HOW TO
Private Sector Engagement (PSE) in Education

The Private Sector Engagement Cycle

Ongoing Private Sector Engagement & Networking

PROJECT DESIGN & IMPLEMENTATION

1. Define Problem or Opportunity
   - Develop Strategy

2. Stakeholder Analysis
   - Identify Prospects

3. Design Activity
   - Structure Deal(s)

4. Implement Program
   - Engage Private Sector

5. Collaborate Learn Adapt (CLA)
   - CLA

COUNTRY STRATEGY / CDCS

Development Policy

Country/Regional Strategic Planning

Learning

Monitoring & Evaluation

Results

Adapting

Project Design & Implementation

Activity Design & Implementation

Resources

Budget

Start Early in the Program Cycle!

Begin Where You Are

Manage the Relationship with a Work Plan and Frequent Touch Points

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Guiding Questions

What are the education challenges and the contributing development factors?

What kind of partner is needed: a strategic partner, implementation partner, and/or resource partner?

What is the landscape of the business community?

What are the roles and interests of the private sector in addressing challenges and opportunities in education and skills development?

Could there be a market-based approach to addressing these education challenges?

What constrains or encourages private sector involvement and investment?

What role can USAID play to help alleviate constraints or accelerate progress?

How can we engage early and often to identify what kind of partner and engagement makes sense?

How does the prospective partner engage in the education space? Is it through their core business, corporate social responsibility, or philanthropy?

Together do we want co-leadership, co-design/co-creation, and/or co-investment?

Or is it a no-go?