



AFRICAN
MANAGEMENT
INITIATIVE

Empower Your People | Build Your Business | Lead Africa



Empowering Entrepreneurs: Building small businesses with practical & affordable training programmes

Partner with AMI to deliver online & blended-learning solutions to the SMEs and entrepreneurs you support

Entrepreneurs often struggle with the basics of starting a business – how to pull together an effective business plan, how to get funding and grow the business, how to compile proper financial statements, how to manage the people they hire, and how to keep organized and focused. Training and development support are key.

AMI works with a range of organisations – banks, enterprise development programmes and incubators – to support networks of entrepreneurs through practical and affordable learning programmes. AMI has created 2,000+ practical business tools and over 45 online courses to help small businesses and entrepreneurs master the key skills needed to run their businesses. Training is delivered via a low-bandwidth platform that can be accessed anytime, anywhere via a computer or mobile phone. Online courses are combined with optional in-person workshops, as well as access to our iCoach tool, which helps entrepreneurs set and monitor business milestones with the support of their peers. This scalable, affordable approach helps entrepreneurs build critical business skills, translating into real business growth.

AMI has partnered with numerous organisations to complement their existing services for entrepreneurs or to scale up SME programming. We work with each client to design a programme that works for them, with the right balance of online and in-person training, and the right mix of content. We provide detailed data analytics and reports that track learning progress and business impact across cohorts of entrepreneurs.

Entrepreneur/SME Courses

- How to write a Business Plan
- Is your Business ready for Funding?
- Accessing finance for your business
- Applying for a business loan
- Raising Start-up Capital: Introduction
- Finding Investors for your Start-up
- Closing the deal: Financing for start-ups
- Scaling impact
- Innovation for Social Enterprise

Other AMI Courses

- Managing Self - time management, goal setting, handling stress, influencing others, effective communication, business English
- Managing Others – Managing new hires, building a great team, selecting the right people, motivation, coaching
- Finance – income statement, balance sheet, cash flow, costing & pricing, ratios
- Customers & Markets (5 courses)
- Project Management (5 courses)

Success in Nigeria - 7,000 entrepreneurs say YES!

AMI and the Enterprise Development Centre (EDC) of the Pan-Atlantic University, Lagos launched an online learning academy supporting the Nigeria Bank of Industry's Youth Enterprise Support (YES) Programme. The twelve week programme ran with 2 cohorts of 3,500 young entrepreneurs each who attended in-person sessions offered by EDC and then complimented those by completing 20 of AMI's management and entrepreneurship courses.



**ENTERPRISE
DEVELOPMENT
CENTRE**
PAN-ATLANTIC UNIVERSITY

The YES programme has produced some extraordinary numbers: in a six-week period, over 350,000 resources were downloaded, 4,000 posts were made on the online 'community wall' (where participants could engage with each other), and we saw a 75-85% completion rate on all courses, compared to a global average for online courses of around 10%.

"I have learned more from this programme, and especially the online courses, than in my 4 years of college. Thank you AMI" – YES participant

Success in East Africa – YALI programme supports over 500 young leaders

The Young Africa Leaders Initiative (YALI), President Obama's Africa-wide initiative to help develop young leaders and entrepreneurs, partners with AMI in East Africa to provide online courses and support for its programmes. The 12-week YALI programme starts with 3 weeks of in-person workshops, followed by 5 weeks of online course-work with AMI. To date we have worked with 7 cohorts/programmes (over 550 participants), offering online courses that complement the in-person elements of their programme.



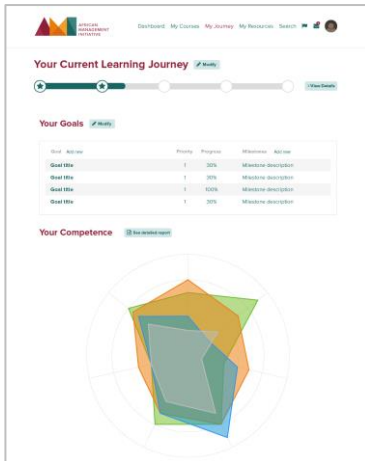
**YALI REGIONAL
LEADERSHIP CENTER**
EAST AFRICA • NAIROBI

The AMI online courses proved very popular with participants:

- Course completion and success rates were consistently above 75% - extremely high for online courses
- 95% of participants described themselves as competent or expert against core skills addressed in the programme after the engagement, versus just over 55% before the programme.
- 100% said they would 'definitely' recommend AMI

How it Works | AMI's Approach

AMI can offer our online courses on their own or as part of a blended-learning approach that combines lively interactive in-person workshops with individual online study, practical team-based activities and the chance to practice on the job. For in-person sessions, AMI can provide accredited AMI facilitators, or can run a 'Train the Trainer' programme with your organisation's own in-house facilitators.



We will create a private, branded, online 'Learning Academy' for your organisation's own 'Entrepreneur Development' cohort. The Academy hosts the learning modules, tools, toolkits, case studies and customised material specific to your organisation's learning needs.

- Branded 'Academy' on Africa's first social learning platform
- Unlimited access to 50+ learning modules (and 3,000+ tools) with certificates
- Courses cover topics including: how to start a business and get funding, managing people and projects, understanding customers & markets, finance
- Access to iCoach, AMI's online performance management tool to track learning and performance
- Affordable and scalable
- Customised content and toolkits that incorporate client-specific material
- Data-rich feedback on learner progress and performance

About AMI | Transforming African Management

The African Management Initiative (AMI) helps organisations across Africa build motivated, productive and effective workforces through our unique learning and transformation programmes, delivered via web, mobile and in-person workshops. We work with managers and entrepreneurs on building key business management skills, and have partnerships with numerous organisations on work-readiness programmes for young people entering the workforce.

More than just courses, AMI programmes are catalysts that can transform the day-to-day business practices of your organisation. Unlike traditional training, AMI uses experiential and action learning in its workshops and online courses to get learners

using tools and practicing new skills in real-time. The focus is on getting people to adopt new habits and practices, and to apply them systematically with their teams. The results are improved ownership, accountability, collaboration and performance.

AMI has developed over 50 practical business modules – including over 3,000 tools – with Africa's leading business schools and global experts on adult learning. Our world-class content is combined with coaching, action-learning projects and networking tools to ensure that employees apply what they learn on the job and hold each other accountable to the highest standards of performance and responsibility.

Experience AMI and transform your business

To learn more, visit our [website](http://www.africanmanagers.org), watch a short video about [who we are, what we do and why](#), or read about AMI in the news on [Euronews](#), [CNN](#), [Financial Times](#), [AllAfrica](#) and [Kenya's Business Daily](#).



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