



AFRICAN
MANAGEMENT
INITIATIVE

Empower Your People | Build Your Business | Lead Africa



“Start Your Business” Programme

Helping aspiring entrepreneurs get their business going

Entrepreneurs and small businesses are the growth engine of Africa, yet many aspiring entrepreneurs lack access to the practical tools they need to get their business idea off the ground. The African Management Initiative has developed a unique, low-cost offering for aspiring entrepreneurs to help them get started. Leveraging low-bandwidth mobile learning and a practical, tool-based approach, AMI provides access to the key tools entrepreneurs need to take their idea and create a business out of it.

AMI works with a range of organisations – accelerators, incubators, colleges, enterprise development programmes – to create programmes for aspiring entrepreneurs that either complement existing offerings (to provide scale) or can stand on their own as an innovative approach to entrepreneurship development. In this 6-month programme, participants are guided through the key steps of developing their business – understanding the market demand, who their customer is and how to reach them; how to create a cost-effective product or service; developing, testing and refining their business model; how to get funding for the business and manage their finances; how to stay productive, focused and resilient as they get their business going.

AMI has built this programme to be easy for aspiring entrepreneurs even if they have limited access to internet – it focuses on simple tools (that can be downloaded and printed), a low-bandwidth online platform they can easily access on their mobile phones, practical in-person sessions (optional) that help explain & have them apply the key tools, and the opportunity for networking and peer support from other entrepreneurs getting started.

Learning Journey

Pre-Programme:

Are you up for being an entrepreneur?

Month 1: What's Your Idea?

Month 2: Who are your customers and will they pay?

Month 3: How will your business work?

Month 4: How will you handle financing?

Month 5: Will it actually work? – let's test it!

Month 6: What do you need to do now to get this off the ground?

Post-Programme: Learnings, successes & next steps to keep going



Online courses & resources

Participants are provided with online courses and tools designed to help them quickly get started



Practical in-person Workshops

Every few weeks, entrepreneurs come together to discuss challenges and work on the next stage of their business development (run by AMI or through ToT model).



Peer Support & Networking

A core part of the programme is the peer learning, support and networking made possible through the online platform and practical exercises/activities participants engage in



Measure Results

AMI collects a wide range of data to track impact of the programme and the entrepreneur's progress on their goals

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 what you've learned directly on your business. 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.

Online Platform & Tools



We will create a private, branded, online 'Learning Academy' for your organisation's own 'Start Your Business' 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: customers & markets, bookkeeping & finance, operations & supplier management, goal-setting & productivity
- 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 and entrepreneurs across Africa build effective, productive and well-run businesses through our unique learning programmes, delivered via web, mobile and in-person workshops. We work with organisations of all sizes, and with individuals at all stages of their working life – our focus is to help you build the key skills and practices needed to build your business or succeed in your career.

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 55 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](#), 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](#)



<https://www.africanmanagers.org> | info@africanmanagers.org

Head Office – East Africa
Nairobi, Kenya
+254 20 525 9561

Southern Africa
Johannesburg, South Africa
+27 11 568 2664