

CLARE LESO

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ENTREPRENEURSHIP & BUSINESS DEVELOPMENT TRAINER | SIYB CERTIFIED TRAINER

PROFESSIONAL PROFILE

Entrepreneurship Facilitator and Trainer with over eight years of experience designing and delivering entrepreneurship, innovation, business development and livelihood programmes that equip youth, women and MSMEs to launch, validate and grow sustainable enterprises.

Certified ILO Start and Improve Your Business (SIYB) Trainer and Women in Digital Business (WIDB) Trainer with extensive experience facilitating participatory workshops, coaching entrepreneurs, mentoring early-stage businesses and supporting enterprise growth through practical business development methodologies.

Successfully trained and mentored more than 300 entrepreneurs, youth and women through programmes implemented by CFK Africa, SIYB Africa, KCB Foundation, ILO, NYOTA and community development initiatives. Experienced in participant recruitment, ecosystem engagement, stakeholder collaboration, programme implementation, monitoring and evaluation, and field-based coaching.

Passionate about helping entrepreneurs transform ideas into viable businesses by combining practical coaching, innovation methodologies, business validation and ecosystem partnerships.

CORE COMPETENCIES

- Entrepreneurship Programme Delivery
- Startup Incubation Support
- Business Development
- Business Model Development
- Business Coaching & Mentorship
- Human-Centred Facilitation
- Business Planning
- Participant Journey Management
- Community & Ecosystem Engagement
- Stakeholder Relationship Management
- Monitoring, Evaluation & Learning (MEAL)
- Adult Learning Methodologies
- Enterprise Growth Support

- Financial Literacy
- Community Mobilisation
- Digital Entrepreneurship
- Programme Coordination

PROFESSIONAL EXPERIENCE

Job Readiness & Business Skills Trainer

Women at Work Project – CFK Africa

May 2026

Key Achievements

- Facilitated entrepreneurship, employability and financial literacy programmes for over 90 young women and teenage mothers.
- Coached participants in identifying business opportunities and developing practical enterprise solutions.
- Delivered highly interactive workshops using learner-centred methodologies.
- Conducted one-on-one mentoring sessions to strengthen business readiness.
- Supported participant assessments, monitoring and reporting.
- Collaborated with programme teams to improve participant outcomes.

Socio-Emotional Skills Trainer & Centre Manager

SIYB Africa – NYOTA Project

February – March 2026

Key Achievements

- Managed day-to-day implementation of entrepreneurship readiness training for over 180 youth.
- Facilitated experiential learning workshops focused on innovation, collaboration, communication and problem-solving.
- Conducted participant coaching and progress follow-ups.
- Coordinated logistics, reporting and participant engagement.
- Supported programme monitoring and continuous improvement.

Business Development Support Trainer

KCB Foundation Programme

December 2025

- Delivered entrepreneurship development programmes for youth and MSMEs.
- Guided entrepreneurs through business planning and opportunity identification.
- Mentored participants in refining business ideas.
- Conducted follow-up coaching sessions.
- Supported programme monitoring and documentation.

Business Development Support Trainer

NYOTA Project

October – November 2025

- Facilitated entrepreneurship and enterprise growth training.
- Mentored entrepreneurs in validating business ideas.
- Supported participant progression through coaching and business planning.
- Conducted monitoring visits and documented participant outcomes.
- Worked closely with programme stakeholders to improve participant success.

Business Coach & Women in Digital Business Trainer

International Labour Organization (ILO)

July – August 2025

- Facilitated entrepreneurship and digital innovation training.
- Supported women entrepreneurs in developing sustainable digital businesses.
- Delivered practical coaching on market validation, digital marketing and enterprise growth.
- Mentored participants throughout programme implementation.
- Documented participant progress and programme learning.

Placement Officer

Agian Solutions – Vijana 2Thrive Programme

2026 – Present

- Recruit and onboard youth into entrepreneurship and employability programmes.
- Build partnerships with training institutions and employers to create opportunities for programme participants.
- Conduct programme presentations and stakeholder engagement meetings to promote youth participation.
- Support participant progression through coaching, referrals and follow-up.
- Maintain programme records and contribute to implementation reporting.

Head of Programme – Kujia Digitize (Volunteer)

2025 – Present

- Lead entrepreneurship and digital empowerment initiatives targeting youth across Kenya.
- Coordinate partnerships with innovation hubs, technology companies and training institutions.
- Support startup founders through mentorship, digital skills development and exposure to innovation opportunities.
- Coordinate ecosystem engagement activities including hackathons, mentorship programmes and entrepreneurship events.
- Promote innovation and digital inclusion among underserved communities.

Communications Officer

Community Economic Programmes

2023 – 2024

- Coordinated entrepreneurship outreach activities.
- Managed stakeholder engagement initiatives.
- Supported programme implementation and reporting.
- Facilitated community mobilisation for youth enterprise programmes.

Radio Host & Agribusiness Outreach Specialist

Vihiga FM

2017 – 2020

- Produced educational programmes promoting entrepreneurship.
- Facilitated expert discussions on enterprise development.
- Connected entrepreneurs with business support opportunities.

Field Training & Value Chain Support Officer

One Acre Fund

2015 – 2017

- Delivered field-based entrepreneurship and agribusiness training.
- Conducted coaching visits to strengthen enterprise performance.
- Supported monitoring and reporting activities.
- Facilitated adoption of business-oriented farming practices.

EDUCATION

Bachelor of Science in Communication & Public Relations

Moi University

PROFESSIONAL CERTIFICATIONS

- ILO–ITC Start and Improve Your Business (SIYB) Certified Trainer
- ILO–ITC Women in Digital Business Trainer
- Digital Marketing – HubSpot Academy
- Ajira Digital Programme

TECHNICAL SKILLS

- Microsoft Office Suite
- Google Workspace
- Canva
- HubSpot CRM
- LinkedIn Sales Navigator
- Apollo
- Meta Business Suite
- Zoom & Microsoft Teams
- Google Forms
- Monitoring & Reporting Tools

LANGUAGES

- English
- Kiswahili
- Kenyan Sign Language (Intermediate)

REFEREES

Available Upon Request