



"Talent Without Borders"

# YIRI(WAA) TRAINING PROGRAM

## Sponsor a Future Executive

Empowering youth in Mali, Senegal & the Sahel



"Our Youth is Our Gold"

Across Senegal, Mali and the Sahel, thousands of talented young professionals, especially women, have lost their NGO jobs and are locked out of global opportunity. They have the skills, the languages and the ambition. They just need the pathway to participate online.

**40+**

Youth Served

**Mali & Senegal**

Target Countries

**800+**

Event Attendees Supported

**15 May 2026**

Next Cohort Launch

## BRIDGING TALENT TO GLOBAL OPPORTUNITY

### FOR WHOM?

- University students, and early career professionals (B2 English+) in Mali & Senegal, especially women displaced from NGO roles
- Bilingual talent with professional fluency in French
- Diaspora community members seeking to support family back home
- High-potential youth ready for global digital work environments

### WHERE & HOW?

- Live online sessions, accessible from anywhere
- Delivered in English, with French translations as needed and contextual perspective (of the Sahel and global organizations)
- Cohort-based, structured training over eight weeks
- Target regions: Mali, Senegal and the broader Sahel (eventually)

### WHY NOW?

The challenge is urgent:

- NGO sector funding cuts have left hundreds jobless
- Local job markets are shrinking, remote work is the frontier
- Francophone professionals are systemically excluded from anglophone-dominated digital platforms

The opportunity is real:

- Global demand for bilingual virtual assistants is growing rapidly
- Executives in Francophone Africa lack access to culturally-matched talent

Yiriwaa bridges this gap, training talent that already has the foundation and giving them access to the global workforce

## MEET OUR TRAINERS



**Fanta Traoré**  
Strategic Advisor

Malian-American venture capital investor, economist and entrepreneur. She's an innovation ecosystem specialist. Former West Africa lead at Seedstars Africa Ventures, founder of The Sadie Collective, backed by the



**Nelly Salamba**  
Chief Training Officer

Seasoned Executive Assistant for top venture capitalists and entrepreneurs in Francophone Africa. Deep expertise in executive operations, workflow optimization and remote support. Strong track record supporting high-level



**Hawa Diakite**  
Chief Integration Officer

Masters graduate from Ibn Tofail University of Kenitra school with programmatic design and monitoring and evaluation expertise for International organizations with \$24 million budget. Development and humanitarian professional with four years of MEAL

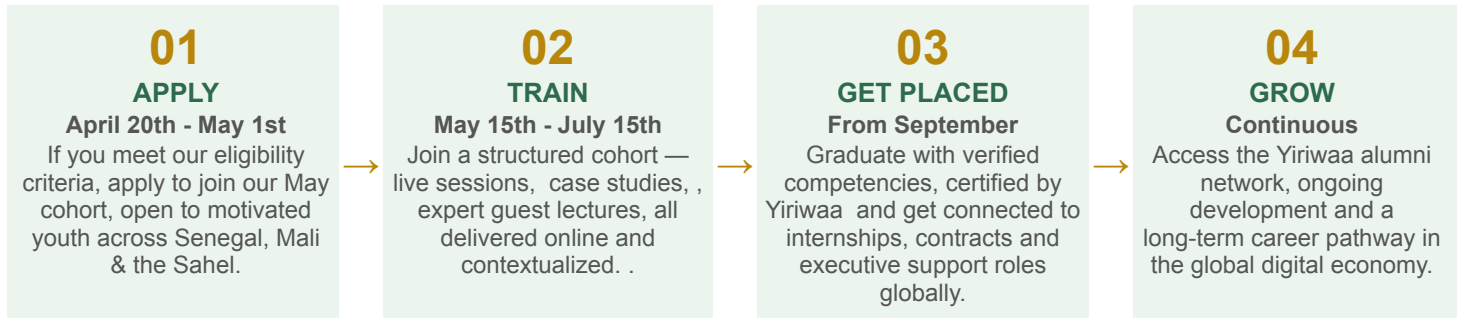
Gates Foundation and featured in Bloomberg and Forbes.

executives across fast-paced, international environments.

experience. Fluent in English and French with a strong track record in data systems and impact-driven program delivery.

## HOW IT WORKS

The Yiriwaa Training Program is a structured, end-to-end journey, not just another online course. We believe talent is everywhere but opportunity is not, so we built a program that walks alongside participants from their first application all the way to their first placement and beyond. Every step is intentional, we aim for our graduates to go from working with leading Executives to becoming Executives of their own enterprises. Here is how it works:

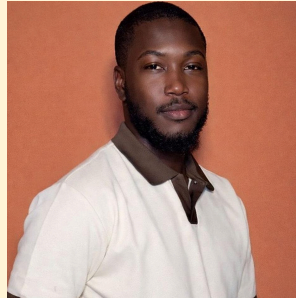


## WHAT OUR GRADUATES SAY



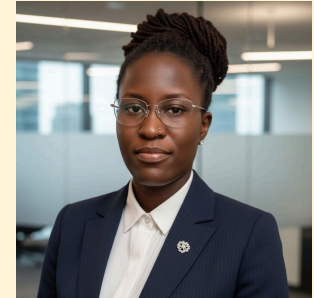
**Katiya Kane**  
Yiriwaa Graduate at [Teach for Senegal](#)

“ I came in already as an executive assistant, but Yiriwaa took my skills to a completely new level. The training sharpened how I work, raised my confidence and made my executive notice the difference immediately.



**Lasine Diakite**  
Yiriwaa Graduate from [Moov Africa Malitel](#)

“ Through Yiriwaa, I strengthened my mastery of digital tools and collaborative working methods. It improved how I manage projects, communicate with clients and handle multiple tasks, while helping me adopt a more strategic and efficient approach in my role.



**Marie Bob**  
Yiriwaa Graduate from [Luxdev Organization](#)

“ Through hands-on projects like Dakar Slush D and the December Diaspora Gathering, Yiriwaa strengthened my skills. It improved my time management, structured thinking and overall efficiency, shaping a more organized and detail-oriented way of working.

## TWO WAYS TO GET INVOLVED

### UPSKILL YOURSELF

Enroll in the Yiriwaa Training Program and step into the global digital economy, from Senegal or Mali.

Starting at 150000 CFA / cohort  
Register: [fasosanu.org/yiriwaa](https://fasosanu.org/yiriwaa)

### SPONSOR A FAMILY MEMBER

Have a sibling or loved one back home with talent and drive? Sponsor their training, open doors to global careers.

Sponsorship: 250 USD / participant  
Inquire: [yiriwaa@fasosanu.org](mailto:yiriwaa@fasosanu.org)

# THE YIRIWAA TRAINING PROGRAM

## Curriculum, Process & Value

### CURRICULUM & TOOLS

#### CURRICULUM OVERVIEW

The curriculum is delivered twice a week through live sessions held on Tuesdays and Thursdays.

#### Phase One: Foundations of Professional & Executive Virtual Assistance

**Session 1:** Introduction to the Virtual Assistant Profession

**Session 2:** Getting Things Done – VA Routines, Tools & Remote Work Discipline

**Session 3:** General Administrative VA & Executive VA

**Session 4:** Travel & Calendar Management Mastery

#### Phase Two: Specialized VA Skills & Marketing Support

**Session 5:** Social Media Manager & Content Creation Assistant

**Session 6:** Supporting Digital Marketing Campaigns

**Session 7:** Customer Support VA & Marketing VA

**Session 8:** Bookkeeping VA & E-Commerce VA (optional)

**Session 9:** Effective Research & Information Management

**Session 10:** Mastering Core Productivity Tools & Project Management Methodology for VAs

#### Phase Three: Strategic Growth & Career Readiness

**Session 11:** Strategic Partnership & Value Innovation

**Session 12:** Using AI Tools for Smart Assistance

**Session 13:** Lead Generation & Outreach Services

**Session 14:** VA Business Development & Client Acquisition

**Session 15:** Final Project (Capstone Assignment)

**Session 16:** Portfolio Presentation

#### TOOLS LEARNED

- Google Workspace (Docs, Sheets, Drive, Calendar)
- Notion, Asana, Trello — project & task management
- Slack, Zoom, Microsoft Teams — remote collaboration
- ChatGPT, Gemini & AI productivity tools
- Canva — visual communication basics
- CRM fundamentals (HubSpot/Pipedrive basics)
- Email management & scheduling tools
- Research databases & information synthesis

### OUR SKILL DEVELOPMENT METHODOLOGY

#### PRACTICAL LEARNING MODEL

- Live, cohort-based training sessions
- Real-world Ivy League-style case studies from global organisations
- Applied projects with feedback from instructors
- Practical simulations of executive support scenarios
- Peer learning and collaborative assignments
- Ongoing mentorship and guidance throughout
- Capstone presentation demonstrating skills learned

#### GUEST EXPERT SESSIONS

Each cohort receives access to expert practitioners (10-15 years of experience) who share real-world expertise across:

- Remote work & digital entrepreneurship
- Executive operations at global organisations
- Career development for francophone professionals
- Technology and AI in modern workplaces

#### CORE COMPETENCIES ON GRADUATION

By the end of the program, each participant can confidently claim:

- ✓ Provide full executive & calendar management support
- ✓ Manage research, reporting & information systems
- ✓ Work effectively in remote, multilingual environments
- ✓ Use industry-standard digital productivity tools
- ✓ Operate with global professional standards & ethics
- ✓ Manage client relationships professionally
- ✓ Apply AI tools to increase workplace efficiency
- ✓ Coordinate events and projects across time zones

### OUR PARTNERS

Our work doesn't happen in isolation. Yiriwaa has had the privilege of partnering with and supporting some of the most impactful organizations working across Senegal, Mali and the Sahel, from education and youth development to global entrepreneurship and sports. These partnerships reflect the trust we've built and the quality of talent we develop.



Teach For Senegal



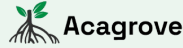
Dakar Slush'D



Niofar Circle



Global Esquire



AcaGrove



Dakar Youth Olympics

## CAREER PATHWAY AFTER GRADUATION

### WHAT HAPPENS AFTER THE PROGRAM?

Participants are integrated into the Yiriwaa career pipeline and gain direct access to:

#### INTERNSHIPS & CONTRACTS

Short and project-based paid remote work with Yiriwaa Agency

#### EXECUTIVE SUPPORT ROLES

Placement with francophone executives and international organizations

#### CROSS-BORDER OPPORTUNITIES

Access to diaspora networks and global career pathways

#### ONGOING DEVELOPMENT

Continuous learning, alumni network and career coaching

## THE YIRIWAA VALUE PROPOSITION

### FOR PARTICIPANTS

- Access to quality, structured professional training
- Career-ready digital and executive skills
- Global work exposure and client experience
- Economic empowerment through paid remote work
- Long-term career mobility and growth

### FOR SPONSORS & DONORS

- Direct, measurable impact on youth employment
- Support for women in underserved communities
- Connection to a values-driven talent pipeline
- Part of a scalable, community-rooted model
- Named recognition in program communications

### FOR CLIENTS & PARTNERS

- Access to trained, bilingual francophone talent
- Culturally-matched executive support professionals
- High-quality virtual assistance at a competitive value
- Talent pipeline built on trust, community and skill
- Supporting dignified work and economic inclusion

## GET IN TOUCH

[fasosanu.org/yiriwaa](https://fasosanu.org/yiriwaa)

[yiriwaa@fasosanu.org](mailto:yiriwaa@fasosanu.org)

Follow us & stay connected: [@yiriwaa](#)

