



Job Skills Training Handbook – “I Am a Successful Woman”

As part of the Trafficking Prevention Project, a training handbook entitled “I Am a Successful Woman” has been published. The handbook includes practical and useful information on women’s rights in the workplace, instructions on how to initiate a successful job search, and the necessary steps for starting your own business. The topics covered in this publication range from basic life skills to professional skills that women in the new market economy need to know, such as:

- ✍* How to write a resume, prepare for an interview, search for available positions, make that first call to a potential employer, and legal employment contracts;
- ✍* How to register a business, preparation of business plans, marketing strategies, legal documents, and applying for credit;
- ✍* Building self-confidence and a positive attitude;
- ✍* Improving communication skills;
- ✍* Personal appearance and image; and
- ✍* Examples of women who have achieved success in business.

The handbook is written in an accessible, friendly style to encourage women from all walks of life to take the first steps toward taking charge of their lives. While there are technical books for specialists or students of management on the market, they contain jargon or require preparation that is beyond that of most of the women in the target audience. This is the first book in Ukraine that combines this range of topics for women who want to improve their economic situation. It was edited and designed in cooperation with professionals at the USAID-funded Ukraine Market Reform Education Program.

The reaction to the training handbook has been tremendously positive. The Kyiv office has received reviews of this publication from a variety of organizations, government agencies, and media groups, including the following:

“This book is up-to-date and important for women. It provides “must-have” information as well as emotional inspiration to take that first step. It is essential for the majority of our women and should be published in large quantities.”

- *Olena Khmelevaya, President Women's Democratic Union*

“After we read “I Am a Successful Woman,” we decided it would be interesting and useful for our readers. ... We would like your permission to publish a Russian translation ...”

- *Tetiana Valigurska, Editor, Newspaper “BV”*

“Women who care about themselves, who strive for constant self-improvement, who want to find their place in life, should have this book as a manual. It's a wonderful book for those who want to change their lives for the better.”

- *T.A. Svirus, President, Association of Entrepreneurs of Ukraine*

“We use the chapter “Secrets of Communication” describing psychological aspects of interpersonal communication as a basis for facilitation of a training for unemployed women at the city employment center. We were also particularly interested in the sections on starting your own business, which cover questions relevant for women entrepreneurs. The information in the handbook is interesting to the clients of our center, both the unemployed and potential employers.”

- *Personnel of the Cherkassy Employment Center*

Clearly, the publication is having a dramatic impact on women as well as organizations working with unemployed women and entrepreneurs. In Dnipropetrovsk, the weekly newspaper “Always Free” has started publishing abstracts from the handbook. This handbook, originally envisioned as a tool for participants of the JSTP trainings, has far exceeded this expectation. The publication is answering a need for information presented in a positive, encouraging manner on the basics of living in a market economy, including how to locate employment and how to start a business and is reaching many women beyond those trained as part of this project.

This publication is available from Winrock's Kyiv office (vul. Bohdana Khmelnytskoho 50, no. 5, Kyiv Ukraine 01030; tel: 38-044-238-6292; fax: 38-044-238-6293; contact person: Lyuda Bezsonova). Winrock is currently working on a Russian language translation.