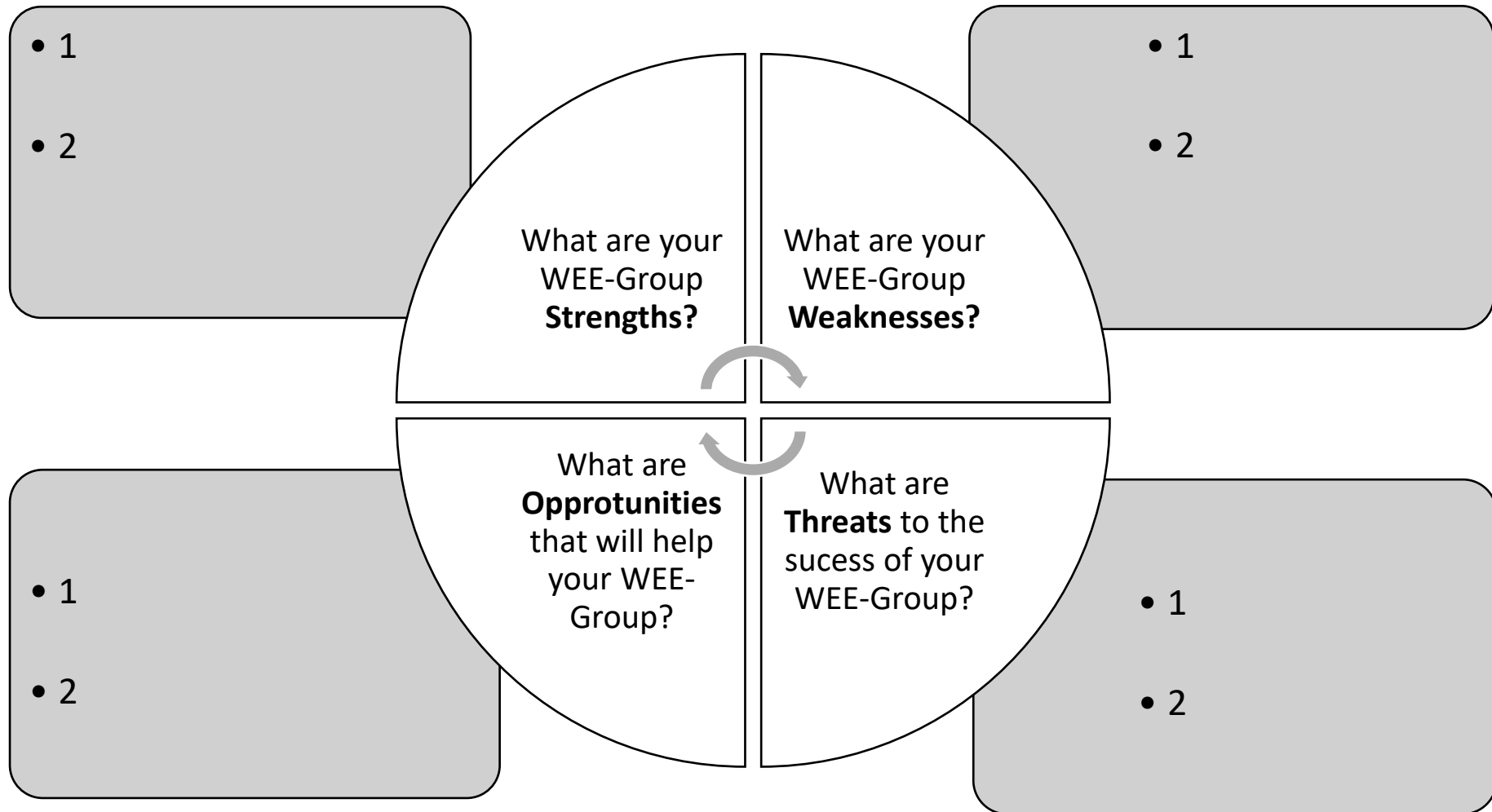
ACTIVITY #6: PLAN YOUR DAY

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6-8 am							
8-10 am							
10am - 12 pm							
12-2 pm							
2-4 pm							
4-6 pm							
6-8 pm							
8-10 pm							

ACTIVITY #6: SET YOUR PRIORITIES

	Urgent	Not Urgent
Important	Urgent and Important <input type="text"/>	Not Urgent but Important <input type="text"/>
Not Important	Urgent but Not Important <input type="text"/>	Not Urgent and Not Important <input type="text"/>

ACTIVITY #7: DEVELOP A SWOT ANALYSIS



ACTIVITY #8: BUSINESS BRAINSTORMING

Think about

- Think about your own problems

Think about

- Think about other people's problems

Consider

- Consider your skills or area of expertise

Consider

- Consider what you are passionate about

ACTIVITY #9: THINKING ABOUT A BUSINESS MODEL CANVAS (BMC)

BMC Pillar	Guiding Questions	Answers
1. Customer Segments	A. Who are the people you want to create value for?	a)
	B. What do your customers want?	b)
	C. Who are your most important customers?	c)
2. Customer Relationships	What type of relationship does each of your customer segments expect to establish and maintain with them?	Customer Segment A:
		Customer Segment B:
3. Customer Channels	A. What are your channels to sell your products and or services?	a)

	B. How will you deliver products and services?	b)
4. Value Proposition	A. What Products & Services are you offering?	a)
	B. What value do you deliver to the customer?	b)
	C. What problems are you solving for your customers?	c)
	D. What benefits will your products and or services offer to customer?	d)
5. Key Activities	A. What key activities does your value proposition require you do?	a)
	B. What are your distribution channels, revenue streams and customer relationships?	b)

6. Key Resources	A. What key resources are important in your business model?	a)
	B. What resources are needed for your distribution channels, revenue streams and customer relationships?	b)
7. Key Partners	A. Who are your key partners?	a)
	B. Who are your key suppliers?	b)
	C. What key activities do your partners perform?	c)
	D. What resources are coming from partners?	d)
8. Cost Structure	A. What are the most important costs in your business model?	a)

	B. What key activities and resources are most expensive?	b)
9. Revenue Streams	A. What will your customers pay for your products and or services?	a)
	B. What do they currently pay for a similar product and or service?	b)
	C. How will customers prefer to pay? (Momo, Cash, Installments, etc.)	c)

ACTIVITY #10: DESIGN A BUSINESS MODEL CANVAS (BMC)



ACTIVITY #11: EFFECTIVE COMMUNICATION: BODY LANGUAGE AND TONE

We want to understand the significance of how different tones of voice and body language affects the meaning of what we are communicating. In small groups, practice saying the following phrases in the tone and body language indicated:

Phrase	Tone of Voice	Body Language
I am feeling so silly	Silly	Waves hands above head
I am so scared	Scared	Cross hands over shoulders, and shudder
Yay, I'm so happy!	Happy	Clap hands
Hmmm, I feel sad	Sad	Put head down in hands
Wow, I am so proud of myself!	Proud	Two thumbs up

Mixed Messages: Now what happens if we mix them up and use a different tone of voice or body language than what we are saying?

Phrase	Tone of Voice	Body Language	What message are you communicating?
I am happy to be here!	Sad	Arms crossed	
I am angry!	Happy	Clap hands	
Yay, I'm so happy!	Happy	Clap hands	
Hmmm, I feel sad	Sad	Put head down in hands	
Wow, I am so proud of myself!	Proud	Two thumbs up	

ACTIVITY #12: DEVELOPING A PITCH

**Let's take
some time
to answer
the
following
questions:**

What do you enjoy most about your work as a tradeswoman?

Answer:

How has being a tradeswoman impacted your life positively?

Answer:

What have been the challenges you've experienced as a tradeswoman?

Answer:

***Now record yourself answering these questions on your phone. Make sure you pay special attention to your tone of voice and body language.**

ACTIVITY #13: DRAFTING A SCRIPT

Here is a **SAMPLE SCRIPT** you can adapt to communicate what you would like to about your business:

Hi, **my name is** Martha and **I live in** Bolgatanga. **I am currently** operating my welding business at the back of my house. **My dream** is to have my own small workshop in town, **so that** I can attract more customers and stop disturbing my neighbors with my noise. **I know I can be successful because** I have worked hard to develop my skills and take pride in ensuring my customers are satisfied with my efforts. **When my business is successful, I will be able to** take care of my children and train other girls in my community.

Let's write your script now:

1. Hi, my name is _____ and I live in _____.

2. I am currently _____.

3. My dream is _____, so that
_____.

4. I know I can be successful because _____
_____.

5. When my business is successful, I will be able to


_____.

Now record yourself saying your script. Watch it back and make note of anything you would like to change, then try and record again.


ACTIVITY #14: NEEDS AND WANTS ACTIVITY

What are your needs?	What are your wants?
1.	1.
2.	2.
3.	3.

ACTIVITY #14: PERSONAL AND HOUSEHOLD BUDGETING

		Instructions: Fill in your income and expenses in the relevant boxes. Use the "amount" column to record your monthly spending or set goal amounts. Scroll down to see how your totals compare to the 50/30/20 budget guidelines.			
Monthly income		Amount			
After-tax salary or wages		GHS1,000.00			
Self-employment income		GHS1,000.00			
Any additional income (rental, financial aid, child support, pension, etc.)		GHS2,000.00			
Total		GHS4,000.00			
Expenses					
Needs (monthly)		Amount			
Rent/mortgage					
Homeowners or renters insurance premiums					
Property tax (if not already included in the mortgage payment)					
Auto insurance premiums					
Health insurance premiums					
Out-of-pocket medical costs					
Life insurance premiums					
Electricity bill					
Cooking Gas bill					
Water bill					
Sanitation/garbage bill					
Groceries, toiletries and other essentials					
Car/motorcycle payment					
Parking and registration fees					

Car maintenance and repairs					
Petro					
Public transportation					
Phone bill					
Internet bill					
Education loan payments					
Other minimum loan payments					
Child support or alimony payments					
Other minimum loan payments					
Child support or alimony payments					
Babysitter, nanny, day care					
Diapers					
Bottles and other supplies					
Tuition/education fees					
School supplies and electronics					
Tutoring, test/college prep courses					
Other					
Total spent on necessities				GHS0.00	
Wants (monthly)				Amount	
Clothing, jewelry, etc.					
Dining out					
Special meals at home					
Drinks					
Movie, concert and event tickets					
Gym or club memberships					
Travel expenses (airline tickets, hotels, rental cars, etc.)					
TV or streaming packages					
Home decor items					
Other					
Total spent on wants				GHS0.00	
Savings and debt repayment (monthly)				Amount	
Emergency fund contributions					

 WEE-NORTH Empowering Women in Industrial Trades in Northern Ghana		Instructions: Fill in your income and expenses in the relevant boxes. Use the "amount" column to record your monthly spending or set goal amounts. Scroll down to see how your totals compare to the 50/30/20 budget guidelines.			
Monthly income		Amount			
Project Income #1		GHS1,000.00			
Project Income #2		GHS1,000.00			
Project Income #3		GHS2,000.00			
Total		GHS4,000.00			
Expenses					
Needs (monthly)		Amount			
Tool purchases					
Tool rentals					
Building materials for projects					
Cement					
Wood					
Wire and electrical fittings					
Transportation for normal business activities					
Transportation for project #1					
Transportation for project #2					
Transportation for project #3					
Labour cost #1		GHS2,000.00			
Labour cost #2					
Labour cost #3					
Labour feeding and water costs					

Income remaining	GHS2,000.00		20% for savings and debt repayment	GHS800.00
	Income remaining can be viewed as profit and another 50/30/20 profit rule can be applied. 50% profit to the business owner. 30% for tax obligations. 20% to reinvest in the business.			

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CASH PAYMENT
RECEIPT

Company Name: _____
Street Address: _____
Town/Region: _____
Phone: _____
Fax: _____
Email: _____
Website: _____

Date: _____

Receipt #: _____

Payment Information

Paid By: _____

Amount Paid: _____ Ghana Cedi (GHS _____)

For Payment Of: _____

Total Amount: GHS _____

Received By: _____

Authorized Signature _____

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●●● Network

CASH BOOK

DATE	DESCRIPTION OF TRANSACTION	REF NO	AMOUNT RECEIVED GHS	AMOUNT PAID GHS	BALANCE GHS
	Balance Brought Forward				-

TRANSACTION ANALYSIS

REVENUE				EXPENSES					
SALES	MONTHLY DUES	EQUIPMENT RENTAL FEES	DONATIONS RECEIVED	PURCHASES	OFFICE SUPPLIES AND EQUIPT	ADVOCACY EXPENSES	FURNITURE & FITTINGS	DONATION	ADVANCE

ACTIVITY #18: COSTING A PRODUCT (MAKING A KITCHEN STOOL)

Direct Material Cost (DMC)	Cost (Show your calculation)
Wood	
Nails	
Glue	
Direct Labour Cost (DLC)	
Time spent working	
Costs to go to work	
Indirect Costs (IC)	
Workshop rental	
Tool rental	
TOTAL COST (TC)	

***Total Cost (TC) = Direct Costs (DMC + DLC) + Indirect Costs (IC)**

ACTIVITY #19: COSTING A SERVICE (CEILING FAN INSTALLATION)

Direct Material Cost (DMC)	Cost (Show your calculation)
Fan	
Oil	
Direct Labour Cost (DLC)	
Time spent working	
Costs to go to work & get to the job site	
Indirect Costs (IC)	
Fixed Expenses (workshop rental, tool rental, etc.)	
TOTAL COST (TC)	

***Total Cost (TC) = Direct Costs (DMC + DLC) + Indirect Costs (IC)**

ACTIVITY #20: PRICING A PRODUCT OR SERVICE

Pricing is the process of **deciding how much profit to add to the total cost** of making and providing a product / service

So, **PRICE = TOTAL COST (DC+IC) + PROFIT MARGIN**

Kitchen Stool



Direct Cost =

Indirect Cost =

Profit =

Price =

Ceiling Fan



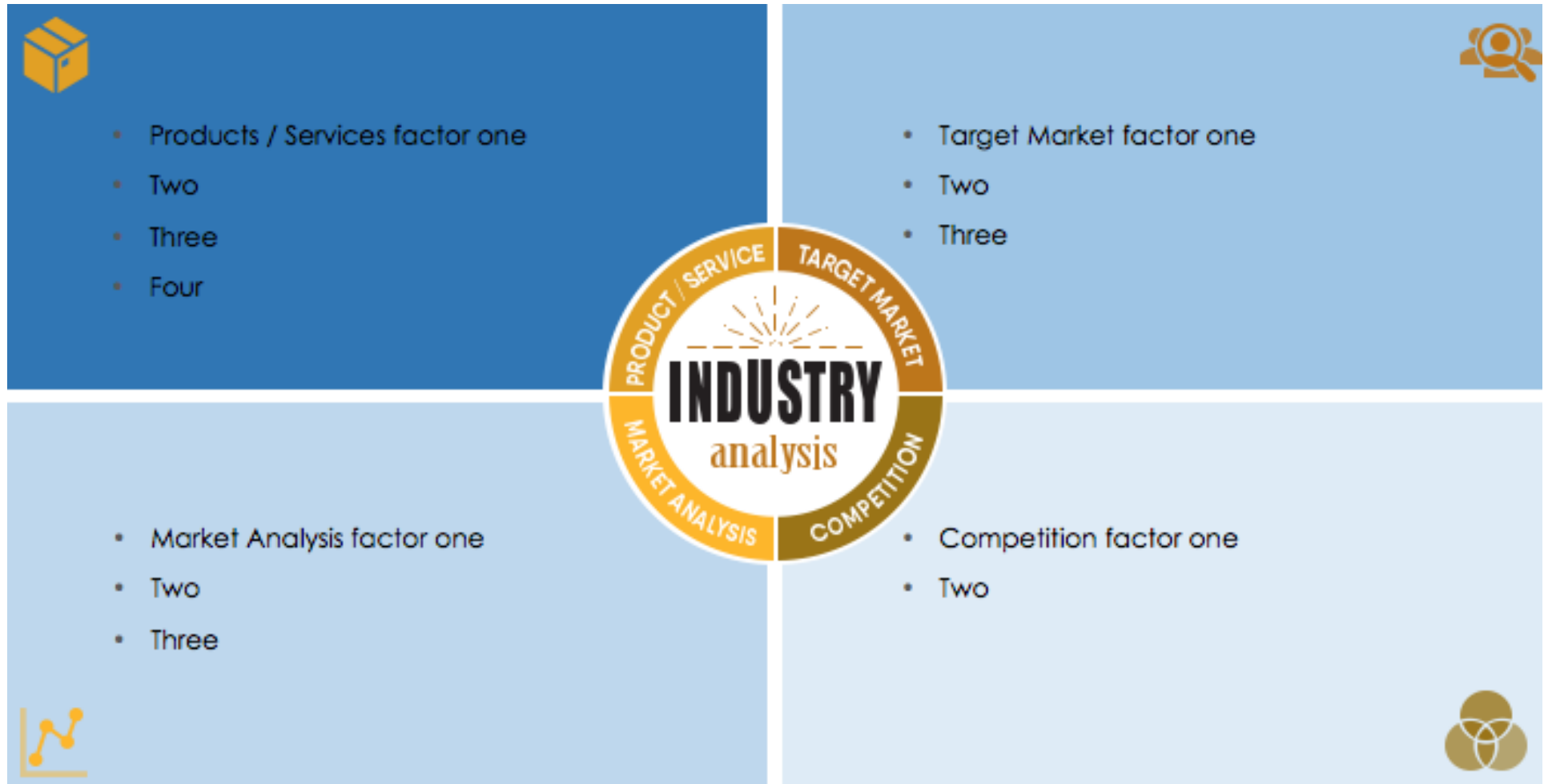
Direct Cost =

Indirect Cost =

Profit =

Price =

ACTIVITY #21: MARKET ANALYSIS



ACTIVITY #22: SOCIAL MEDIA HANDLES FOR YOUR BUSINESS

Create Facebook and
Instagram Page

Create TikTok Account

ACTIVITY #23: DESIGN FLYERS AND BUSINESS CARDS

CHANGING THE FACE OF
INDUSTRIAL TRADES IN
NORTHERN GHANA



I'm Fit for Growth



I Drive for Development



I Build for Change



I Spark for Innovation



I Glow for the Future



I Shine for Progress

WEE-NORTH
Empowering Women in Industrial Trades in Northern Ghana

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BAD FLYER DESIGN
EXAMPLES & COMMON
MISTAKES TO AVOID IN 2023

Good Practice for Designing Digital Flyers	Things to Avoid When Designing Digital Flyers

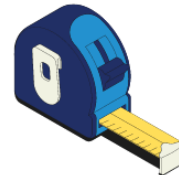
Good Practice for Designing Business Cards	Things to Avoid When Designing Business Cards

ACTIVITY #24: UTILIZE SIGNAGE AND UNIFORMS

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Service Centre

Hire a tradeswoman today!

Call: _____

ACTIVITY #25: PHONE ETIQUETTE

Unknown Caller	"Good morning, this is <u>"your name"</u>, how can I help you?"
-----------------------	--

Missed Call	"Good evening, this is <u>"your name"</u>. I saw a missed call from you this morning at 8am."
--------------------	--

The person may have called multiple people that day, so mention the time they called.

ACTIVITY #26: PHONE ETIQUETTE SCENARIOS

Scenarios	Poor behaviours	Strong behaviours
Scenario 1 – Inquiry		
Scenario 2 – Appointment		
Scenario 3 – Complaint		
Scenario 4 – Follow-up		

ACTIVITY #27: CUSTOMER LOYALTY PLAN

Select an Area	Generate an Idea	Support your Customers