

AHA Trainer Pool

Expertise, Growth, and Impact in Action

Our AHA International Trainer Pool AHA

AHA international's *Trainer Pool* consists of a diverse group of freelance trainers from various European and African countries as well as from India. This international composition allows for a wide range of perspectives and experiences to be brought into our daily work.

A significant number of these trainers collaborate with AHA for many years. Most of them have participated in AHA's training programs for trainers, particularly in the so-called *Training of Trainers* (ToT, for further information see page 2). This ongoing professional development ensures that the trainers are always up to date with the latest pedagogical methods and content.



The trainers work in organisational development with our partners and in personal development areas such as leadership and entrepreneurship. AHA carefully analyses the specific needs of a partner and determines which trainer is best suited for a specific assignment. Before starting any training, there is an intensive consultation phase with the respective partner.

In close collaboration, the trainers and AHA develop a detailed concept, tailored precisely to the partner's requirements and goals. This close exchange ensures that the trainings and support provided are not only relevant but also long-term effective and sustainable.

With this experienced and versatile pool of trainers, AHA offers highest-quality and need-based support programs to its partners worldwide.

Our Commitment to Quality and Impact

When working with our partners, our clients, we ensure the highest quality in the selection of trainers. AHA trainers see themselves not only as facilitators of training content, but rather as solution- and goal-oriented trainers for the personal development of people and organisations. They offer assistance including self-reflection and promote practical training approaches. In this way, they support processes that trigger the solution to a problem and lead to an "AHA" effect. Our team of trainers includes people with agricultural, business, educational, psychological and journalistic backgrounds. They qualify as AHA trainers by constantly participating in trainings and further education formats. AHA therefore organises regular trainer days to improve its program and to provide further training for the trainer team.



Trainers within Farmers' Organisations

The availability of trainers within or within the close surrounding of farmers' organisations is an important factor in the sustainability and long-term multiplication of the impact of AHA's work. This allows organisations to sustainably strengthen the capacities of their members and representatives beyond the end of the cooperation with AHA and use the internal resources as part of business models.

Over the past few years, more than 320 b|u|s and leadership trainers (see info box) have been trained within partner organisations (e.g. in Burkina Faso, Ethiopia, Kenya, and Tanzania). On behalf of their organisations, they train farmers in entrepreneurship and elected representatives in leadership. Annual trainer days, organised by regional master trainers, ensure the long-term quality of the trainers and provide them constantly with new methods and skills.

Info box: b|u|s and Leadership Trainers

AHA's **b|u|s** Farmer Entrepreneurship Training is specifically designed to empower farmers to foster self-sufficiency.

This comprehensive training caters to a diverse range of participants, regardless of their level of literacy, age or farm size, aiming to develop their personal capabilities and enabling them to shape their own destinies.

Leadership trainers play a crucial role in equipping newly elected representatives with the necessary skills to effectively fulfill their leadership roles. Through targeted training sessions, they provide guidance on decision-making, communication, strategic thinking, and team management.

AHA Trainer Days

For AHA, our *Trainer Pool* means more than just an anonymous collection of contact details and CVs. Our *Trainer Pool* means living common values and being part of a team. It means discovering new horizons and continuing our qualifications together. It means working together to ensure that the quality of our work remains high. To meet these requirements, AHA organises at regular intervals various formats of exchange between trainers (and AHA staff) as well as courses for joint professional development. This also includes the *Trainer Days*, which are not only organised annually for the AHA trainer pool, but also with and for the b|u|s and leadership trainers within the partner organisations. At the *Trainer Days*, all trainers come together, share their experiences and coach each other on any problems. In addition, these days always include professional training for further learning.

Training of Trainers (ToT)

The training and further education of trainers is a key focus of AHA. Various Training of Trainers (ToT) rounds have taken place in recent years. These include:

1. **b|u|s ToTs:** AHA master trainers train selected members of farmers' organisations with the b|u|s methodology. After completing the course, the new b|u|s trainers can offer trainings to other members of their organisation (as a service) or externally (as a source of income both for the trainer and the organisation).
2. **Leadership ToTs:** Selected members of farmers' organisations are trained as leadership trainers. They will train all newly elected representatives of the organisations in leadership skills to prepare them for their role as elected leaders.
3. **Senior and Master Trainer ToTs:** Experienced trainers receive further training on how not only to train the target group, but also how to train trainers and be a mentor for them.
4. **Systemic Organisational Development (OD) trainers:** Experienced consultants learn to understand and analyse organisations from a systemic perspective to accompany AHA's partners.

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