

Media Release

In 2016, Gleeds Egypt promoted the theme of non-formal education in a public school by addressing key aspects associated with becoming a successful leader. This year, they aimed at taking the challenge to a higher level with a greater impact.

Gleeds' volunteers participated in a one-day workshop under the umbrella of entrepreneurship targeting second grade preparatory grade students of a public school. The programme titled "It's My Business" focused on key entrepreneurial characteristics by training students to apply these characteristics and examine successful business models.

The aim of the programme was to promote concepts such as taking initiative, decision-making, innovation and creativity, self-confidence and taking risks. Through teamwork and critical thinking, each group of 2-3 volunteers mentored a class of students to identify their own business options and develop their business plans.

In addition, a three-hour training of trainers (TOT) session was conducted by INJAZ at the office's premises prior to the challenge in order to equip volunteers with the necessary set of skills and knowledge needed to lead the workshop, interact with the participants and deliver the programme.

At the end of the session, volunteers realised that the experience was a two-way learning process. "I was impressed of how creative and innovative the girls were! It felt very rewarding to be able to deliver a valuable message to them." Aya Hesham, Deputy Cost Manager.

Notes for editors