# SME Support Program Monitoring Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Monitoring and Evaluation | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

SME Support Program Monitoring Training Course is a comprehensive, results-driven program designed to equip participants with cutting-edge knowledge and practical skills for monitoring, evaluating, and enhancing SME development initiatives. In today's fast-paced economic environment, SMEs are pivotal drivers of innovation, employment, and economic growth, yet many programs face challenges in measuring impact effectively. This course provides participants with hands-on tools, data-driven techniques, and strategic insights to track SME performance, ensure accountability, and optimize resource allocation for maximum impact.

Leveraging the latest digital monitoring frameworks, real-time dashboards, and evidence-based evaluation methodologies, this training empowers participants to transform SME support programs into high-performance, measurable interventions. Participants will gain expertise in program design, impact assessment, stakeholder engagement, and sustainable growth metrics, making this course ideal for professionals seeking to strengthen their monitoring and evaluation competencies while driving meaningful SME development outcomes.

## Programme Curriculum

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**Course Duration**

10 days

**Course Objectives**

By the end of this course, participants will be able to:

1. Apply SME monitoring frameworks to evaluate program effectiveness.
2. Design results-oriented SME support programs using evidence-based methodologies.
3. Develop and implement key performance indicators (KPIs) for SME growth.
4. Utilize data visualization tools and dashboards for real-time monitoring.
5. Conduct impact assessments to measure SME program outcomes.
6. Integrate digital monitoring technologies to enhance program efficiency.
7. Apply risk management strategies in SME support interventions.
8. Improve stakeholder engagement and reporting practices.
9. Enhance resource allocation decisions through data-driven insights.
10. Monitor financial performance and sustainability of SMEs.
11. Employ qualitative and quantitative evaluation techniques for program improvement.
12. Create evidence-based policy recommendations for SME development.
13. Develop continuous learning systems to optimize SME support initiatives.

**Target Audience**

1. SME program managers and coordinators
2. Monitoring and Evaluation (M&E) professionals
3. Business development officers and consultants
4. Policy makers in SME development
5. NGO staff supporting SME initiatives
6. Financial institutions offering SME services
7. Economic development practitioners
8. Researchers and academics in entrepreneurship and SME studies

**Course Modules**

**Module 1: Introduction to SME Support Programs**

- Overview of SME development ecosystems
- Importance of SME support programs in economic growth
- Key stakeholders and beneficiaries
- Challenges in SME program implementation
- Case Study: Government-backed SME incubation success in Kenya

**Module 2: Fundamentals of Monitoring and Evaluation (M&E)**

- Definition and importance of M&E for SMEs
- Types of M&E: formative, process, and impact evaluation
- Tools and techniques for effective monitoring
- Role of evidence in decision-making
- Case Study: Evaluation of SME digital training programs in Nairobi

**Module 3: Designing SME Monitoring Frameworks**

- Components of effective monitoring frameworks
- Developing logical frameworks (LogFrames) for SMEs
- Aligning program objectives with measurable outcomes
- Setting indicators for performance tracking
- Case Study: SME growth tracking framework in East Africa

**Module 4: Data Collection Strategies**

- Quantitative vs. qualitative data collection
- Surveys, interviews, and focus groups
- Using digital tools for data capture
- Ensuring data accuracy and reliability
- Case Study: Mobile-based SME survey in rural Kenya

**Module 5: Key Performance Indicators (KPIs) for SMEs**

- Identifying relevant KPIs for growth, productivity, and profitability
- Financial and non-financial metrics
- Benchmarking SME performance
- Integrating KPIs into reporting systems
- Case Study: KPI-driven performance improvement for SMEs

**Module 6: Data Management and Quality Assurance**

- Data storage, cleaning, and processing
- Data validation techniques
- Maintaining confidentiality and ethics
- Best practices in data governance
- Case Study: Digital M&E data management in an SME accelerator

**Module 7: Data Analysis and Interpretation**

- Statistical tools and software for SME monitoring
- Trend analysis and forecasting
- Identifying gaps and insights from data
- Linking analysis to strategic decisions
- Case Study: Impact analysis of SME loan programs

**Module 8: Reporting and Visualization**

- Creating effective M&E reports
- Using dashboards and infographics
- Communicating findings to stakeholders
- Visual storytelling for SME performance

- Case Study: Real-time SME performance dashboards

**Module 9: Impact Evaluation Techniques**

- Measuring program effectiveness and outcomes
- Difference-in-difference and control group approaches
- Attribution vs. contribution in SME programs
- Cost-benefit analysis of SME initiatives
- Case Study: Evaluation of SME grant programs

**Module 10: Risk and Sustainability Monitoring**

- Identifying risks in SME programs
- Risk mitigation strategies
- Monitoring financial and operational sustainability
- Ensuring long-term SME growth
- Case Study: Risk management in microenterprise programs

**Module 11: Stakeholder Engagement and Feedback**

- Mapping stakeholders for SME programs
- Collecting and integrating feedback
- Participatory monitoring approaches
- Strengthening accountability mechanisms
- Case Study: Multi-stakeholder engagement in SME hubs

**Module 12: Digital Tools for SME M&E**

- Overview of digital M&E platforms
- Mobile applications and cloud-based tools
- Automation in monitoring workflows
- Integrating tech solutions for efficiency
- Case Study: Digital SME monitoring in a Kenyan tech incubator

**Module 13: Policy and Regulatory Frameworks**

- SME policies and regulations
- Aligning programs with national strategies
- Using evidence for policy advocacy
- Compliance monitoring
- Case Study: SME policy reform impact in East Africa

**Module 14: Continuous Learning and Improvement**

- Using lessons learned to optimize programs
- Adaptive management strategies
- Continuous performance improvement cycles
- Knowledge management systems
- Case Study: Adaptive SME support program in Uganda

**Module 15: Capstone Project & Practical Application**

- Designing a full SME monitoring plan

- Applying KPIs, data collection, and analysis tools
- Presenting findings and recommendations
- Peer reviews and expert feedback
- Case Study: Implementation of a local SME monitoring project

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** +254769199797

**Certification**

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

**Tailor-Made Course**

We also offer tailor-made courses based on your needs.

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|

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|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com