



Christiane Vorwerk

Host organization: Enseña Chile (Chile)

iCats role: Director Career Development Program

iCats duration: Feb – Dec 2012 (full-time)

Degree: MBA in International Business and marketing

Professional experience: 11 years experience in private sector, 2years in social entrepreneurship

Summary

With her professional experience Christiane managed to provide the necessary strategic and operational framework to enable Enseña Chile (eCh) to grow up to a developed organization and now impact nearly 20 000 pupils in the poor areas of Chile.

The problem Enseña Chile aims to tackle

- In Chile only 1 out of 5 young people accesses university, due to a lack of qualified teachers in High schools.
- Without quality education, the competitiveness of the Chilean youth in the labor market is diminished, and the poverty cycle is perpetuated.

Enseña Chile’s solution

- eCh provides quality education for high-school students, by recruiting top graduates from the best universities in Chile to insert them for two years in low-quality –schools in poor areas

“Enseña Chile has been THE GREATEST EXPERIENCE in my career so far, the non-profit environment challenged and fostered my leadership-skills”

Enseña Chile challenges

Passing from an entrepreneurial stage to a consolidation phase plus the size of the program requires a large number of professionals

Opportunity for an iCat Fellow

There was an opportunity for an iCat Fellow to fill the lack of human capital and specific professional skills Enseña Chile required.

“The experience at eCh grounded me, made me internalize how fortunate I was and am with my life and the opportunities it brings”
Christiane

Mairead's achievements ...



- Definition of Enseña Chile's value proposition -> alignment and adjustment of the work done by all areas towards one goal
- Alignment of marketing and communication activities to raise eCh's awareness and increase the number of future teachers
- Provided strategic and operational framework to help eCh grow

Christiane's next challenge:

Christiane realised her dream and opened a Deli, but she wants to continue working in the philanthropic field.

...contributing to M-KOPA's impact



- eCh moved from being a Start-up to a developed organization, they changed from being an organization where everyone did everything to one where process definition, planning, good execution and alignment were the challenge
- Enseña Chile managed to increase the number of professional teachers by half as much again
- They are now impacting nearly 20 000 pupils.
- eCh was able to reduce the costs per pupil by half

"I don't have words to describe my gratitude to Christiane, her stay has opened my eyes to the impact of bringing together the corporate and the social world."
Thomás Recart, Founder of Enseña Chile