

The Road to Growth Mexico programme aims to empower women entrepreneurs to grow profitable and sustainable businesses by building their business management skills.

500 women took part in a six-week blended learning course in 2018. Of these, 187 received additional support through more advanced workshops, mentoring and customised coaching.

Programme Impact



Business Development

- 100%** of participants said they had a clearer vision and direction for their business.
- 80%** had implemented new or improved methods, procedures and processes.
- 55%** had opened new businesses a year after the training.
- 58%** said their confidence in running a business had improved.
- 55%** improved their knowledge of accounting practices.

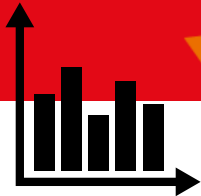


Personal Growth

- 98%** of participants said they would apply the knowledge and skills learned to their business.
- 98%** valued the networks gained through the programme.
- 96%** said they felt more confident managing family issues to achieve a balance between business and family.



Financial Inclusion



92% of participants felt more comfortable speaking with lenders.

The proportion of participants saving at a financial institution improved by **80%**



There was a **40%** increase in the proportion applying for business loans.

Lessons Learned

- Blended learning is a highly effective way to deliver business training and enables women to learn at their own pace and balance training alongside other responsibilities.
- Incorporating a fully-online element could increase programme impact and make the training more accessible.
- Greater support to prevent women dropping out of the training could improve programme reach further.