

HP LIFE: Empowering women entrepreneurs through ICT



Ana Barfield

6 October 2011

How to foster economic development?

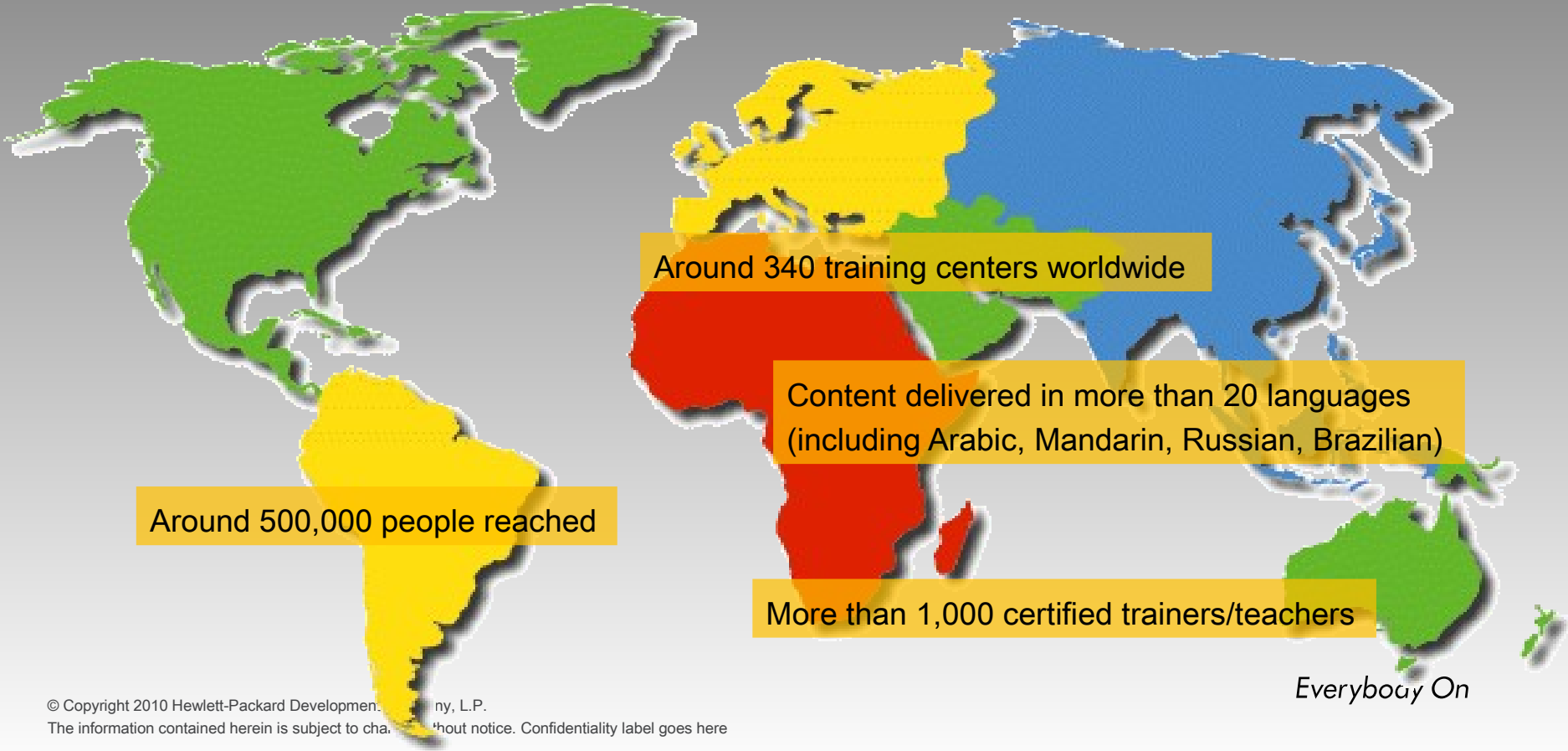


Ibn Khaldun
(1332 Tunis - 1406 Cairo)

Four conditions must be met:

- Stability of political institutions
- Respect for other human beings
- Respect for private property
- Stimulation of innovation

HP LIFE today



Everybody On

HP LIFE: A bridge between business & technology



- + Modular
- + Complements existing training courses
- + Basic and advanced options
- + Immediately applicable
- + Hands-on

LIFE target audience



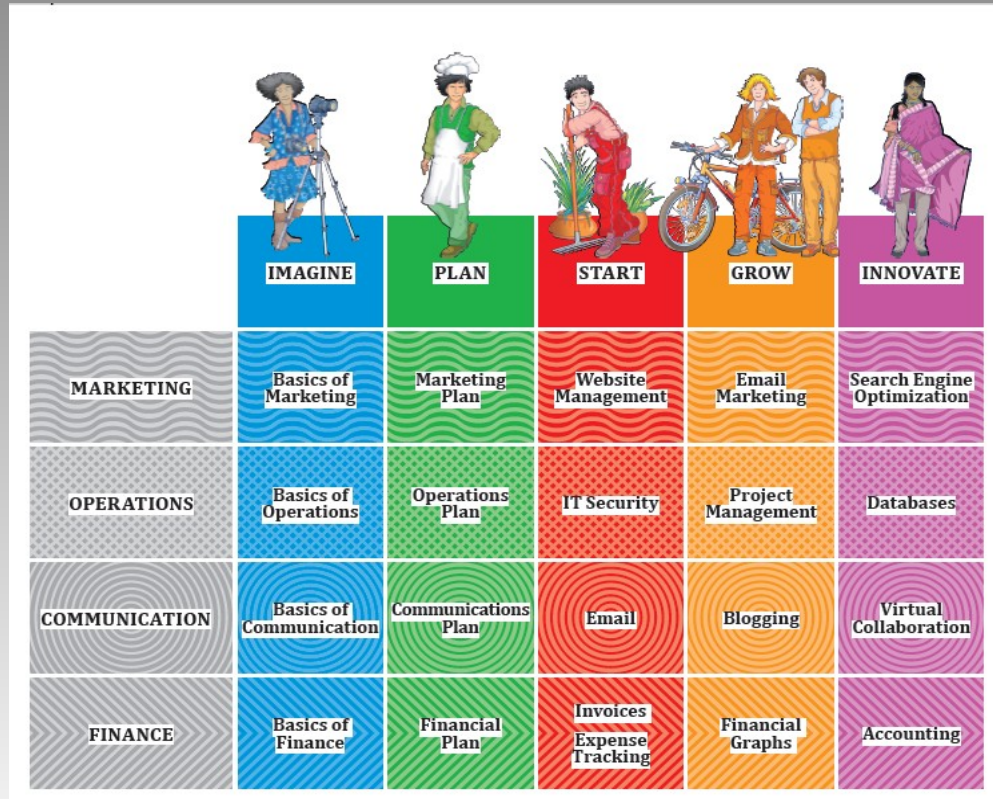
- **Aspiring entrepreneurs**
 - High-school students
 - University students
 - Youngsters dreaming of their own business
- **Established entrepreneurs**
 - Novice entrepreneurs
 - Experienced entrepreneurs
 - Entrepreneurs with few tech skills
 - Entrepreneurs with sophisticated tech skills

Everybody On

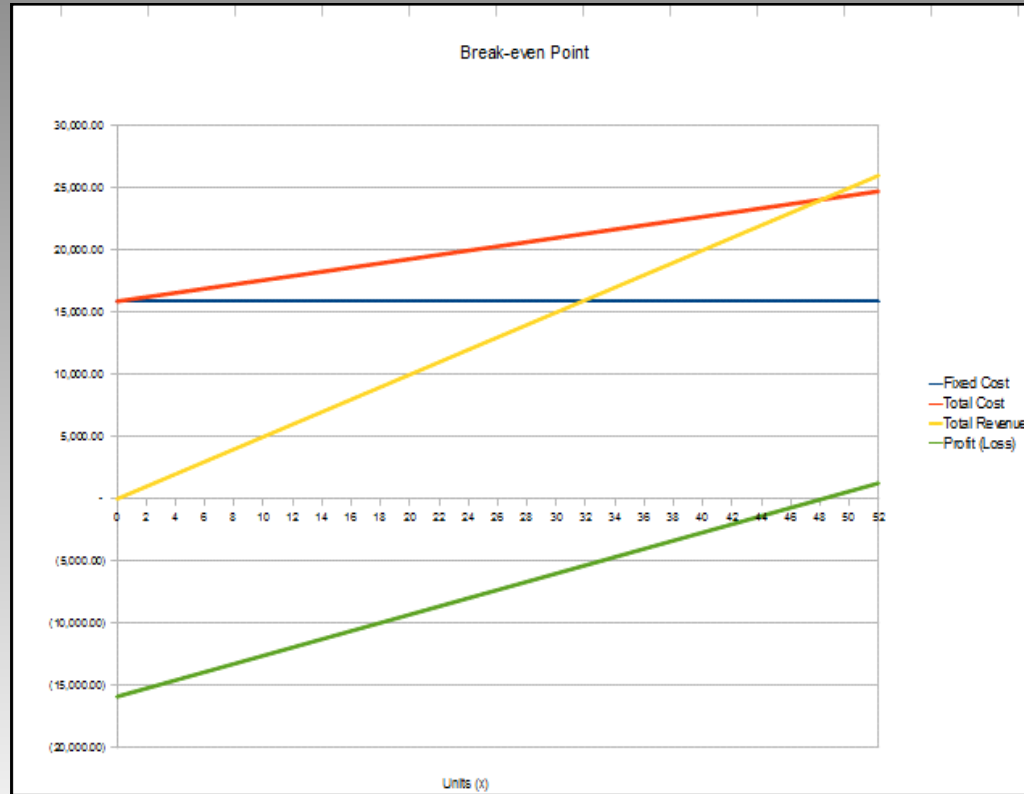
LIFE Curriculum



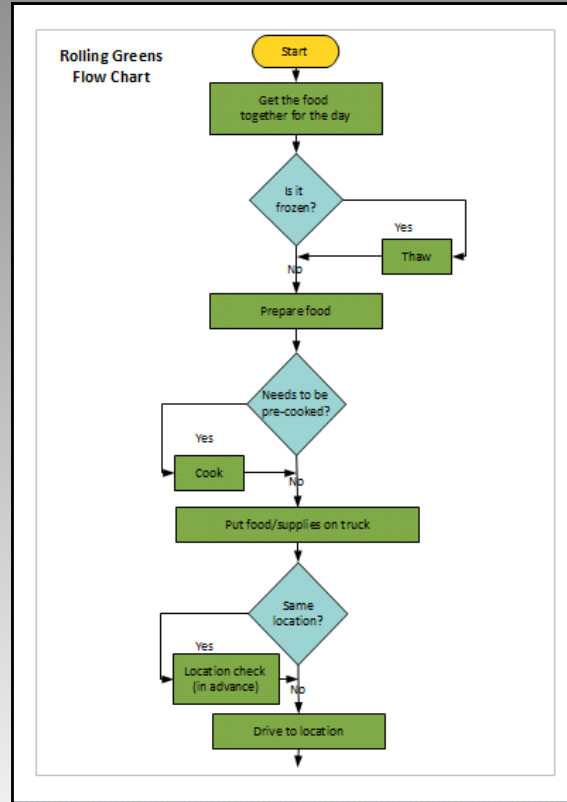
LIFE Curriculum




LIFE students learn...



LIFE students learn...




LIFE students learn...




Home Who we are Our flowers News Contact

Our Flowers


[Carnation](#) | [Daisy](#) | [Freesia](#) | [Lily](#) | [Magnolia](#) | [Orchid](#) | [Rose](#) | [Sunflower](#) | [Tulip](#)



Carnation
The carnation is an inexpensive option for wedding bouquets and decorations. The wealth of colors carnations come in ensures that you can find the exact hue for you!
[More details](#)



Daisy
Characterized by its freshness and symbolizing youth and innocence, the daisy is a popular choice for any season. Bring gentleness to your wedding by choosing the daisy.
[More details](#)



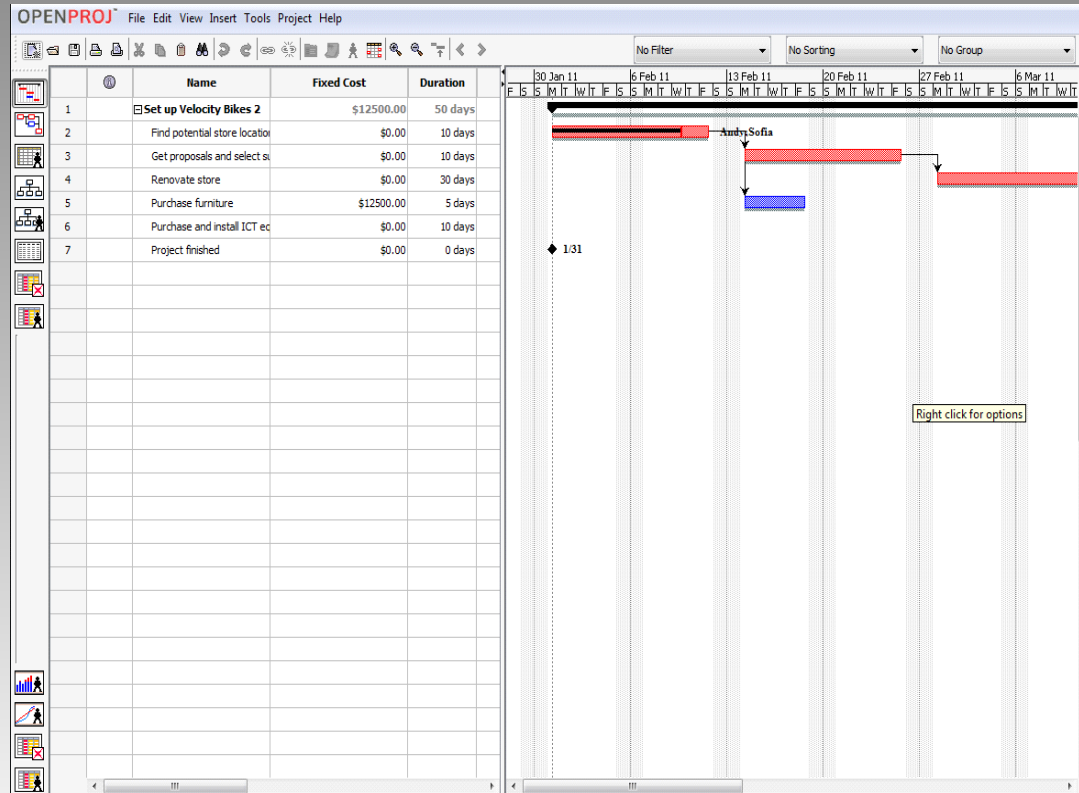
Freesia
This enchantingly fragrant flower is a favorite for springtime weddings. It spells tenderness and warmth for your special day.

Green calendar

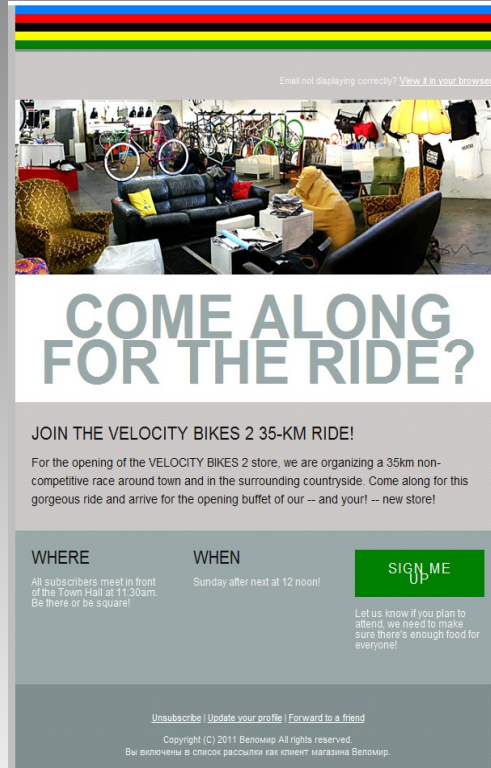
April special offers!

- 20% discount on orchids!
This month we are offering a special discount on all orchids, sold wholesale and individually!
- Planning a summer wedding? You're in the final months of preparation for your wedding but you haven't chosen a flower yet. Have you thought about the sunflower? Sunflowers are the perfect summer choice, suggesting optimism and longevity! Blossom Flowers is introducing the sunflower this April for the first time!

LIFE students learn...




LIFE students learn...



The image shows an email banner for a bike ride event. At the top, there are three horizontal bars in red, yellow, and green. Below them is a small text link: "Email not displaying correctly? View it in your browser". The main visual is a photograph of a bicycle shop interior with various bikes and equipment. Below the photo is the headline "COME ALONG FOR THE RIDE?" in large, bold, grey letters. Underneath is the sub-headline "JOIN THE VELOCITY BIKES 2 35-KM RIDE!". The main body of text describes the event: "For the opening of the VELOCITY BIKES 2 store, we are organizing a 35km non-competitive race around town and in the surrounding countryside. Come along for this gorgeous ride and arrive for the opening buffet of our -- and your! -- new store!". The bottom section is divided into three columns: "WHERE" (All subscribers meet in front of the Town Hall at 11:30am. Be there or be square!), "WHEN" (Sunday after next at 12 noon!), and a green "SIGN ME UP" button. Below the button is a note: "Let us know if you plan to attend, we need to make sure there's enough food for everyone!". At the very bottom, there are links for "Unsubscribe", "Update your profile", and "Forward to a friend", followed by a copyright notice: "Copyright (C) 2011 Veloмир All rights reserved. Вы включены в список рассылки как клиент магазина Veloмир."

Email not displaying correctly? [View it in your browser](#)



COME ALONG FOR THE RIDE?

JOIN THE VELOCITY BIKES 2 35-KM RIDE!

For the opening of the VELOCITY BIKES 2 store, we are organizing a 35km non-competitive race around town and in the surrounding countryside. Come along for this gorgeous ride and arrive for the opening buffet of our -- and your! -- new store!

WHERE
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Вы включены в список рассылки как клиент магазина Veloмир.

LIFE students learn...

Sales Purchases Items and Inventory Manufacturing Dimensions Banking and General Ledger Setup

InnovatingTraditions | localhost | Salesman Preferences Change password Logout

New Sales Order Entry

Customer: Classic Homes Current Credit: 10,000.00 Payment: Due By End Of The Following Month Order Date: 10/03/2011

Branch: Classic Homes Customer Discount: 10% Price List: Wholesale

Reference:

Sales Order Items

Item Code	Item Description	Quantity	Unit	Price before Tax	Discount %	Total	
<input type="text"/>	Paloma Bookcase <input type="text"/>	<input type="text"/>	1 ea.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Add Item"/>
						Shipping Charge	<input type="text"/>
						Sub-total	<input type="text"/>
						Amount Total	<input type="text"/>
							<input type="button" value="Update"/>

Order Delivery Details

Deliver from Location: Default

Required Delivery Date: 11/00/2011

Deliver To: Classic Homes

Address: 36 Sunnyside Road
Witney

Contact Phone Number: 0123 3434 444

Customer Reference:

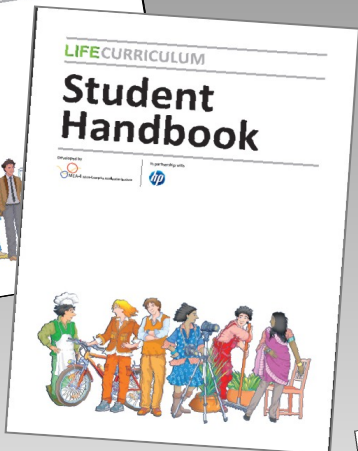
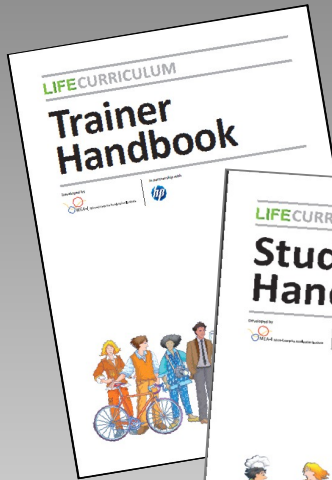
Comments:

Shipping Company: Easy Shipping

[Back](#)

10/03/2011 | 12:21 pm F2 - Customers; F3 - Branches

LIFE Curriculum training materials



Meet Chico	
Name	Chico
Business Name	Blossom Flowers
Stage in Business	Started his own business a year ago
Technology Knowledge	Basic
Needs	Chico needs to understand how to track his business expenses, more efficiently

Meet Nadia	
Name	Nadia
Business Name	Undefined
Stage in Business	Thinking about starting a photography business
Business Knowledge	Limited
Needs	Nadia needs to understand the basics of finance so that she can take the first steps towards starting her own business

Meet Andy and Sofia	
Name	Andy and Sofia
Business Name	Undefined
Stage in Business	Thinking about starting their own business
Business Knowledge	Intermediate
Needs	Andy and Sofia need to understand how to track their business expenses, more efficiently

Everybody On

Also in Arabic

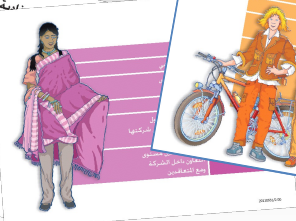


بيان الدخل

الرمز	الوصف	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة
1	الدخل الإجمالي								
2	الخصم								
3	الدخل الخاضع للضريبة								
4	الضريبة								
5	الدخل الخاضع للضريبة بعد الخصم								
6	الضريبة								
7	الدخل الخاضع للضريبة بعد الخصم النهائي								

بيان الدخل

الرمز	الوصف	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة	القيمة
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6	الضريبة								
7	الدخل الخاضع للضريبة بعد الخصم النهائي								



What else is there in LIFE?



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image IBCAO
© 2011 Cnes/Spot Image

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HOW TO USE THE MAP

Check the categories of information you want to display on the Globe!

- SUCCESS STORIES
- BLOG
- TRAINING CENTERS
- PEOPLE
- NEWS & EVENTS

THERE'S LIFE ON EARTH

- LIFE BLENDED TRAINING OF TRAINERS IN BEIJING, CHINA**
The first LIFE Blended Training of Trainers (TOT) in China was recently held...
- STARTING A BUSINESS: THE IDEA PHASE**
You know you want to start a business, but what do you do next? Here's how to find the perfect...
- SUCCESS STORIES**
Need some encouragement? Read about amazing entrepreneurial...
- MALAK N. DAWOOD**

TAKE THE QUIZ

AND GET MORE RELEVANT CONTENT

Take the quiz !

my LIFE

You've taken the quiz, now check out what content is most relevant for you!

Discover your LIFE !

HALL OF GAMES

Discover our games !



User: Ana Barfield | Logout
Profile: TRAINER
Status: Super Master Trainer
Organization: MEA-I
[Change Password](#)

Profile

Trainer type

- Trainer
- Master Trainer
- Super Master Trainer

201 Total messages.
You have 195 new messages.
[Go to Inbox](#)

Certificate Search

Check here to check the Certificate authenticity



Training Videos

Need help on using Smart Tool? Check here



We want to hear from you!

Send us your comments



DASHBOARD

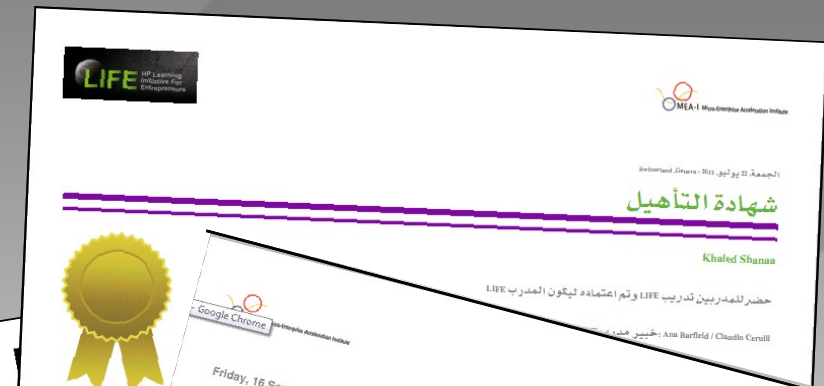
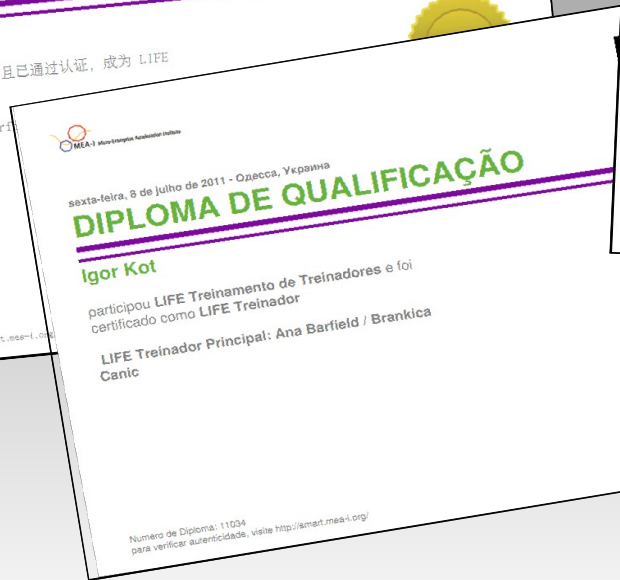
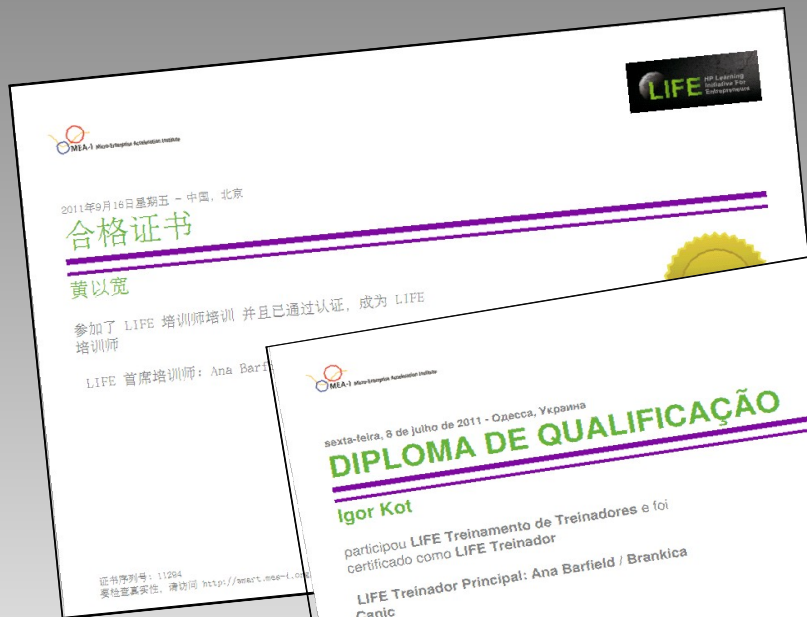
Your last 20 Training of Trainers Trainings

Training	Num. of trainees	Status	Evaluation average	Actions
TOT LIFE, San Francisco, USA, Wed 26 Oct 2011 - Fri 28 Oct 2011	16	Open	0.00	
TOT LIFE, 中国, 北京, 三 14 九月 2011 - 五 16 九月 2011	16	Closed	4.68	
TOT LIFE, Geneva, Switzerland, Wed 20 Jul 2011 - Fri 22 Jul 2011	12	Closed	4.56	
TOT LIFE, Одесса, Украина, Пн 04 июля 2011 - Пт 08 июля 2011	15	Closed	4.66	

Statistics

Number of trainings	4
Number of students	61
Average students per training	15.25

Branded certification



Refresh your knowledge!

If you are a certified **LIFE Trainer** and you want to refresh your knowledge about the teaching methodology behind the **LIFE Curriculum**, you can also use the **LIFE Online Method**.

Unit 1 Introduction to LIFE Curriculum

The LIFE Online Method covers all the theory behind the LIFE Curriculum, and explains in detail how each of the components of the Topic Flow should be delivered.

Unit 2 Topic Flow theory

Unit 3 Virtual Entrepreneur Story theory

Unit 4 Business Scenario theory

Unit 5 Demonstration theory

Unit 6 Hands-on Activity theory

Unit 7 Debrief theory

Unit 8 Communication skills

Unit 9 How to setup a LIFE Training

The LIFE Online Method consists of 9 Units. A Unit is an animated presentation that you can watch online on your computer, any time you like. Some Units also contain videos inside them, and some have self-assessment quizzes that you can use to check your understanding of the content of the Unit.

Also, before you get started with the Units, take a look at [Getting to know the LIFE Online Method interface](#), which will help you get oriented in the platform.

For further details, please take a look at the [Frequently Asked Questions](#).

Enjoy!

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Virtual Entrepreneur Story



Ana
LIFE Master Trainer

Email

Outline Transcript Search

Virtual Entrepreneur Story theory

In this Unit, you will learn...

Virtual Entrepreneur Story

Virtual Entrepreneur Story Video

Virtual Entrepreneur Story Video

What is the Virtual Entrepreneur Story?

What are the VE characters?

What you need

The setting

The timing

The sequence of steps

▶ Step 1: Introduction to level and module

▶ Step 2: Story with questions

▶ Step 3: Introduction to challenge

The purposes of the VE Story

How to prepare the VE Story

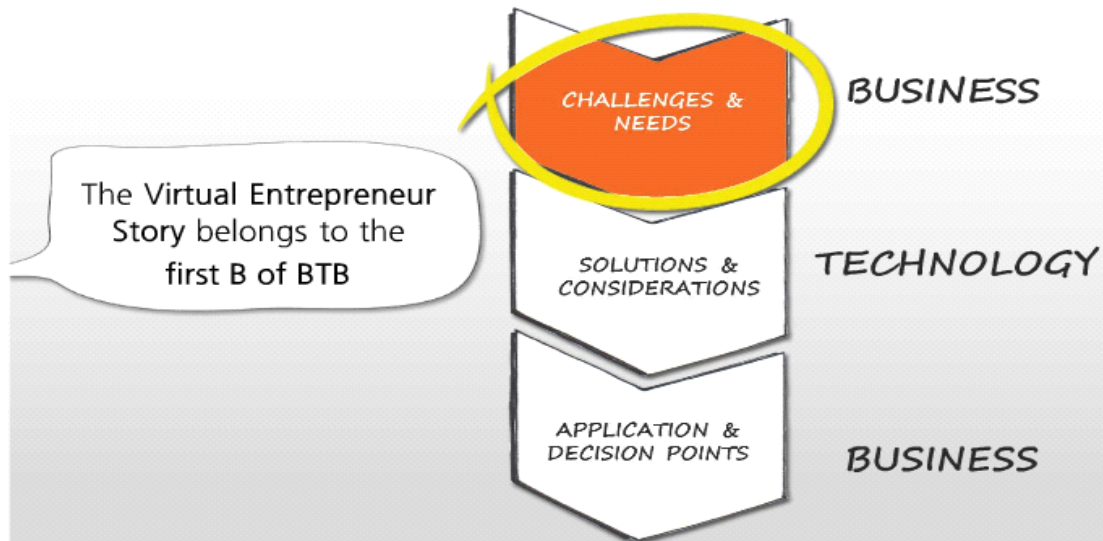
Common trainer mistakes

▶ Virtual Entrepreneur Story Video

Let's recap!

▶ Assess your understanding

And that's it!



SLIDE 3 OF 27

PAUSED

00:18 / 00:30



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Ana
LIFE Master Trainer

Scroll

Outline Transcript Search

Virtual Entrepreneur Story theory

In this Unit, you will learn ...

Virtual Entrepreneur Story

Virtual Entrepreneur Story Video

Virtual Entrepreneur Story Video

What is the Virtual Entrepreneur Story?

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The sequence of steps

Step 1: Introduction to level and module

Step 2: Share with questions

Step 3: Introduction to challenge

The purposes of the VE Story

How to prepare the VE Story

Common trainer mistakes

Virtual Entrepreneur Story Video

Let's recap!

Assess your understanding

And that's it!

Virtual Entrepreneur Story

Next Slide



SLIDE 5 OF 27

PAUSED

00:05 / 02:19



DEVELOPED BY IN PARTNERSHIP WITH



Women in HP LIFE





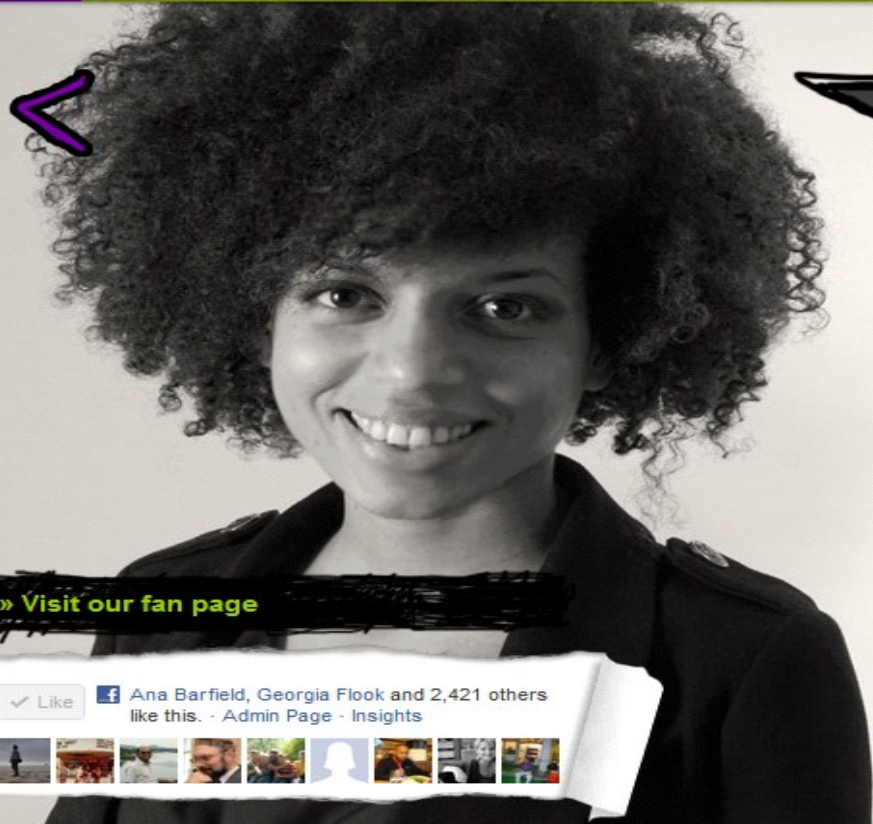
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HOME

ABOUT THE PROGRAM

LIFE IN ACTION

PLAY & LEARN



«MY ADVICE:
NEVER GIVE UP!»

Aissatel
started three businesses.

» [Read my story](#)

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About



Quick Entrepreneur Test



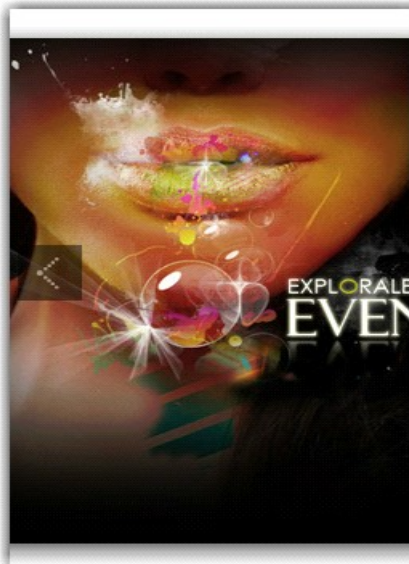
bouteille de lait
L'agence qui vous fait grandir.

Accueil / Logo / Graphisme / Site internet / Illustration / Presse / Liens / Contact

/// Création et refonte de site internet : Sites vitrine / Site de e-commerce

/// Charte graphique / logo déclinables sur : affiches, flyers, plaquettes...

/// Identité visuelle / Illustration / customisation d'objets ou de lieux physiques...



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[COLLECTION](#)

[POINTS DE VENTE](#)

[LA CREATRICE](#)

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REJOIGNEZ-NOUS



VOIR LA VIDEO DE
LA CREATRICE



Voir toute la
COLLECTION

FALL
WINTER
2011

LOOK BOOK
EN LIGNE
A PARTIR DE
JUILLET 2011

POINTS DE VENTE

EVENEMENTS



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aissatel.amet@yahoo.fr
0033 (0)6 19 47 55 13



faune éthique

PHONETIQUE
Encre sur papier photo
100x70 cm
Collection "Cool œuvre 2011"
Série limitée : 30 tirages

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«YOU SHOULD START WITH SMALL THINGS.»

Rachel opened her own farm.

» [Read my story](#)

» [Visit our fan page](#)

[About](#)

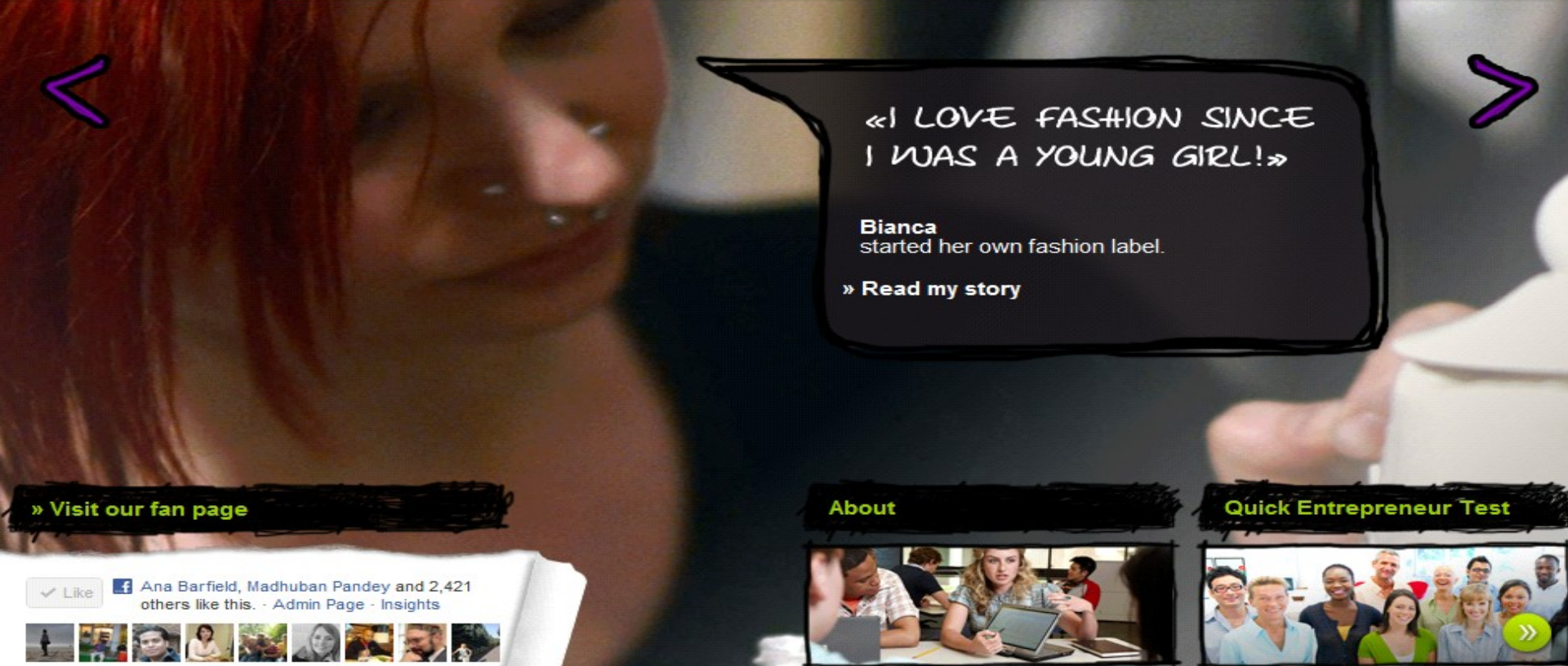
[Quick Entrepreneur Test](#)

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«I LOVE FASHION SINCE I WAS A YOUNG GIRL!»

Bianca
started her own fashion label.

» [Read my story](#)

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BIANCA
BANNACH

Modedesign Bianca Bannach

Von der Modegeschichte und einem träumerisch-lieblichen Stil inspiriert, kreiert Bianca Bannach unter dem gleichnamigen Modelabel extravagante Mode, sowie Accessoires.

Onlineshop FemELLE: www.dawanda.com



NEW ROMANCE

Zarte Linien, kontrastreiche Flächen und schwungvolle Kurven werden von Bianca Bannach zu detailverliebten Fantasiewelten, Geschichten und Charakteren verstrickt.

Onlineshop ReBELLE: www.dawanda.com



What about LIFE in Kuwait?



Kuwait teacher training (March 2011)



Thank you
for your attention .

ana.barfield@mea-i.org