

TERMS OF REFERENCE (TOR) FOR CONSULTANCY TO DEVELOP AN ONLINE BUSINESS COACHING PLATFORM - MONITORING AND EVALUATION

A call for a consultant to work with our team in developing an online coaching platform that aims to support owner-managed businesses by connecting them to qualified and experienced coaches.

BACKGROUND

WYLDE International founded in 2004, is an Unmatched Strategy and Entrepreneurship firm that equips and empowers entrepreneurs and their support institutions to succeed. We have grown into the leading Strategy and Entrepreneurship development firm in the region. We are consultants, coaches & trainers, helping entrepreneurs, executives & their respective teams identify & execute the action steps necessary to build successful, societally impactful organizations.

WYLDE works with ambitious entrepreneurs seeking to grow and scale their businesses while delivering impactful products and services to their customers. We have worked with over 18,000 entrepreneurs in cohorts or directly and enabled many of them to create jobs, grow their incomes and profitability.

OBJECTIVES OF THE ASSIGNMENT

To further increase the reach, growth, and direct impact to owner-managed businesses, WYLDE International is embarking on an innovative initiative, the Digi Coach Project. In today's dynamic business landscape, SMEs often face challenges in formulating and executing effective strategies which are a crucial element in their growth and sustainability. Therefore, entrepreneurs seek guidance to navigate and operate successful ventures. As such, The Digi Coach platform aims to serve as a bridge connecting experienced WYLDE business coaches with these entrepreneurs. The platform will not only facilitate this matchmaking but also track the impact and progress of the coaching program on SMEs.

To ensure the success of this venture, we are seeking dynamic and qualified consultants to join our team. The following Terms of Reference (TORs) will delineate the specific roles and responsibilities of the Monitoring and Evaluation consultant.

Location: Nairobi

Duration: November 2023 - May 2024.

SCOPE OF WORK

The primary objective of the Monitoring and Evaluation consultant is to establish a robust monitoring and evaluation framework for the Digi Coach project. This framework is critical for tracking project impact, outcomes and ensuring its overall effectiveness.

1. Conduct an initial assessment of the project's objectives and establish key performance indicators (KPIs) and data collection methods to track project outcomes and impact.
2. Develop and implement a comprehensive monitoring and evaluation framework for the Digi Coach project.
3. Regularly collect, analyze, and report on the project to track performance and progress within timelines
4. Collaborate with the needs assessment personnel to create data collection tools, gather initial findings and track the impact of recommendations on SMEs.
5. Generate regular reports and communicate findings to the project team and stakeholders.
6. Analyze feedback from users, stakeholders and translate it into actionable insights
7. Ensure data security, privacy, and compliance with applicable regulations.
8. Support project sustainability efforts by identifying areas for improvement and growth.

ELIGIBILITY CRITERIA

1. Bachelor's or master's degree in Evaluation, Monitoring, Data Science, or a related field.
2. Proven experience in monitoring and evaluation of development projects or programs.
3. Strong data analysis skills and proficiency with evaluation software.
4. Excellent communication and report-writing skills.
5. Ability to work collaboratively with cross-functional teams.
6. Knowledge of impact assessment methodologies.
7. Familiarity with data privacy and ethical considerations in monitoring and evaluation.

DELIVERABLES

1. Develop and present a monitoring & evaluation plan and Project's KPIs
2. Development of tools as necessitated by the project
3. Monthly performance analysis report
4. Present an impact Assessment Report capturing the baseline analysis
5. Generate a final project evaluation report

PAYMENT SCHEDULE

The payment structure has been set into three stages with disbursements of 20%, 30% and 50% upon completion of prior set deliverables.

EXPRESSION OF INTEREST

Interested parties may submit their expression of interest by **17th November 2023** on **recruitment@wyldeinternational.com**. Any questions or clarifications should be directed to the same email address. In your EOI, kindly detail on the following;

- Your profile, resume and track record or experience in delivering work similar to this project scope.
- A technical proposal of your understanding of the scope of work detailing the intended methodology to be used.
- A tentative work schedule and timelines of the deliverables.
- An itemized financial proposal. Consider a budget up to Kes. 200,000. Highly consider the allocated budget when proposing the project plan and submitting the financial proposal.