



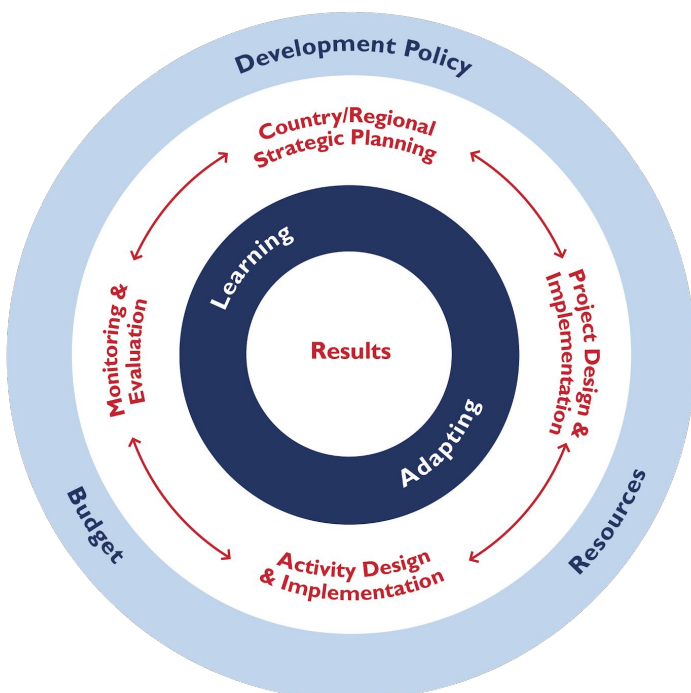
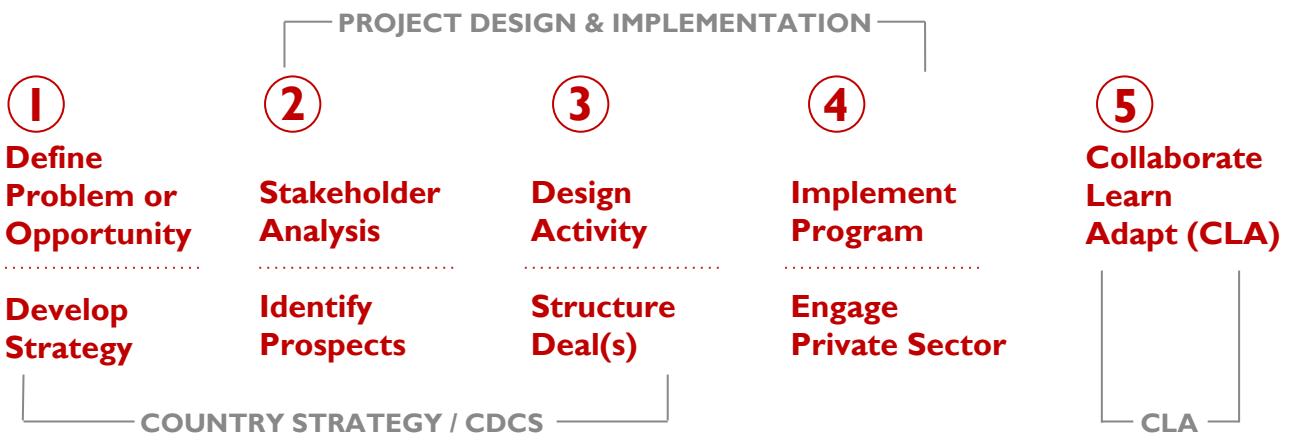
# HOW TO Private Sector Engagement (PSE) in Education

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## The Private Sector Engagement Cycle

### Ongoing Private Sector Engagement & Networking



- 1** Start Early in the Program Cycle!
- 2** Begin Where You Are
- 3** Manage the Relationship with a Work Plan and Frequent Touch Points

# 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?**