



SAFA Women Entrepreneurship Programme 2025

An Initiative of the SAFA Women Leadership Committee

A 27-hour Online Learning Opportunity

07 October – 16 December 2025



PROGRAMME BENEFICIARIES

The programme will benefit SAFA women accountants who are:

- ❖ On a career break and wishing to resume their professional career
- ❖ In practice and looking to enhance their technical and entrepreneurial skills
- ❖ In full-time employment and aiming to transition into professional practice

PROGRAMME BENEFITS

- ❖ Empowering women with entrepreneurial skills
- ❖ Market-ready business knowledge
- ❖ Personal and professional growth
- ❖ First-hand training in finance and technology
- ❖ Focus on innovation and sustainability
- ❖ Networking and community building

PROGRAMME ELIGIBILITY

- ❖ Open to all women holding a valid membership number from SAFA Member Accountancy Organisations.
- ❖ No prior work or practice experience is required. The programme is accessible globally – attend from anywhere in the world.

PROGRAMME DURATION

The programme will be commencing on 07 October and will conclude on 16 December 2025, with a total duration of 27 hours. Please refer to the detailed schedule at the end of this brochure.

REGISTRATION PROTOCOLS

- ❖ All registrations must be completed online by 01 October 2025.
- ❖ Upon successful registration, participants will receive a confirmation email verifying their enrolment.
- ❖ The Zoom access link will be sent individually to the email address provided during registration.
- ❖ Please note: Group participation from a single email account is not permitted.

PROGRAMME OUTLINE

SEGMENT A ORIENTATION & ONBOARDING

This segment will consist of one session

Session 01 – Business Development and Client Outreach

This session will lay a strong foundation for transitioning from technical experts to business leaders by addressing business selection, legal compliance, market positioning, client engagement, and technology integration, all tailored to the accounting and finance profession.

Topics:

1. Choosing the right service
2. Specific market & client outreach
3. Legal aspects of business
4. Client communication and human resource management
5. Significance of technology in business

SEGMENT B CURRICULUM & TECHNIQUES

This segment will consist of the following four sessions

Session 1 – Finance and Accounting Services

Topics:

1. Freelancing and BPO services
2. Bookkeeping, accounting, and CFO advisory services
3. Technology-specific software knowledge for accounting services

Session 2 – Agreed-Upon Procedures

Topics:

1. Preparing smart business plans and financial models
2. Business process mapping and preparation of system flowcharts and manuals
3. Technology-specific software knowledge for accounting services

Session 3 – Corporate & Tax Services

Topics:

1. Corporate compliance and certifications
2. Taxation

Session 4 – Balancing Progress: Health, Planet, and Innovation

Topics:

1. Exploring how emotional wellbeing, work–life balance, and healthy habits drive personal and professional success
2. Sustainability
3. Use of technology, digitisation, and AI

PROGRAMME SCHEDULE

Segment	Session	Topic	Learning Hours	Revised Date	Time (IST)
Segment A - Orientation and Onboarding	Session 1 - Business Development and Client Outreach	Choosing the right service	1.5	7/10/2025	1:00 pm - 2:30 pm
		Specific market & client outreach	1.5	7/10/2025	2:30 pm - 4:00 pm
		Legal aspects of business	1.5	14/10/2025	1:00 pm - 2:30 pm
		Client communication and human resource management	1.5	14/10/2025	2:30 pm - 4:00 pm
		Significance of technology in business	1.5	21/10/2025	1:00 pm - 2:30 pm
		Session Assessment	0.5	21/10/2025	2:30 pm - 3:00 pm
		Session wise time investment and learning hours	8		
Segment B - Curriculum and Techniques	Session 1 - Finance and Accounting Services	Freelancing and BPO services	1.5	28/10/2025	1:00 pm - 2:30 pm
		Bookkeeping, accounting and CFO advisory services	1.5	28/10/2025	2:30 pm - 4:00 pm
		Technology-specific software knowledge for accounting services	1.5	4/11/2025	1:00 pm - 2:30 pm
		Session Assessment	0.5	4/11/2025	2:30 pm - 3:00 pm
		Session wise time investment and learning hours	5		
	Session 2 - Agreed upon Procedures	Learn how to prepare smart business plans and financial models	2	11/11/2025	1:00 pm - 3:00 pm
		Business process mapping and preparation of system flow charts and manuals	2	18/11/2025	2:00 pm - 4:00 pm
		Session Assessment	0.5	18/11/2025	4:00 pm - 4:30 pm
		Session wise time investment and learning hours	4.5		
	Session 3 - Corporate & Tax Services	Corporate compliances and certifications	2	25/11/2025	1:00 pm - 3:00 pm
		Taxation	2	2/12/2025	1:00 pm - 3:00 pm
		Session Assessment	0.5	2/12/2025	3:00 pm - 3:30 pm
		Session wise time investment and learning hours	4.5		
	Session 4 - Balancing Progress: Health, Planet, and Innovation	Exploring how emotional well-being, work life balance, and healthy habits drive personal and professional success	1.5	10/12/2025	1:00 pm - 2:30 pm
		Sustainability	1.5	10/12/2025	2:30 pm - 4:00 pm
		Use of Technology, Digitization & AI	1.5	16/12/2025	1:00 pm - 2:30 pm
		Session Assessment	0.5	16/12/2025	2:30 pm - 3:00 pm
		Session wise time investment and learning hours	5		
Total Learning Hours of the Program			27		

For registration:

<https://forms.microsoft.com/r/s5wVWACrGT>

Email:

safa.wl@casrilanka.org



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