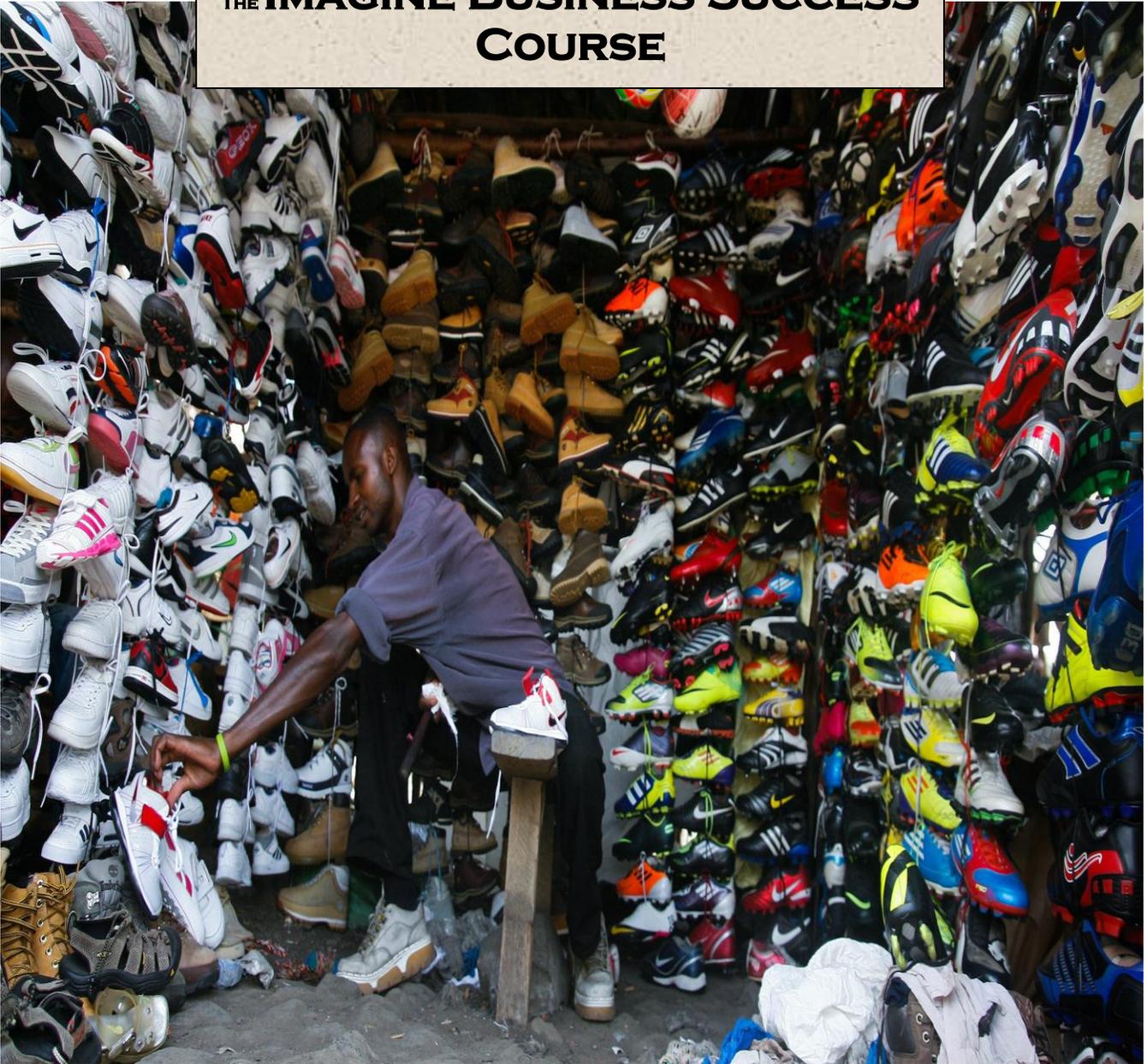


THE **IMAGINE BUSINESS SUCCESS**
COURSE



www.a-image.co.ke

THE IMAGINE BUSINESS SUCCESS COURSE

LEARN | TEST | GROW | INNOVATE

Imagine Business Success – Creating a Successful Start-Up

Designed for those who:

- Want to start a new business
- Have an existing business, but feel it could perform better.

www.a-imagine.co.ke describes the course, where the partners are:



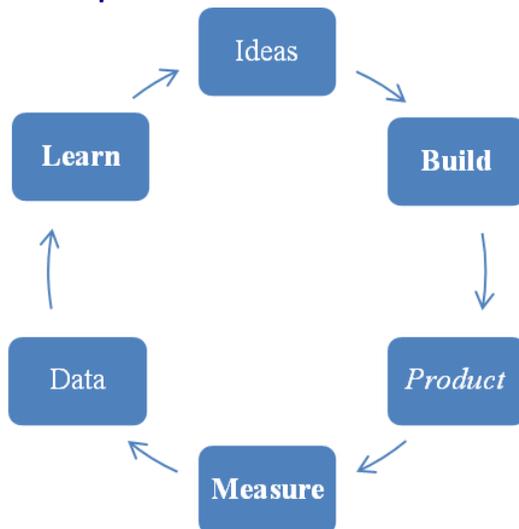
Imagine Business Success Factor course provides a lab – incubation like setting for examining what it takes to create a successful small business start-up. Course is based on three building block ideas: 1) the lean start up approach, 2) the need to address knowledge, skills and mindset and 3) a step by step gradual ‘learn by doing’ experimenting approach.

Lean start up approach

- Many new businesses fail. But many of these failures are preventable. The old approach to traditional linear business start-up, planning and operations often does not work.
- There is a new approach to business that is being adopted around the world. It is changing the way a business is created and the way products or service are launched and delivered.

The Imagine Business Success course is based in part on The Lean Start-up approach developed by Steve Blank and Eric Ries which is about learning what customers really want. Testing your ideas continuously, adapting and adjusting before it's too late, as shown in the build – measure – learn loop. Taking the lessons learned from Toyota and the Silicon Valley start-up experiences and applying them to a small business in Kenya.

Build | Measure | Learn Loop



In the beginning of the course, we will go through the step by step practical approach to see how it can be applied to your business. Plus, introduce you to key leverage point business knowledge and skills essential to success. In the

process of the 8 week programme we will review how you have been able to apply the method and fine tune your approach.

Knowledge + skills + mindset

Our model is based on 3 elements: knowledge, skills, and mindset.

Knowledge is there in abundance; Josh Kaufman's *Personal MBA* is a prime example. Our aim then is to impart the knowledge in an engaging way, so that the understanding turns into marketable *skills*? *Mindset* is the key ingredient that makes a business venture a success.

We created the course to: a) try and address the issue of youth unemployment, and b) showing young people a smart 'lean start-up' way to begin a business.

Step by step

It's unrealistic to expect a young person to create a successful business in a short period. In the course we use a step by step approach addressing the hurdles, the road blocks an entrepreneur will face. Our aim to create a process of weekly continual improvement that:

- a) Provides world class business training to address the youth unemployment problem, with a demonstrated success rate
- b) Leverages smart phone and ICT – as a learning tool
- c) Delivered in a fun, learn by doing, non conventional way.

Course is delivered over an eight week period, with one Saturday morning meeting per week with ongoing support – at the YMCA College of Agriculture and Technology in Tigoni. Participants are clustered into learning groups to support each other and share successes and challenges.

A Saturday morning introduction session is planned for in the coming weeks, with the course dates soon to be finalised.

Course outline

Week 1 – Getting started by understanding your mindset

Beginning with an overview of the course and more fun experiential group dynamics exercise.

Week 2 – Seeing business

To be good at business you have to be good at understanding who is doing well, who is struggling and why.

Week 3 – What do customers want ?

Critical to go out and ask what do customers really want exactly ? It is amazing how many business people just assume they know, only to find that they don't have customers.

Week 4 – Business simulation

Simulating the problems entrepreneurs are likely to encounter. Better to realize in advance the obstacles one is likely to face, and how to address them.

Week 5 – Creating your business canvas

Putting together a simple visual business plan and presenting it, for discussion.

Week 6 – Testing your business product – service in the marketplace

On a small scale, seeing that the customers' response is to your minimal viable product.

Week 7 – Getting customer feedback and adjusting

Polishing your approach based on feedback.

Week 8 -- Closing this stage and being in action

Summing up all that has been learned and graduation.

Two primary texts

Course relies on two key books:

- Eric Ries, *The Lean Start Up* [London: Penguin, 2011]
- Josh Kaufman, *The Personal MBA - A World Class Business Education In A Single Volume* [London: Penguin, 2012]

Cost of The Investment

KSh 1,000 for students of the YMCA College of Agriculture and Technology

KSh 5,000 for all others.

Fees include all course materials and can be paid in instalments

Course Partners

aCatalyst Consulting – www.acatalyst.co.ke one of Kenya's thought leader management consulting firms.

YMCA College of Agriculture and Technology – www.kycat.ac.ke established in 1968 is set in the beautiful highlands just outside Nairobi in Tigoni. It provides the perfect green space to stimulate thought and challenge conventional assumptions. It is the answer to supporting and guiding youth to successful and sustainable careers and enterprises. With a vision of 'empowering young people' the college has strong relations with YMCAs around the world, through partnerships and exchange programmes.

Skill Copy - www.skillcopy.com leading business coaching with ICT expertise

For More Information

Any questions or concerns, please contact Harriet at:

start@a-imagine.co.ke or call 0716 – 452 444 from 9 am to 4 pm Monday to Friday.

www.a-imagine.co.ke

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