

Wangari Maathai Institute in conjunction with Babson College hosts the 1st Webinar for the Launch and Grow program's 3rd Edition- October 9, 2018



Launch and Grow Program Participants during the 1st Webinar Series at College of Agriculture and Veterinary Sciences Boardroom

The Wangari Maathai Institute for Peace and Environmental Studies is honored to implement the 2nd phase of the Launch and Grow: The Kenyan Women's Entrepreneurship Leadership Program in collaboration with Babson College and Fundacion Mujeres Por Africa (FMxA). The 2nd Phase entails the three (3) webinar series which will be held together with the local workshops and the graduation ceremony for the participants who will have successfully completed the mentorship process.



Interactive session

The 1st webinar dubbed, "Recognizing and Choosing Opportunities for Growth," successfully held on October 9, 2018. The webinar was delivered virtually by Edward P. Marram, a Professor at Babson for over 20 years and who regularly lectures on entrepreneurship and issues facing high-growth businesses in both graduate level and

executive education programs. Marram took the participants through Opportunities and
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challenges, choosing the right path to grow, factors for success and rules for adjacency moves in business among others. This session was delivered to the 1st, 2nd and the 3rd cohort of the Launch and Grow Program among whom, some participated in the Webinar from the Wangari Maathai Institute while others connected from their offices. The session was concluded by an interactive session among the participants who shared their experiences.



Patricia Okelo sharing her experiences with the participants of Cohort 3



Group photo after the Webinar

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