

**ITC** 

International Training Centre

**Organized and delivered by the  
International Training Center  
of the ILO**

**Venue: ITC ILO campus,  
Turin, Italy**

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## **1 APRIL – 5 APRIL, 2019** **MAKING MICROFINANCE WORK: MANAGING PRODUCT DIVERSIFICATION**

### **ILO Microfinance Management Training**

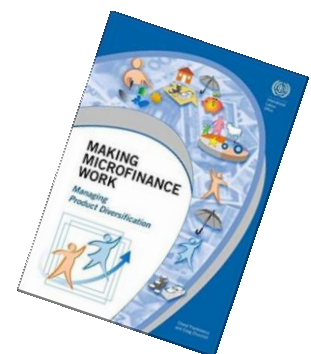
This training programme helps microfinance institutions to diversify their product portfolio in a strategic and cost-effective manner. It is relevant to institutions that are looking for ways to manage their diversification more effectively, as well as institutions that have not yet diversified and are seeking guidance on where and how to start.

The course is designed for middle and high level managers in microfinance institutions. The course is also useful for funding agencies and technical assistance providers who are supporting financial inclusion and the diversification efforts of MFIs.

#### **Cost**

**Tuition fee: 1615 EUR**

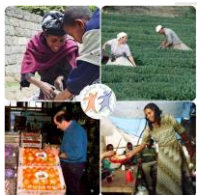
**Accommodation and meals at  
the ITC ILO campus: 635 EUR**



**Total cost: 2250 EUR**

**Enroll here: <https://oarf2.itcilo.org/STF/A9012048/en>**

**Contact us** at [mmw@itcilo.org](mailto:mmw@itcilo.org) to express interest and learn more. Registration deadline: February 18, 2019 (to allow securing visa to Italy).



## Course programme

### Key objectives:

- To raise awareness of the opportunities and risks that product diversification presents
- To explore options for improving MFI outreach through product diversification
- To provide tools and strategies for managing product diversification successfully
- To encourage a more proactive management of MFI product portfolios over time



**Day 1: Preparing for Diversification.** This section helps managers understand diversification, the opportunities and risks it poses and how MFIs can prepare themselves to diversify successfully. Participants will define product diversification and the concept of a strategic product mix; explore the many reasons for which MFIs might want to develop new products and markets, raise awareness of the damage diversification can cause.



**Day 2: Product Options.** MFIs that wish to diversify will find they have many options to choose from. During the course microenterprise loans, housing loans, insurance and non-financial services will be covered in details, while the course Manual contains ten different types of products. With each module exploring the characteristics and requirements of one type of product using examples from MFIs around the world to illustrate variations in the way the product can be delivered.



**Day 3: Market Segments.** The course will examine youth, SMEs and rural population as market segments with significant potential for MFI expansion, while the manual contains also four additional segments. Each module explores why a particular segment can be challenging and discusses the products and product adaptations that can help institutions serve the segment more effectively.



**Day 4: Diversifying successfully.** After exploring various combinations of products and services that MFIs could offer to better meet the needs of specific market segments, this fourth and final section returns to the management agenda. The section looks at the important role of partnerships in helping MFIs of various types to diversify efficiently and effectively, focuses on the challenges of delivering a diverse product portfolio.



**Day 5: Diversifying successfully and Action planning.** It raises awareness of the issues that need to be dealt with and provides specific suggestions for adapting the institutional culture, redistributing responsibilities, empowering staff, communicating with clients, reengineering systems and managing change. Finally, Module 24 examines the product portfolio management function and the activities through which MFIs can not only create but also maintain a strategic product portfolio over time. Action planning.

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