

# UPDATE

## KNOWLEDGE MANAGEMENT UPDATE

Oct 2017

### KM TEAM EQUIPS PARTNERS TO IMPROVE CLIENT UNDERSTANDING

Over the summer, the KM team conducted two training workshops. Twenty-nine participants from six countries and ten organizations attended. These workshops equipped partners with practical research tools to increase the client-centricity of their organizations through a deeper understanding of their clients' experiences.

**Training in an Immersive Conversation technique** was facilitated by a representative from Innate Motion, a company that specializes in applying the principles of Human-Centered Design to marketing and product development. This technique teaches how to understand values, motivations, and emotions of clients for shaping products, operational processes, and marketing campaigns.

**Dr. Genzo Yamamoto facilitated the Client Journey Mapping (CJM) training**, building upon a rapid rural appraisal technique that the team has implemented in its own studies. [Learn more](#) This technique helps participants articulate their experiences by mapping their life journey visually, identifying pain points encountered along the way. KM's latest iteration drew on the strengths of both methodologies.

**These workshops were very hands-on (including visits with local clients) and practical**, focusing on methodologies that do not require extensive teams, expensive materials, or large sample sizes. Following the workshop, each partner conducted research that blended the participatory, process-focused CJM methodology with the broader life focus of Immersive Conversations.

### ENABLING INNOVATION: ACTION-LEARNING FOR WOMEN'S EMPOWERMENT IN AGRICULTURE

KM is guiding an action-research initiative in Mozambique testing strategies for linking women farmers with commercial agricultural markets. The



**Dr. Yamamoto engaging with workshop participants in India.**

program, implemented in partnership with iDE, reaches farmers through Farm Business Advisors (FBAs) – microentrepreneurs supplying inputs and purchasing farmer produce while delivering technical advice to improve the farm business and empower women. [Learn more](#)

**This project tested a curriculum that encouraged the entire family to be involved** in trainings and decision-making related to the farm business. To encourage implementation of these practices, the team developed a video series featuring families from the same communities sharing how they have benefitted from these practices. Videos are accompanied by adult-learning guidance for program staff and FBAs to support effective use. The value of this video tool is being tested and compared to the previous marketing approaches – word-of-mouth and brochure distribution.

**In September, KM facilitated a learning workshop** with staff, partners, and FBAs to review and test the tool. The team also shared current findings for two other gender strategies being tested: (1) supporting women as FBAs and farmers and (2) engaging larger, private firms in reaching and empowering women.

## PLANNING RIGOROUS STUDY MEASURING THE IMPACT OF MICROFINANCE “PLUS”

The KM team is preparing for a rigorous evaluation to measure the impact of microfinance “plus” (best-practice microfinance and training). This will be in partnership with Sinapi Aba Savings and Loan (Sinapi), VisionFund International, and leading researchers (and with the support of a generous private donor). This will attempt to capture impact where other methodologies have fallen short by combining randomized control trial and propensity score matching approaches. KM is hopeful that the insights from an impact evaluation of this scope and rigor will have significant implications for the broader industry.

## WEBINAR ON MOBILIZING SUSTAINABLE SAVINGS

KM coordinated a webinar with Sinapi Aba, UNCDF MicroLead, and Bankable Frontier Associates (BFA) on Sinapi’s innovative solutions to help low-income customers realize their savings goals by combining personal service with digital efficiency. Hosted by the SEEP Network, the webinar covered the specifics of Sinapi’s dual savings-mobilization strategy, discussed what their customers like – and don’t like – and saw how BFA’s financial analysis tool is helping Sinapi enhance sustainability of savings services. Learn more Over 80 individuals around the world tuned in! Watch the recording [here](#).

## SUPPORT FOR A LANDMARK AGFINANCE AND GENDER WORKSHOP

In September, KM’s Mary Pat McVay provided support for an AgFinance workshop, working closely with the AgFinance team and Lydia Baffour-



Participants at the September AgFinance and Gender Workshop in Kampala, Uganda.

Auwah (Program Manager, OI-UK). This meeting brought together the larger Ag team, bank staff, and gender experts to optimize the business model and to further transformative impact. The workshop was the first of its kind; integrating gender issues into AgFinance’s annual meeting as part of broader efforts to boost the program’s women’s empowerment strategy. [Learn More](#)

**Staff learned to use a gender strategy framework**, heard from accomplished practitioners of women’s empowerment in agriculture, and integrated learnings into their AgFinance strategies and plans. AgFinance also introduced the client journey mapping tool (originally taught by KM), which is now being used with staff and clients to improve understanding of operational processes.

**Mary Pat’s contributions were essential:** Tim Strong, Regional Agriculture Adviser, noted that “[Her] organization capacity was critical in helping us structure the past week and to ensure that it was a rewarding training for our teams.... I’m very grateful [for Mary Pat’s] hard work, and to the KM Program in general, for helping us to relay consistent messaging across our teams.”

### EVENTS

- **SEEP Conference**, Oct 3rd Education Finance: A Business Case to Address the Education Crisis
- **Building Spiritual Capital**, Oct 27 A Vision for Holistic Client Change
- **Values Research Workshop**, Nov 28-29 Understanding spiritual and values-change through story capture

### OTHER ONGOING PROJECTS

- Measuring the Impact of AgFinance on farmers in Ghana
- M&E support for the second phase of the Girls’ Education Challenge.
- Research to optimize the EduFinance program
- Mapping journeys out of poverty for young women and girls
- M&E & Research starting for Financial Inclusion & Enterprise Devt, Ghana

### KM FUNDRAISING NEEDS

- Fostering Holistic Well-Being Program Development Research
- Human Centered Design research on gender and digital inclusion

### QUESTIONS?

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