

CONTRACT kapital

Certified Business Coach

Innovative ideas and creative approaches are critical to helping small businesses overcome fierce competition, modest budgets and unexpected issues. This course transforms you into a business coach and advisor, providing you with the specific insights, strategies and leadership development skills you need to help entrepreneurs sell more, net more, and grow faster. As coach, you will be able to help your clients create a powerful vision and set goals to get their teams on board; use powerful tools to focus on fixing the holes in the clients financial systems and improving cashflow; and plan for growth by creating key revenue and marketing indicators to make sure the client stays on the right track. You will help clients build a business that is easy to run and a joy to own.

The areas addressed include:

STEP ZERO: DECIDING TO BECOME AN
ENTREPRENEUR

ENTREPRENEURSHIP = SELLING SOMETHING!

ANYONE CAN BE AN ENTREPRENEUR

STEP 1: SEEING THE PROBLEM

ENTREPRENEURS ARE OPPORTUNISTS (SEE
PROBLEMS AS OPPORTUNITIES)

STEP2: HOW IS IT BEING SOLVED? (FEASIBILITY
STUDY)

DEFINING FEASIBILITY STUDY

CONTENT OF FEASIBILITY STUDY

- ¥ *Social-Cultural Analysis*
- ¥ *Technological Analysis*
- ¥ *Economic Analysis/Demand Analysis*
- ¥ *Competitor Analysis/ Supply Analysis/ Porter 5 Forces Analysis*
- ¥ *Ecological Analysis*
- ¥ *Regulatory Analysis*
- ¥ *Internal Capacity Analysis*

STEP 3: FIND A SOLUTION (DEVELOP A
PRODUCT)

ENTREPRENEURS ARE PROBLEM SOLVERS
(THINK OF A SOLUTION TO THE OPPORTUNITY)

ENTREPRENEURS INNOVATE, ORIGINATE, OR
SOURCE & SUPPLY

- ¥ *Entrepreneurs are Innovators*
- ¥ *Entrepreneurs are Creators*
- ¥ *Entrepreneurs Source & Supply*

STEP 4: DEVELOP OPERATIONAL PLAN/ SYSTEM

ENTREPRENEURS HAVE A PLAN

- ¥ *Why Business Systems*
- ¥ *A Plan Is A Business System*
- ¥ *Defining a Business System*
- ¥ *The Business Systems (Contents of Operational Plan)*

PROFILE (WHO WE ARE)

- ¥ *Philosophy*
- ¥ *Partners (Suppliers)*
- ¥ *People (Staff)*
- ¥ *Processes*
- ¥ *Product*
- ¥ *Profitability (3Cs)*
- ¥ *Plan*

OPERATIONAL PLAN (HOW WE WILL DO IT)

- ¥ *Location*
- ¥ *Implementation Plan/matrix*
- ¥ *Human Resource/Implementation Team*
- ¥ *Risks & Risk Reduction Strategies*
- ¥ *Financial Plan (Sources & Uses Of Funds)*
- ¥ *Production Plan*
- ¥ *Marketing Strategy*
- ¥ *Sales Plan*
- ¥ *Customer Retention*

GROWTH & INVESTMENT PLAN

- ¥ *Three Types of Growth*
- ¥ *Growth Plan*
- ¥ *Investment Plan*
- ¥ *Exit Plan*

STEP 5: EXECUTE (SELL, SELL, SELL)

ENTREPRENEURS EXECUTE

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EXECUTIVE SUMMARY/INVESTOR PITCH/SALES PITCH

- ¥ Sales Pitch/Investor Pitch/Executive Summary
- ¥ Contents Of An Executive Summary/Investor Pitch
- ¥ Sample Executive Summary/Investor Pitch

RESOURCES FOR BUSINESS COACHES BUSINESS COACHING

- ¥ Who Is A Business Coach?
- ¥ Why Business Coaching?
- ¥ Business Coaching Skills (PEEPS)

FINANCIAL STATEMENTS

- ¥ Financial Projections & Assumptions
- ¥ Income Statement
- ¥ Balance Sheet
- ¥ Cash Flow Statement
- ¥ Notes to Financial Statements
- ¥ Management Accounts

FINANCIAL RATIOS

- ¥ Profitability Ratios
- ¥ Efficiency /Activity /Asset Turnover Ratios
- ¥ Liquidity Ratios
- ¥ Solvency/Leverage Ratios

TAXES & AUDIT

- ¥ Taxes
- ¥ Tax Planning
- ¥ Auditing

COMPANY VALUATION

- ¥ Defining Business Valuation
- ¥ Industry Rules Of Thumb
- ¥ Earnings Multiples (EBIDTA Multiples)
- ¥ Cashlow Valuation
- ¥ Asset Valuation / Networth Valuation
- ¥ Goodwill Valuation

COMPANY ORGANISATION

- ¥ How to Create a Successful Business System
- ¥ Six (6) Business Legal Entities/Business Associations
- ¥ The Four Sources of Funds
- ¥ Break Even Analysis
- ¥ Sales Targets/Sales Forecast
- ¥ Branding Plan (Identity, Unique Value Proposition, Labeling, Packaging)
- ¥ Business Performance Measurement (Ojjo s Performance Matrix)
- ¥ Customer Acquisition Cost (CAC)

STAFF DEVELOPMENT

- ¥ Employee Performance Measurement (Out Put, Not Input)
- ¥ Employee Benefits Program
- ¥ Six Strategies of Staff Development

FIVE (5) TYPES OF SPECIAL BUSINESSES

- ¥ Import-Export
- ¥ Family Business
- ¥ Franchise
- ¥ ECommerce
- ¥ Network Marketing

Training Manual: *Sell Something: Five Steps to Entrepreneurship (Bible for Entrepreneurs, Entrepreneurship Trainers, & Business Coaches)*

Cost: UGX. 360,000

Duration: 3 Days, 2 Hours Per Day!

Course Facilitator: Ojjo Pascal Al Amin, An Author Of 37 Books; Public Speaker And Consultant In Strategic Planning, Financial Literacy, And Collective Investment Schemes (Saccos And Investment Clubs); Lawyer And Guest Lecturer In ICT Law, Law Firm Management, Legal Rhetoric, And Financial Services Law; Performance Poet; Armature Pianist; Business Coach; Rotarian; Inua Kijana Fellow. ojjo@allpublicspeakers.com; +256776100059.

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