

MARKET SYSTEMS DEVELOPMENT ONLINE TRAINING



This [DevLearn online training course](#) will introduce the core concepts of market systems development and provide simple, practical tips to enable you to implement them in your context. For example, what sectors should you work in? Who should you partner with? How can you negotiate appropriate partnerships? What is the best scaleup strategy?

Online training is cost-effective, interactive, and entertainingly delivered through videos, guided exercises, and group discussions. Our course lasts four weeks. It will take approximately one day of work per week and can easily be combined alongside a normal working week.

Course objectives and structure:

During this course, you will:

- Learn what a market systems approach is, and how it is different (and similar) to other approaches
- Understand how to analyse sectors and markets and identify the most important challenges in each area.
- Find out how to develop interventions that are appropriate for the context. This includes developing a vision of success, partnering with appropriate actors and negotiating deals.
- Learn how to manage interventions adaptively, gathering the most important information in order to help you and other market actors understand whether the intervention is working, and whether to change it.
- Understand concepts of scale and sustainability. If the pilot is successful, how can market actors take it to scale in a way that is sustainable?

This interactive and participatory course is delivered entirely online, over four weeks. Participants are expected to spend at least a day a week working on the course. Online training is cost-effective, interactive, and entertainingly delivered through videos, guided exercises, expert presentations, and group discussions.

How much will the course cost?

- For individuals who pay for themselves: £350/participant
- For organisations: £450 - £400 (5 and more people from organisation)
- There is a 10% early bird discount (please see the dates on the website).

To ask questions or apply, email adam@devlearn.co.uk, or visit www.devlearn.co.uk/online-training for more information.

**FOUR WEEK, ONLINE
COURSE ON MARKET
SYSTEMS
DEVELOPMENT**

**LEARN HOW TO
DESIGN, FACILITATE,
AND MANAGE
INTERVENTIONS**

**STUDY AT YOUR OWN
PACE. COMBINE
TRAINING WITH WORK.**

Previous participants have
said:

"The course facilitator and delivery was superb and hands on."

"It is a great course and gives a really good overview of MSD."

"I really enjoyed learning and applying new tools, which I can easily use in my own work"

COURSE CONTENT

Week 1: What is market systems development, and why should you care?

- Introduction to the course
- What is Market Systems Development
- Key principles of Market Systems Development
- MSD In fragile and conflict affected situations (FCAS)
- Interview with an MSD In FCAS practitioner
- Market Systems Development and inclusion
- Focusing your MSD programme
- Selecting markets
- Selecting markets – examples
- Overview of market analysis tools
- Actor mapping tool
- The market systems donut
- Interconnected markets
- Developing market systems donuts
- Summary of week 1

Week 2: Developing interventions in market system programmes

- Introduction to week 2
- Developing market strategies
- Setting a strategic vision – examples
- Intervention models
- Intervention model example: interview with an MSD practitioner
- Quantifying the business model (1)
- Quantifying the business model (2)
- Identifying potential partners
- Assessing potential partners using the will skill matrix
- Assessing and selecting partners -interview
- Guiding questions for assessing partners
- Week 2 summary

Week 3: Facilitation

- Introduction to week 3
- What is facilitation?
- What does a facilitator do?
- How to make facilitation approaches effective?
- Financial support - a deep dive
- Dealmaking 1. Identifying types of deals
- Dealmaking 2. Agreeing on details
- The 'dos and don'ts' of partner engagement
- The dealmaking journey
- Partnership examples - interview: ELAN RDC
- Partnership examples - interview: GROW LIBERIA
- Week 3 summary - rules are made to be broken

Week 4: Learning and Managing

- Introduction to week 4
- Why is Monitoring Evaluation and Learning important?
- Overview of an Monitoring Evaluation and Learning System
- What is a results chain?
- How to make a Results Chain
- Indicators and measurement
- Using data for decision making (1)
- Using data for decision making (2)
- Introduction to scale-up
- Incorporating scale-up into pilot design
- Designing a separate scale-up phase: The 4E framework
- Interview: an example of successful scaleup
- Course wrap-up