

TOOL 2.9

Sample Needs Assessment Questionnaire to Develop a Coaching Program for Women-Owned Businesses

- » **GOAL:** Offer a template needs assessment questionnaire for companies seeking to develop a coaching program for female entrepreneurs who are current and potential future suppliers
- » **TARGET UNITS:** Procurement, Community Engagement

The World Bank's latest multi-country research into the challenges faced by women-owned businesses suggests that the lower profits women entrepreneurs earn are due to three factors: lack of capital, choice of sectors, and business practices. This tool is focused on responding to the third factor—business practices. Interventions proven to help women-owned businesses in this area include skills training that focuses less on technical business training alone, and more on combining commercial know-how with encouraging women to develop proactive behaviors like building confidence, perseverance, and initiative. Such approaches have been found to increase profitability of women-owned businesses by up to 40 percent⁴⁰. Group coaching is an alternative but complementary approach to training which tends to be focused on the acquisition of a specific skillset. Its methodology specifically focuses on empowering participants to find the path towards building soft skills and community self-reliance that works best for them, according to their strengths and priorities. This tool lays out a needs assessment to gather data from female entrepreneurs, which can then be used by a professional to design a coaching program. It is recommended that companies intending to support business owners in this way engage the services of a qualified coach or coaching firm to design and implement the program, either online or face to face.

Sample Needs Assessment Questionnaire for a Coaching Program

Name of business:

Name and title of respondent:

Sector of business activity:

Number of employees:

Year of business creation:

⁴⁰ World Bank Group, "[Profiting from Parity: Unlocking the Potential of Women's Business in Africa](#)," 2019.

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1. I want to clarify my overall vision and plan for the future, including setting goals. a. Yes b. No c. Not sure

 2. I have a clear idea of my greatest personal strengths. a. Yes b. No c. Not sure

 3. I want to develop a plan for my own personal growth and development. a. Yes b. No c. Not sure

 4. I can name the three things that are most important to me in life. a. Yes b. No c. Not sure

 5. I am living my life in alignment with those priorities. a. Yes b. No c. Not sure

 6. On a scale of 1–10, how happy are you with your life right now? 1 2 3 4 5 6 7 8 9 10

 7. On a scale of 1–10, how motivated are you in your work/personal life? 1 2 3 4 5 6 7 8 9 10

 8. On a scale of 1–10, how stressed do you feel right now? 1 2 3 4 5 6 7 8 9 10

 9. I want to design a better approach to doing the things I need to do. a. Yes b. No c. Not sure

 10. I want to find ways to improve my confidence. a. Yes b. No c. Not sure

 11. I'm getting feedback that I need to change a behavior. a. Yes b. No c. Not sure

 12. I want to improve my leadership presence. a. Yes b. No c. Not sure

 13. I would like to get more comfortable with having difficult conversations. a. Yes b. No c. Not sure

 14. I want to build better relationships. a. Yes b. No c. Not sure

 15. I'm struggling to balance personal life with work. a. Yes b. No c. Not sure

 16. I have a clear idea of what success means to me. a. Yes b. No c. Not sure

 17. How will you know when you are receiving value from the coaching process?
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