

GENDER MAINSTREAMING TRAINING

DATE : 25TH TO 29TH SEPTEMBER 2023

VENUE : PRIDEINN EXPRESS NYALI, MOMBASA

COST : KSHS 92,500 EXCLUDING VAT PER PERSON

NITA : REG NO. NITA/TRN/916

IHRM : ACCREDITATION NO. C00380

INTRODUCTION

Gender Equality ensures that policymaking is of higher quality and has a greater relevance for society, because it makes policies respond more effectively to the needs of all citizens – women and men. Gender mainstreaming has been embraced as a strategy towards realizing gender equality. It involves the integration of a gender perspective into the preparation, design, implementation, monitoring and evaluation of policies, regulatory measures and spending programmes, with a view of promoting equality between women and men, and combating discrimination. Inequality can be the result of gender, age, race, ethnic origin, ideology, religion or, disability-related questions.

Women currently represent more than half of our country's talent, and we are morally obliged to take advantage of it. If a woman needs to work sixty days more than a man right now to receive the same salary for the same job or a job of equal value, we can only imagine the difficulties a woman with disabilities has to overcome in the same circumstances. Although women have played a major role in leading change in our country, their presence in decision-making roles could still be greatly improved.

Men have a great responsibility in the battle to achieve equal opportunities in our country and, above all, we must demonstrate our true commitment in the fields of reconciliation and responsibility.

OBJECTIVES OF THE TRAINING

The specific objectives of the policy are to:

- Ensure an understanding of principles, concepts and themes of Gender Mainstreaming
- Understand gender mainstreaming as a strategy to achieve gender equality.
- Gender Mainstreaming Ensure individuals have equal opportunities for employment.
- Facilitates job retention and opportunities for advancement.
- Facilitates training and development opportunities.
- Ensure Serving members of staff who become incapacitated during their time in the Workplace are enabled to continue in employment.
- Ensure employees are continuously sensitized on gender mainstreaming.
- Respect for inherent dignity, individual autonomy including the freedom to one's own choices and independence.
- Full and effective participation and inclusion.
- Highlights challenges of Gender mainstreaming and how they can be overcome.
- Accessibility of built environment, information and services.
- Equity and equality of opportunities among people.

BENEFITS TO YOUR ORGANISATION

- **Equal Opportunities**- are provided for all staff in the organizations and an increased awareness among all staff on the challenges and opportunities in mainstreaming.
- **Motivated workforce** and a better environment for work for all the staff in the organization.
- **Productive** – Gender equal workforces work better in many ways.
- **Increased Growth and Innovation** – An empowering, bias-free and supportive gender equal workplace leads to an innovation mind-set.
- **Happier Employees** –levelling the play field is one step of promoting a happier workforce.
- **Improved Company Reputation**– consumers care about company's ethics and social responsibility. A business that promotes gender equity and diversity, has a better reputation, which will help attract the right workers and the right customers.

TARGET GROUP

This training program is recommended to all staff in an organization. It is relevant to staff of all cadres including but not limited to:

- Committee Members
- Board Members
- C-Suite Executives
- General Managers
- Heads of Departments
- Senior Managers
- Committee Members of Alcohol and Drug Abuse Committee
- Staff who deal with Employee Guiding and Counselling
- Peer Counsellors
- Branch managers
- Sales and Marketing staff
- PR and Communication staff
- PR Supervisors and Managers
- Human Resource Staff
- Accounts and Finance Staff
- Front Office Staff
- Personal Assistants & Administration
- Secretaries
- Drivers and Transport Staff
- Procurement Staff
- Operations Staff
- Technical Staff
- ICT Staff
- Legal Personnel
- Peer Counsellors
- Technical Staff

OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach in this area. Our methodology has several features that will ensure your staff experience a robust and relevant program; one that strengthens team dynamics and the organization deliver improved results. Some of the highlights of our unique approach are:

◆ **Reduced Emphasis on Formal Training**

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion

and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work

◆ **Practical and Relevant Content**

In assessing and designing customer service and communications skills course, we remembered Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

◆ **Employing the Wisdom of Renowned Management Thinkers**

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism
- ✓ Effective staff are reflective in the context of taking action
- ✓ Management development works best as social learning in small groups

◆ **Research-supported Methods**

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

◆ **Uncommon Focus**

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB's program will:

- ✓ Help you build strong internal communities
- ✓ Help staff learn more rapidly
- ✓ Build in lasting change through reflection
- ✓ Create working teams that are more cohesive, resilient, and productive

In this we have combined the following training approaches:

- i. Presentations through lecturing, group exercises, demonstrations and group discussions including presentations to enable interactions between the facilitators and the participants and among participants.
- ii. Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- iii. Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies
- iv. Role play, games and hands-on exercises
- v. Held plenary sessions to identify way forward

DGMB has deployed modern training aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We used the following teaching aids to be very effective in capturing the imagination of the trainees: Overhead Transparencies (Colored power point slides), Demonstrations and emailed training materials to each participant.

COURSE DURATION

The course duration is **five (5) days** that will run as per our proposed 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable below. Over the duration of the training, participants will *"Learn how to delight, retain and attract customers by being committed to delivering legendary customer experience fused with excellent public relations"*. In addition, they will learn the best skills, strategies and techniques to ensure that every customer experience is a memorable one. In these five days of training, your participants will uncover the secrets of outstanding customer service.

TIMETABLE

Find below the programme for this seminar:

DAY ONE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Introduction to Gender Mainstreaming
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Gender Terminology and Concepts
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	The Social Construction of Gender
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day One
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Gender and HIV Linkages
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Sexual and Gender-based violence
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Gender analysis framework and tools
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY THREE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Gender Mainstreaming in the Project Cycle
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Gender and Advocacy
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Developing the business case for gender equality and women empowerment
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Three
DAY FOUR	

Learn. Internalize. Apply



8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Identifying and managing resistances towards Gender Mainstreaming
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Implementing gender analysis in a country context
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Running organizational assessments on Gender Mainstreaming
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Four
DAY FIVE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Action Planning and commitments
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	The Power of Emotional Intelligence
1:00 pm – 2:00 pm	Graduation, Lunch, Wrap Up & End of Training

YOUR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT** for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

ADMINISTRATION DETAILS

Dates: 25th to 29th September 2023
Venue: PrideInn Express Nyali, Mombasa
For enquiries or registration call [David](#) on: (+254) 722 352 680 or [Rebecca](#) on (+254) 787 352 680.
Alternatively email: dgmbfinance@gmail.com

PRE-REQUISITES

Intense desire to learn practical, pragmatic techniques and best practices required on Gender Mainstreaming.

QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether.

Privacy notification: DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements. Notice of withdrawal: Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

CERTIFICATE OF PARTICIPATION

Participants will be awarded certificates after attending this course.

HOW TO PAY

1. Issue Cheques in the name of “DGMB Training Solutions Ltd” or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: -
Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: -11049.
3. Our PIN is P051349463P

Learn. Internalize. Apply

