

Small Business Initiative

Investing in small businesses,  
building big economies



**European Bank**  
for Reconstruction and Development

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The European Bank for Reconstruction and Development  
has created the “Know How to...in a Crisis” programme.

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# Know How to...in a Crisis:

## Training, tools and resources for Micro and Small-sized Businesses

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### What is it?

An online learning and advice hub to help micro, small and medium-sized enterprises navigate COVID-19 and other crisis situations.

We understand how challenging it is to run a business during these uncertain times, which is why we've created the “**Know How to...in a Crisis**” programme.

Hosted on the EBRD's learning platform, the Know How Academy, the programme offers **practical guidance and business information** for small businesses which can be accessed whenever and however they need it.

The EBRD is working with business support partners across its regions to roll out the programme in **30 economies**, with the aim of reaching more than **10,000** people working in MSMEs over the coming months.

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# Welcome to the Know How Academy

[www.ebrd.com/ebrd-know-how-academy](http://www.ebrd.com/ebrd-know-how-academy)

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The tools and resources available in the “**Know How To...in a Crisis**” programme include:

- Interactive bite-sized training, featuring quizzes, case studies and business planning tools
- Videos from sector experts sharing their experiences of running a business during a crisis and beyond
- Information on local sources of financial assistance
- Additional resources from leading organisations including PwC, EY and the Chartered Institute of Personnel and Development



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## Benefits of the Programme

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**Practical business resources** – designed for the smallest businesses who need it most at this challenging time

**Free of charge** - The programme is completely free to use.

**Accessible** - All modules are available in English, Arabic, Ukrainian, Turkish and Russian and can be accessed via all devices.

**Interactive** - The content is very interactive, featuring modular e-learning and other resources such as checklists, quizzes and planning tools.

**Simple** - The platform is easy to use and can be completed in free time to fit around busy work schedules.

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# Practical Business Advice, Tools and Resources for MSMEs

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The “**Know How to...in a Crisis**” programme features five key business-essential modules, specifically tailored to help small and micro-sized enterprises build their skills and business resilience:

- 1) Crisis Management: Your customers and suppliers
- 2) Crisis Management: Financial management essentials
- 3) Crisis Management: Financing your firm
- 4) Crisis Management: Your staff: your key asset
- 5) Crisis Management: Management and leadership challenges



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# Helping Businesses Survive and Thrive

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**Module one, “Crisis Management: Your customers and suppliers”** provides advice to business owners on understanding the priorities of their suppliers and customers and how to build the resilience of their business.

**Module two, “Crisis Management: Financial Management Essentials”** delivers highly practical financing and cash management advice.

**Module three, “Crisis Management: Financing your Business”** helps business owners to understand what form of finance is right for their business, how to apply for it and how to make smart choices when faced with critical financing decisions.

**Module four, “Crisis Management: Your staff: your key asset”** provides advice on how to manage and support staff during and beyond a crisis.

**Module five “Crisis Management: Management and leadership challenges”** explores key leadership and management skills, as well as personal resilience, to help business owners develop a crisis management plan.

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# Helping Businesses Survive and Thrive

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- All five modules plus the videos and supporting resources are available now
- Each module can be completed in just 30 minutes
- Access whenever help is needed with business planning or a specific challenge
- A certificate is awarded on the completion of all five modules



Кризис-менеджмент:  
Ваши клиенты и пост...

Russian ★★★★★

ENROL



Антикризове  
управління: ваші кліє...

Ukrainian ★★★★★

ENROL



Kriz Yönetimi:  
Müşterileriniz ve Tedar...

Turkish ★★★★★☆

ENROL



إدارة الأزمات: عملائك وموردك

Arabic ★★★★★

ENROL



Crisis Management: Your  
customers & sup...

English ★★★★★

ENROLLED



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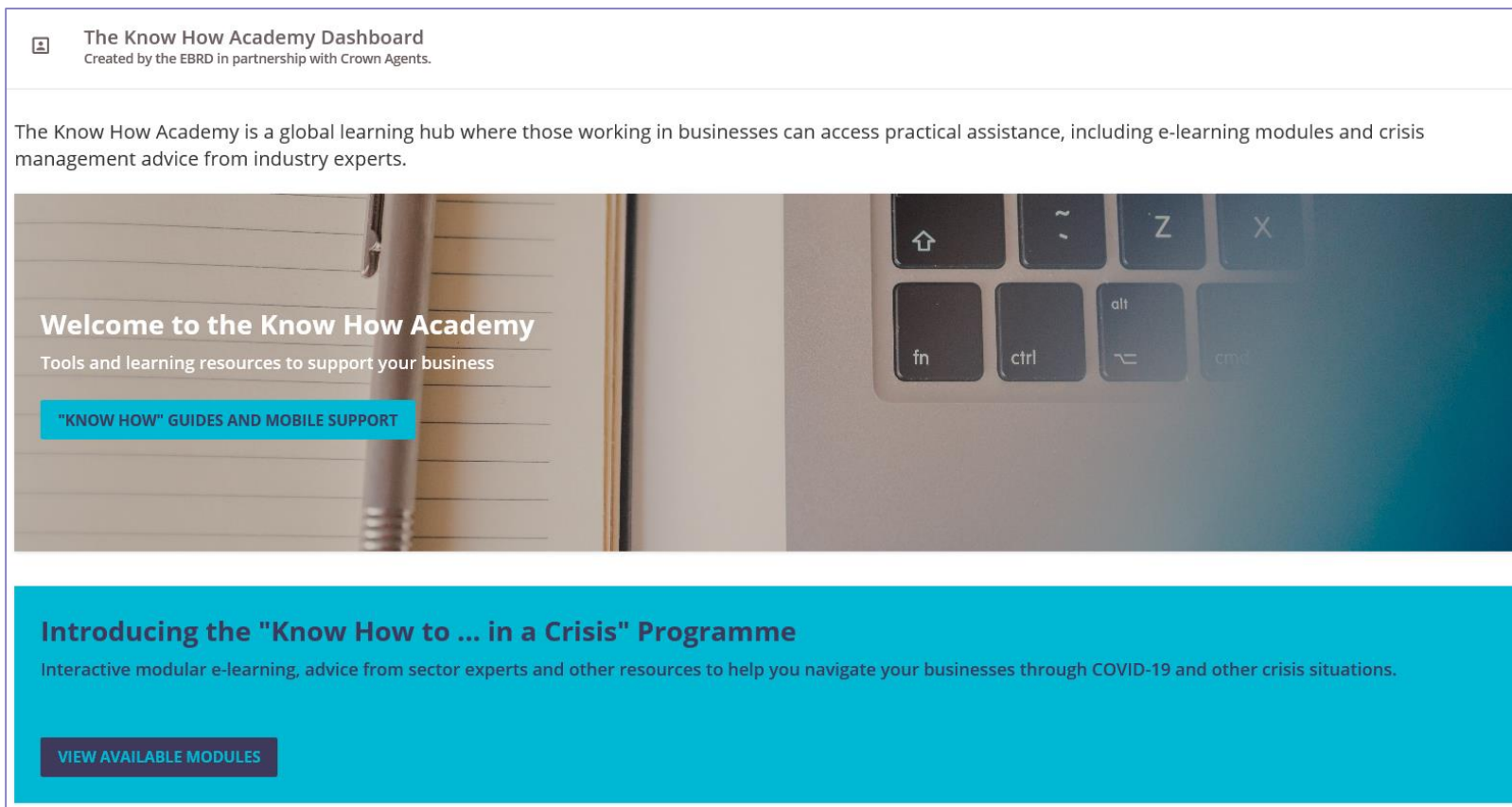
# Explore the Know How Academy

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Access the site at:

[www.ebrdknowhowacademy.com](http://www.ebrdknowhowacademy.com)

Alternatively, use the [Go.Learn app](#), available in the App Store and Google Play, to access the site and continue learning on the go.



The screenshot shows the 'The Know How Academy Dashboard' interface. At the top, it says 'Created by the EBRD in partnership with Crown Agents.' Below this is a descriptive paragraph: 'The Know How Academy is a global learning hub where those working in businesses can access practical assistance, including e-learning modules and crisis management advice from industry experts.' The main content area features a background image of a laptop keyboard and a pen on a notepad. Overlaid on this image is the text 'Welcome to the Know How Academy' and 'Tools and learning resources to support your business'. A teal button labeled '"KNOW HOW" GUIDES AND MOBILE SUPPORT' is positioned below the text. At the bottom of the dashboard, there is a teal banner with the heading 'Introducing the "Know How to ... in a Crisis" Programme' and the subtext 'Interactive modular e-learning, advice from sector experts and other resources to help you navigate your businesses through COVID-19 and other crisis situations.' A dark teal button labeled 'VIEW AVAILABLE MODULES' is located at the bottom left of this banner.

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# Please lend your Support

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**Can you help us reach the small businesses that need the most support?**

The EBRD will be working with banks, business support groups and associations across its regions to reach MSMEs.

Please support this effort by sharing the information about this platform and how it can benefit small businesses with your members, contacts or customers.

**Timing is critical.** We need to reach micro and small enterprises now as they are confronted with an unprecedented crisis.

You can support this initiative by:

- Emailing your members or contacts or allowing us to contact them directly
- Posting information and endorsement on your social media platforms and linking, sharing and liking our messages
- Inviting us to present to your at meetings or events (virtual or face-to-face)

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The initiative is funded by the European Union, including through the European Investment Advisory Hub, Kazakhstan and the EBRD's Small Business Impact Fund (Italy, Japan, Korea, Luxembourg, Norway, Switzerland, Sweden, Norway, Taipei China and the USA).

The programme has been developed in partnership with Knowledge Partners, Crown Agents.

The Academy's tools and additional products are sponsored by: EY, PricewaterhouseCoopers and the Chartered Institute of Personnel and Development.

