

iCRA  
Course!

# 'Making Agribusiness Work PLUS'

Building trust in agribusiness relationships for sustainable growth

Learn to be an agribusiness coach who manages the complexity of this job at the best, creates market value, trustworthy business relationships, and gets a stable income.

**This 8 months part-time course alternates online blocks of 3-4 learning weeks and self-practice weeks at a sustainable pace, all topped by 1-week face-2-face module with workshops, field visits, networking, etc. Each month you gain concrete skills that you can immediately apply in your work.**

After this course you will have gained the perfect mix of personal competencies, interpersonal skills and the right mindset to thrive in the agribusiness coach and facilitator role, and you will be able to foster and facilitate inclusive agribusiness partnerships and to unlock real win-win situations!

Through live sessions, individual and group practical assignments, personal mentorship and individual feedback from our trainers, you will learn how to best:

- Establish and reinforce sustainable business relationships among farmers, agri-entrepreneurs, input and service providers by building trust and pursuing common interests;
- Create market value in the supply chain you operate in;
- Use and improve your negotiation skills for better contracts and business deals;
- Secure a stable flow of income for your support services;
- Manage group dynamics, prevent or resolve possible conflicts among stakeholders.

## Date and venue

**3 Oct 2022 – 15 June 2023**

Blended course: online/part-time and including one week Face-to-Face group training:

**22 – 28 Jan 2023**

Scholarships available

Look out for updates at:

[www.icra.global/scholarship-information](http://www.icra.global/scholarship-information)

