

TOOL 3 FINANCIAL EMPOWERMENT MAP

Linda Mayoux

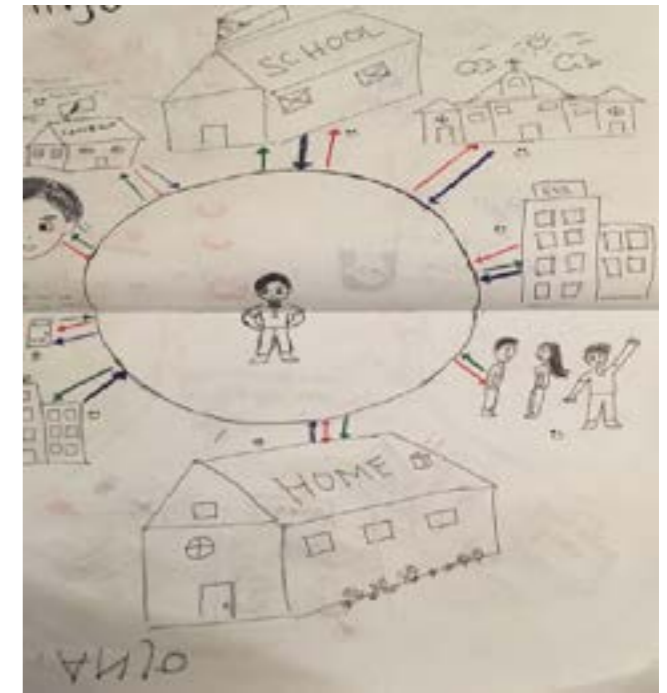
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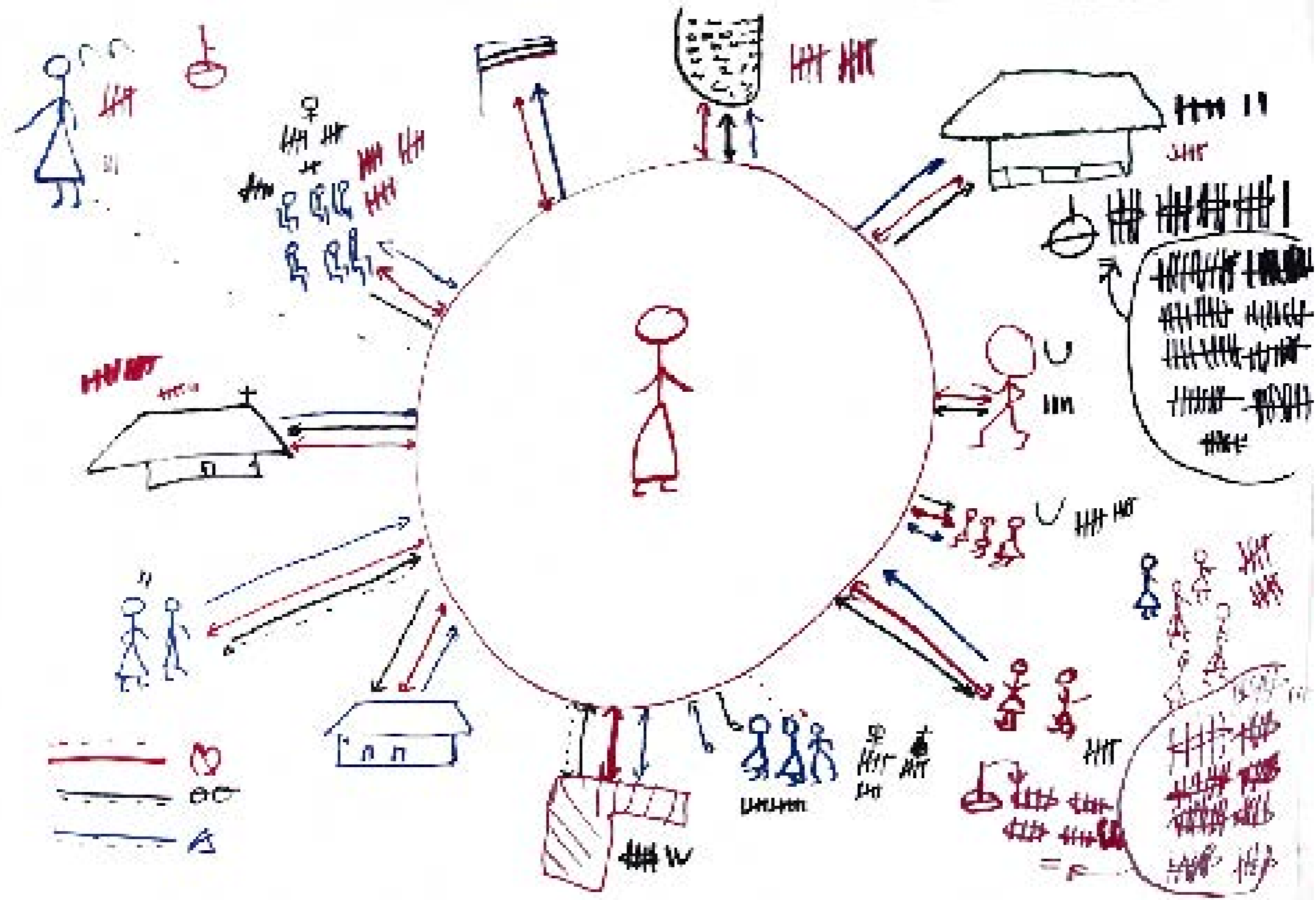
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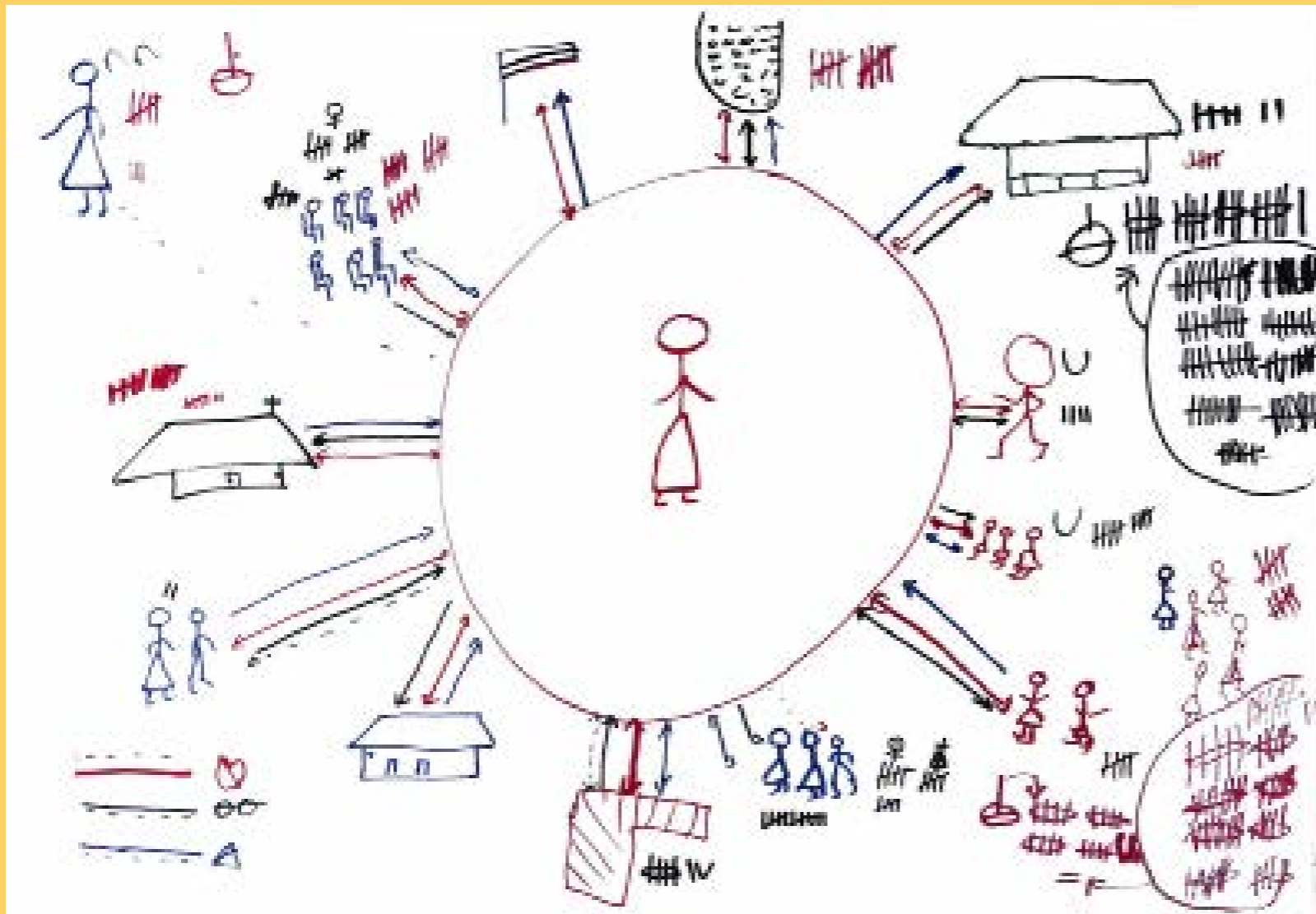
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STEPS



Building the strength to move towards our vision and grow our business begins with ourselves and those close to us.

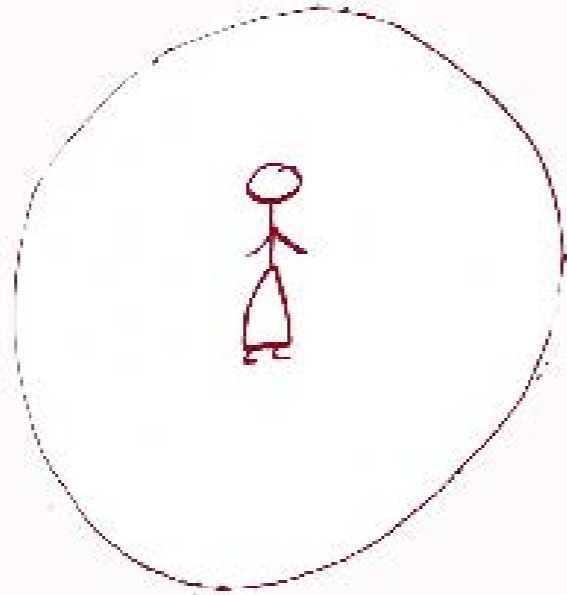
Micro-finance loans on their own are unlikely to meet all our production, investments and consumption needs. We need to look at all our other economic and also social relationships. This will enable us to increase savings and work with others. This will enable us to use loans more efficiently so that they really help ur business to grow and we do not become bound in a downward debt spiral.

Draw the Financial Empowerment Map on the next double page of the notebook diary. Use the book horizontally. Start in pencil first and then add colour.

Remember to put your name and a date.

This map is your own private personal map. You will not have to share it with anyone. It is important you feel free to put on it personal things so you can work them through.

Equally you should not try to look at anyone else's map unless they clearly show it to you.



1 *Who am I? How is my business?*

How do I want to be? Think about how you would feel and look if you are happy in your vision. Will you be thin or fat? Long hair, short hair? What sort of clothes? What will you be doing? Will you have increased education? Draw that image in the centre of the sheet of paper. Have fun with the drawing so it inspires you for the future.

How is my business? What type of business? What assets do you have? Is your business thriving or not? Are you able to save and invest? Do you feel over-indebted or not?



2 Who is important in my business?

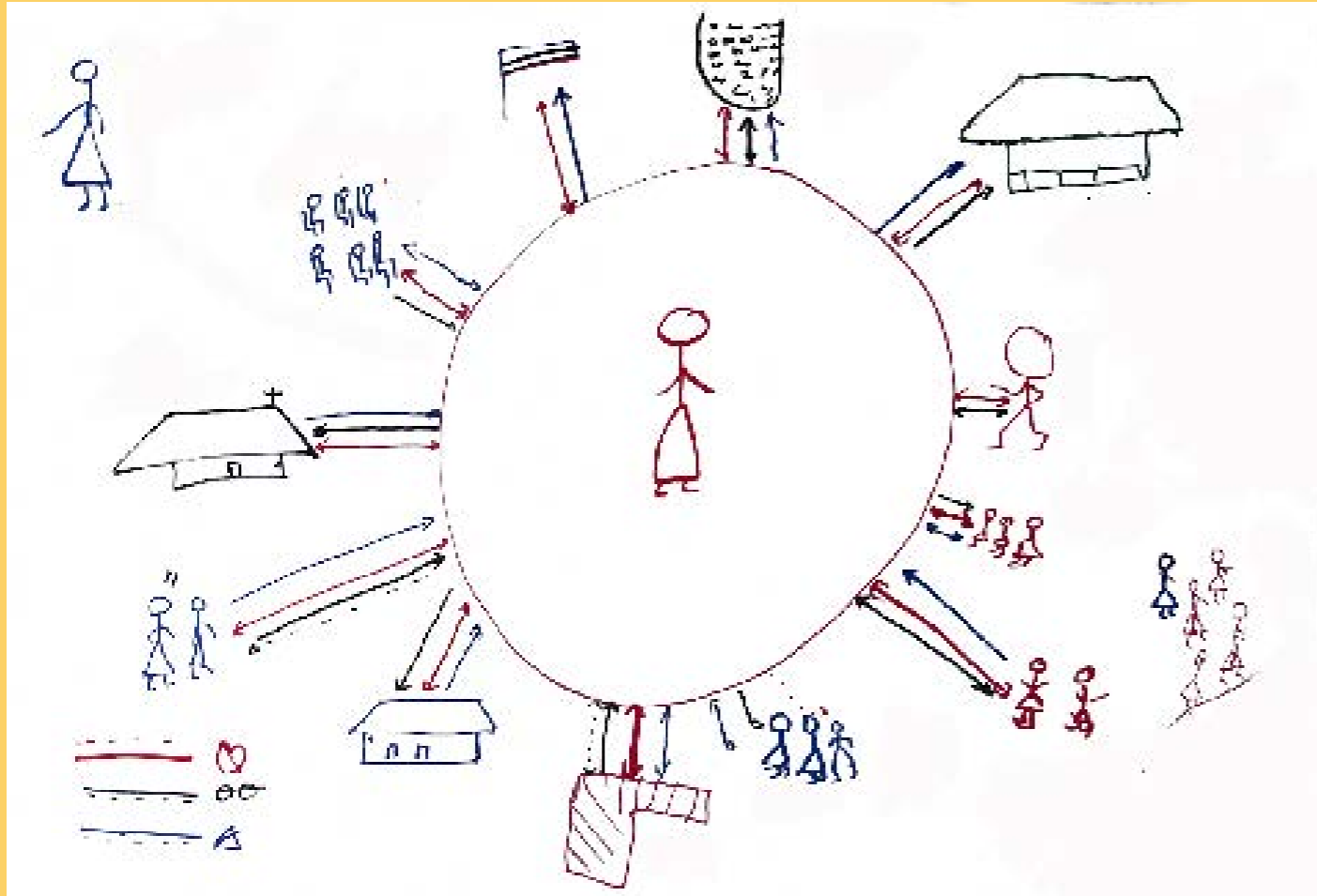
Who is most important in my business? Draw around you the people who are 'important' for your business; working outwards from the centre. Include:

- your family - whether they help or benefit from your business.
- any other dependents or relatives, friends and neighbours you give money to or receive money from.
- moneylenders, people in the market, people with whom you do business.

Draw those who are most important larger, those who are less important should be smaller. Put those people who live close, or who you see often closer to your circle. Those who live far and are difficult to contact further away.

What institutions are important to me? now think of all the types of institution, organisation and group that affect your business eg government, church/mosque, MFIs, bank, cooperative, savings group etc.

Make sure you draw everything in different colours, shapes, sizes etc so you can recognise them later. Put those things that are important to you - do not just copy.



Now map the social/emotional relationships, economic and power relationships as arrows radiating from or to yourself, or between other people on you map. Use different colour lines and symbols for:

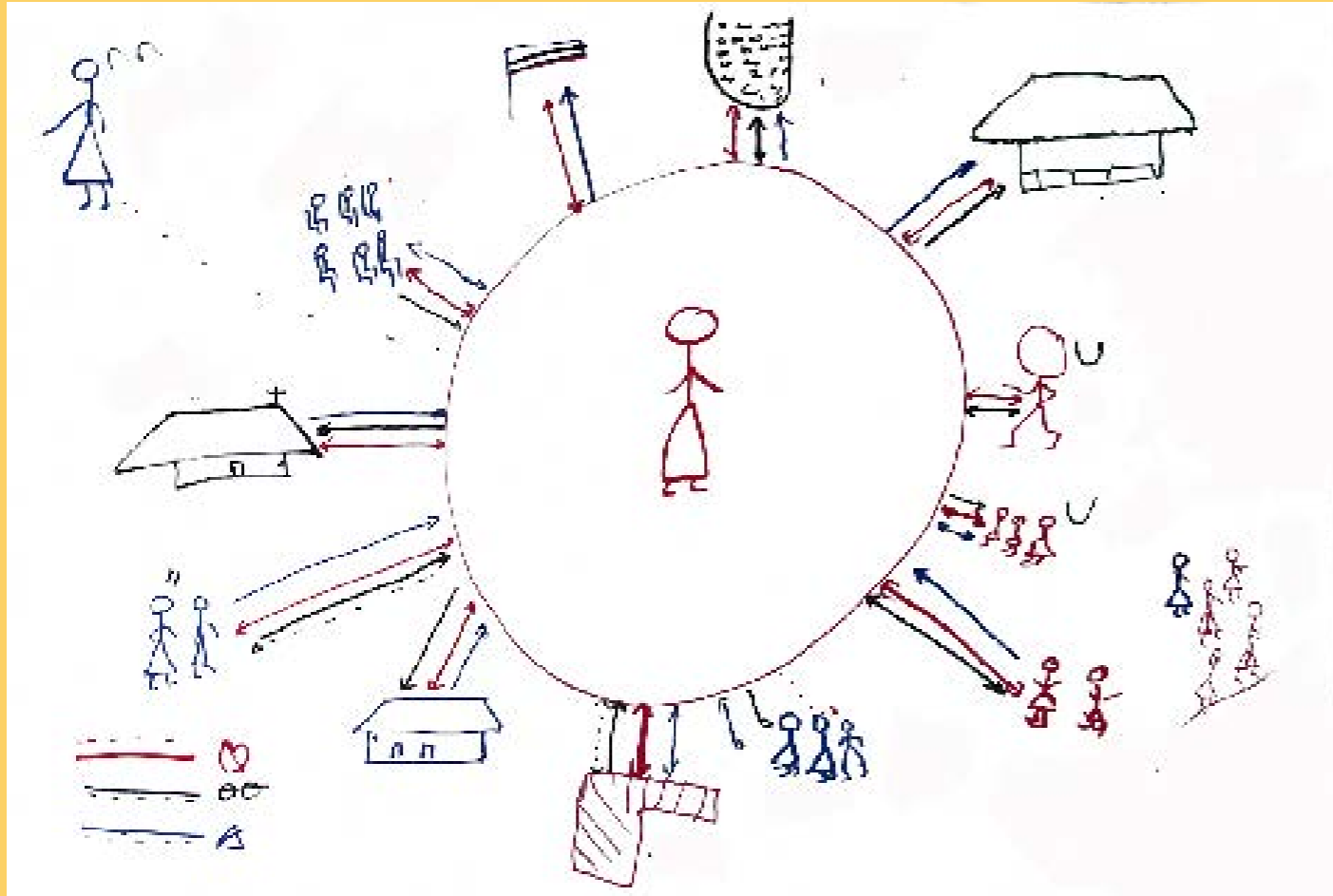
- **social/emotional relationships (red for love):** Who do I feel closest to? Who do I love most, and who loves me?
- **economic relationships (black for current business):** Who has money and resources - and do they give them to me? Or do I give to them? Include all loans, savings and investment - put interest rates on loans and amounts of cash flows (you can write these to include detail)
- **power relationships (blue for things we don't want):** Who has most power? Am I frightened of them? Do I have power over them?

With some people and institutions there may be all these three types of relation.

Think about:

- direction of the arrow - are things one way or mutual?
- strength of the relationship - stronger relationships should be a thicker line. Weak relationships a thin or dotted line.

3 Why are they important?



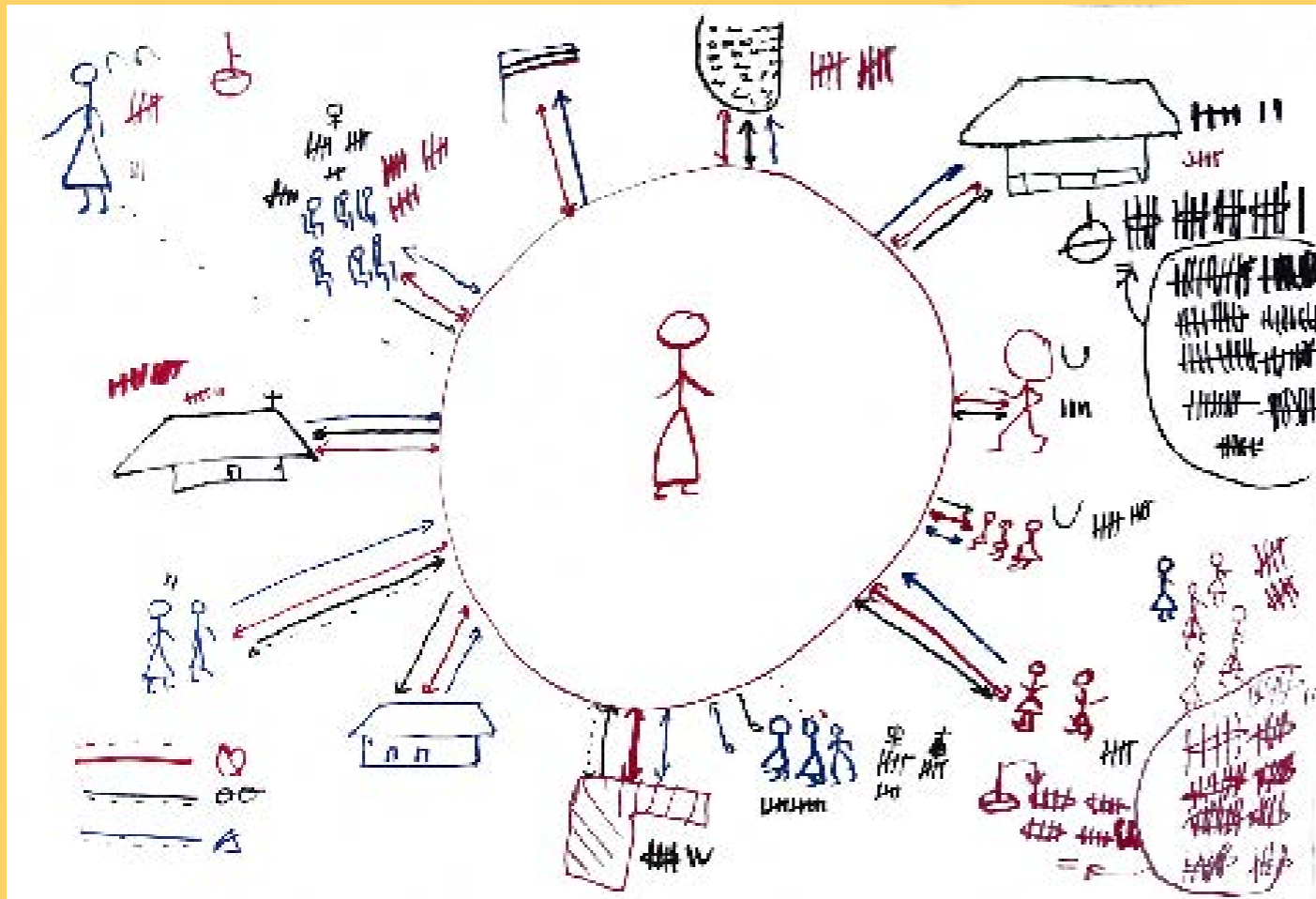
which relationships are good for my business and want more of? Which 5 relationships are most productive? Which ones do you want to strengthen? Are there any new relationships you would like to make eg collaborating with family, friends or neighbours? Mark these with 1-3 smiley faces.

which relationships are bad for my business and want to change? Which 5 relationships are most damaging? Are these relatives and friends you love and who demand money or credit? Are they people or institutions you owe money to? Who charge to much interest? Are they people who have a lot of power over you? Mark these with 1-3 sad faces.

economic relationships Looking at economic relationships in particular - how would I want to change these? Put actual figures and calculation.

What are the implications for the purpose, size and type of loan I thought I needed from the MFI?

4 What do I want to change?



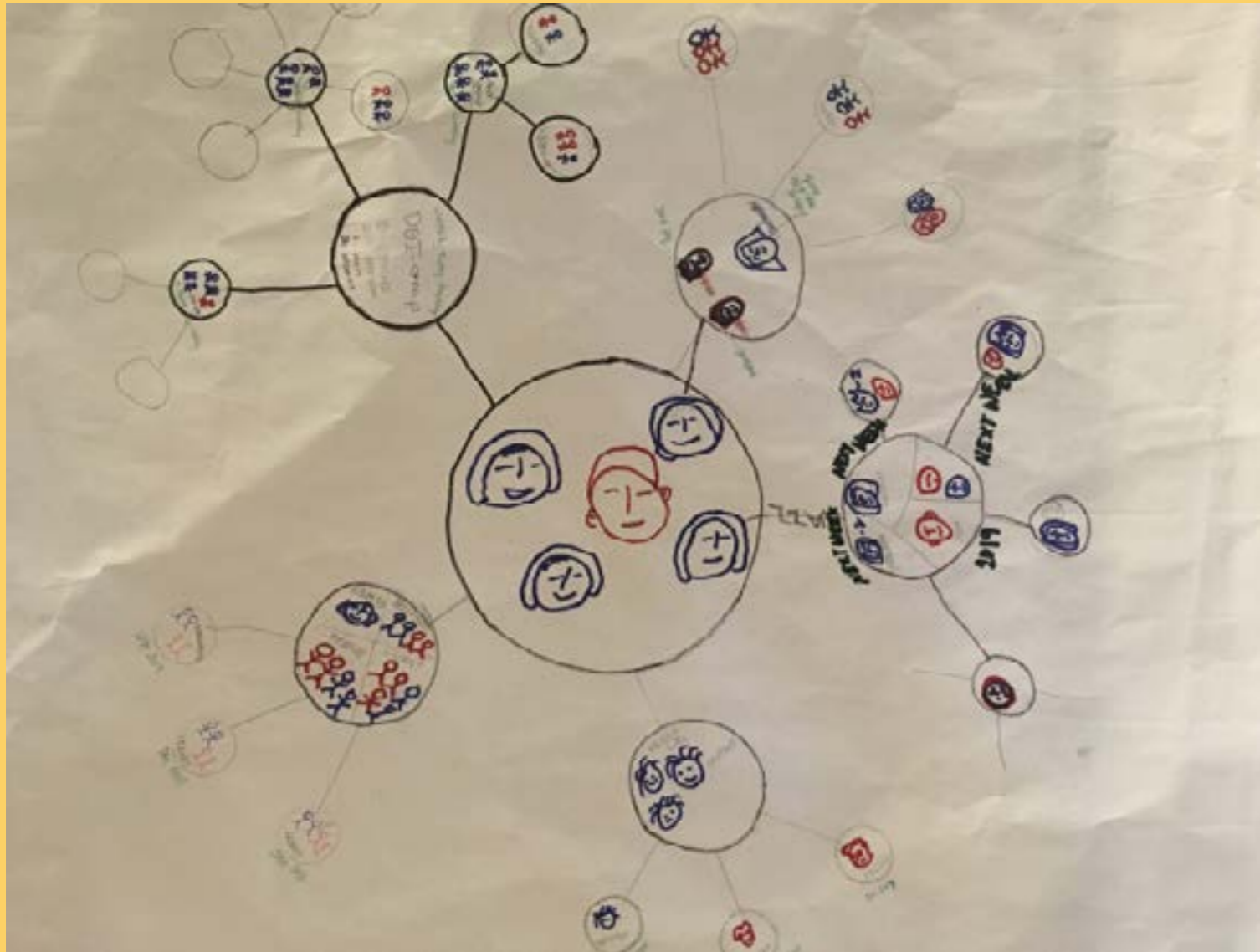
5 Can sharing the FALS tools help that change?

The Vision Journey and other tools you are learning here might help you to bring about some changes if you share them with people around you. Think about:

who do I want to help? who might benefit from the tools - if I help them, people I love and care for may not need to take so much of my money, and if they are doing well we could collaborate and they may also help me in future. Also it will just make me feel good and increase respect for me in the community.

who do I need to change? who prevents me from advancing. If people in the family, neighbours and competitors also learn to vision and plan and have new ideas, they may stop putting obstacles in my way and start to support and collaborate with me. Even if I cannot approach them directly because they will not listen, maybe a mutual friend or relative could act as go-between if I share what I am learning with them.

Put a sign for teaching/or a particular tool next to 3-5 people you want to help and 3-5 people you want to change in the next 3 months, and select at least 2 of these to share with immediately on your return home from this workshop, or at least within 1 week. Think who they also in turn could share with.



It is important that you yourself are happy and successful. Then others will want to come and learn from you.

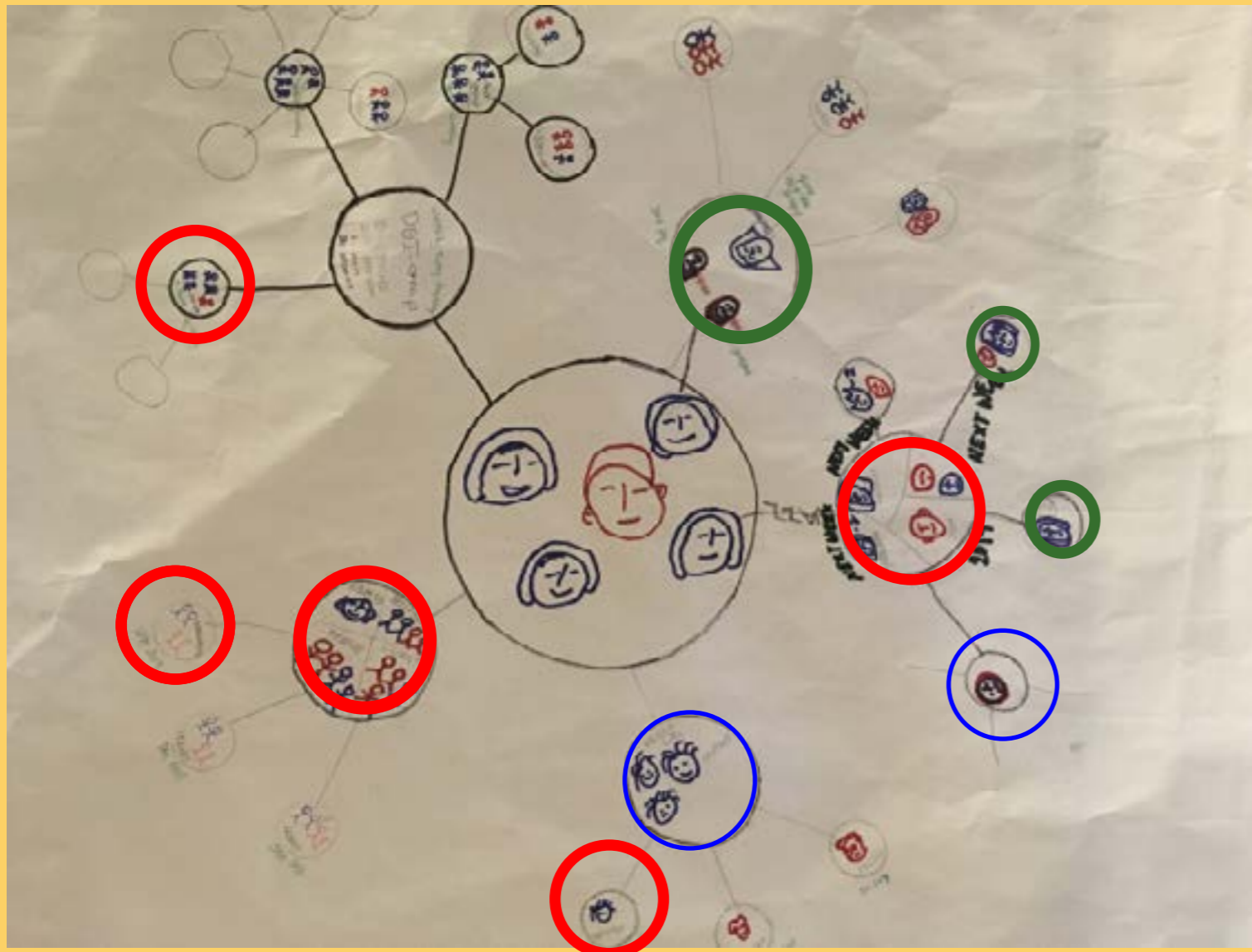
Do not worry too much initially about quality of the diagrams - do not scare people off. Focus on the information and things they can learn about their business.

Focus first on the easy people - those who will quickly listen and support you. Then you can build a network of people quickly. Once there are other people around you learning the tools and advancing many more people will want to come and learn. Then the whole community will advance - and the markets for your business will grow.

If people do not want to listen, do not insist or waste your time. If you make a nuisance of yourself and push when you are not welcome you will become sour-faced and stressed, then people will not come.

Remember to ask those people you share with to also share with others - you are aiming at a 'pyramid marketing' spider web map, not a map where you yourself have to go to very many people. If you share with at least 5 people, they each share with 3 people who share with 3 others who share with 3 others... makes 135!!!

6 *Share with your network and become a leader of change in a 'pyramid marketing system'*



Who have I shared with? Which tools?

Use the same colour-coding:

- red are for ripe fruits or achievements
- blue for those who will listen so I do not waste my time
- green are for those still in process

As far as possible also track who they have shared with.

Are there people in that network with whom you can collaborate for business?

- For sharing business ideas to innovate and diversify?
- To buy supplies in bulk?
- To market together to more distant and profitable markets where bigger amounts are needed?
- To share transport costs?
- To lobby for better facilities in the market?

7 *Track on your leadership spider map*

MFI : FINANCIAL ACTION LEARNING SYSTEM

Loan officer monitoring

The loan officer should not look at the financial empowerment map - it is personal and private. If there are repayment problems and it is suspected that the client is over-indebted and/or having to support many other people, then they can ask the client to look at their and think about how their financial relationships can be improved.

The loan officer could be asked to track the peer sharing on the leadership spider map if there is no other way of collecting this information. But this is better done by groups or the SPM staff because they have more time, and can give follow up support.

SPM monitoring

The loan officer should not look at the financial empowerment map - it is personal and private. The maps can provide a basis from which clients can give information on real challenges eg moneylending and over-indebtedness, violence etc. But this is better collected through clients transferring these issues to their Business Challenge Action Tree and Financial management Calendar.

Product innovation

The maps can provide a basis for client input and follow up research on indebtedness, financial competitors, and different products. Developing this map into a more gendered and personal version of Financial Resources Maps used in many participatory market research processes.

GENDER ACTION LEARNING

This map is private and personal. However many interesting gender issues are often discussed:

- Men's relationships with their children - why children love their mothers more. Men often decide they want to spend more time on childcare.
- Men often think women only want them for their money, leading to misunderstanding.
- The relationship between women's emotional and economic dependency and unequal power relationships.
- Different attitudes towards girl and boy children by both parents.
- Types of responsibility women have for their natal families.
- Attitudes towards adultery and differences between women and men.
- Remittance payments and how they are used.
- Situation of older people - often through doing this map older women who thought they were alone find in fact they have a lot of people around them if they had more confidence.
- Potential for collaboration between women, between men and mixed women and men.
- Do women and men have different types of network and collaboration strategy?