



Gender Equality Leadership Workshops Among Young Business Owners in Kenya: A Policy Implication Study

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Abstract

Gender inequality persists among young business owners in Kenya, hindering their full potential in leadership roles. The study employed a mixed-methods approach combining pre- and post-workshop surveys with qualitative interviews among 150 participants aged 25-35 years. Participants demonstrated an average 20% improvement in gender equality attitudes after the workshops, particularly in perceived fairness in leadership roles. The workshops significantly enhanced young entrepreneurs' understanding of gender dynamics and their commitment to promoting equal opportunities in business environments. Implement mandatory gender sensitivity training in entrepreneurship programmes and allocate resources for ongoing capacity-building initiatives. gender equality, workshop effectiveness, young entrepreneurs, Kenya, leadership

Keywords: *African, Gender Roles, Leadership Development, Qualitative Research, Quantitative Analysis, Empowerment Strategies, Cultural Competence*

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