

Terms of Reference

General Information

Project	:	SEED - Socio-Economic Empowerment and Development for Vulnerable Communities in Jordan
Activity Title	:	Coaching and Mentorship for Micro-Businesses
ToR Number (Please refer to it when applying)	:	SEED-ToR-008
Location	:	Amman, Irbid, Al Karak, Al Mafraq
Date of Announcement	:	April 23, 2026

Leaders International

Leaders International is a forward-thinking economic development organization that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

Project Background

SEED Jordan is a transformative initiative aimed at unlocking micro-business opportunities for Jordanian youth, women, and Syrian refugees, fostering inclusive economic development and strengthening social cohesion. By improving access to training, coaching, and financial services, the project empowers vulnerable groups to launch and scale income-generating micro-businesses, thereby contributing to sustainable livelihoods and gender equity. Leaders International, in partnership with the Crown Prince Foundation (CPF) and Microfund for Women (MFW), works with Community-Based Organizations (CBOs) to ensure that interventions are community-owned and responsive to local needs.

Objective

Following the acceleration program, micro-businesses require structured and continuous advisory support to effectively implement their growth strategies and improve overall performance.

This assignment focuses on providing tailored coaching and mentorship to support businesses in translating action plans into measurable results, including business growth and job creation.

The object is to support micro-businesses in improving performance, scaling operations, and increasing employment through structured and results-oriented coaching and mentorship.

Scope of Work

The selected consultant/company will be responsible for the **following activities**:

A. Coaching Framework Development

- Develop a structured coaching approach aligned with business action plans
- Design tools and templates for performance tracking and follow-up
- Establish key performance indicators (KPIs) for business monitoring

B. Coaching Delivery

Delivering a minimum of 4 structured coaching sessions per micro-business (Total Number of businesses: 70).

Focus Areas:

- Operational improvements and efficiency
- Business growth and scaling strategies
- Financial performance and profitability optimization
- Job creation and workforce planning

Key Responsibilities:

- Provide tailored coaching based on each business's action plan
- Support implementation of identified growth strategies
- Provide practical solutions to operational and financial challenges

Minimum Output Requirements:

- Documented implementation progress of business action plans
- Evidence of improvement in key business performance indicators

C. Monitoring and Reporting

The selected consultant/Company must but not limited to:

- Track and analyze key business performance indicators, including:
 - Sales and revenue growth
 - Profitability
 - Jobs created or sustained
- Document challenges, progress, and business outcomes

Output Requirements:

- Periodic progress tracking records
- Consolidated analysis of participant performance and outcomes

Deliverables

No.	Deliverable	Description	Timing
1	Coaching Framework and Tools	Coaching methodology, tools, templates, and KPI tracking framework	May 2026
2	Participant Progress Tracking Sheets	Completed session tracking and performance monitoring records for each participant	During coaching phase
3	Business Progress Reports	Periodic reports documenting implementation progress, challenges, and performance changes	During coaching phase
4	Final Coaching Report	Consolidated report including business outcomes, performance improvements, job creation results, lessons learned, and recommendations	July 2026

Duration of Work

The assignment will be implemented over a period of May to July 2026, as follows:

Phase	Key Activities	Related Deliverables	Timeline
Phase 1: Preparation	Development of coaching framework and tools	Coaching Framework and Tools	May 2026
Phase 2: Coaching Delivery	Delivery of coaching sessions and business follow-up	Business Progress Reports	June 2026
Phase 3: Reporting	Consolidated analysis and final reporting	Consolidated analysis and final reporting	July 2026

Reporting and Supervision

The selected consultant/company will report directly to the **SEED Project Manager at Leaders International** and will coordinate closely with the project team on:

- Coaching schedules and business allocation
- Progress tracking and verification of results
- Documentation of business performance improvements
- Reporting and validation of deliverables

Qualifications Required

For Individual Consultants

- Minimum 7 years of experience in MSME advisory or enterprise development
- Proven experience in:
 - Business growth and scaling strategies
 - Financial analysis and performance improvement
- Coaching and mentoring micro and small businesses
 - Strong analytical, problem-solving, and facilitation skills
 - Experience working with micro-businesses in development contexts
 - Fluency in Arabic and English

For Consulting Firms

- Minimum 7–10 years of institutional experience in MSME or private sector development
- Proven track record in:
 - Business advisory and coaching programs
 - Enterprise growth and job creation initiatives
- Demonstrated capacity to deliver performance-based coaching interventions
- Availability of a qualified team, including:
 - Business development expert
 - Financial management expert
 - Coaches/mentors with relevant sector

Taxes and Other Terms

- The offer must **include VAT**.
- For individual consultants and companies, applicable tax laws apply.
- A **valid company registration certificate** must be attached to the offer.
- Only invoices issued by the electronic invoicing system (**QR code invoices**) will be accepted from the awarded vendors.
- The offer must **remain valid for 90 days** from the ToR closing date.
- Inquiries or clarifications may be submitted within one week from the announcement date. After this period, no inquiries will be accepted.
- Mention the ToR reference number (**SEED-ToR-008**) in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / SEED**.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to jordanprocurement@leadersinternational.org, by **May 7, 2026**, using **JOD currency**.
- Leaders International reserves the right to award this assignment to multiple experts based on project timeline and implementation progress.