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.