



AFRICAN  
MANAGEMENT  
INITIATIVE

Empower Your People | Build Your Business | Lead Africa



## “Grow Your Micro-Business” Programme

Helping entrepreneurs professionalise & grow their businesses

Entrepreneurs running small micro-businesses often struggle with the basics of running and scaling up their business – how to get their bookkeeping in order and manage their finances, how to bring in new customers, how to plan effectively for their business, and how to keep organized and focused. A key part of this is about putting the right organisational ‘practices’ (processes and systems) in place that will help them professionalise and grow their business.

AMI works with a range of organisations – banks, funds, enterprise development programmes and accelerators – to support networks of micro-entrepreneurs to build their businesses. In collaboration with leading researchers and global experts, AMI has identified a set of simple but effective organisational practices that are proven to help micro-entrepreneurs run their businesses more effectively. In this 4-6 month programme, participating entrepreneurs work on implementing these practices in their businesses, as well as learning important skills around personal productivity, communication and problem-solving. They focus their efforts identifying a few specific practices to work on, and then use AMI’s online courses and practical tools to implement them.

AMI has built this programme to be easy for micro-entrepreneurs with 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 1-day in-person sessions that help explain the key tools, and the opportunity for networking and peer support from other micro-entrepreneurs on the programme.

### Learning Lab 1

**Focus:** Increasing Your Revenue

### Learning Lab 2

**Focus:** Managing your Costs

### Learning Lab 3

**Focus:** Keeping track of your Finances



#### Focus on Practices

Each business identifies 3 key organisational practices to focus on implementing in their business



#### Online courses & resources

Participants are provided with online courses and tools designed to help them implement best practices



#### Measure Results

AMI collects performance data from the businesses to track impact of the programme and progress on goals



#### Ongoing Support

Participants are provided with ongoing support and guidance by AMI’s experienced team

## How it Works | AMI's Approach

AMI has worked with leading experts and Africa's top business schools to develop tools and learning methodologies that quickly, effectively and practically build new skills and ways of working ('habits') for organisations of all sizes. Central to this is AMI's low-bandwidth online platform, which can be used on mobile or computer, that gives participants access to the courses and tools they need when and where they need them. The focus on specific business practices helps micro-enterprises focus their learning on achieving a specific goal – implementing key practices that will help their businesses grow.

### Online Platform & Tools



- 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: bookkeeping and finance, customers & markets, operations and 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.

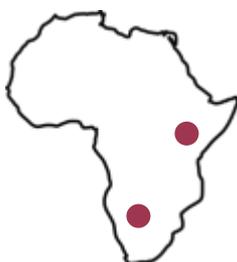
More than just courses, AMI programmes are catalysts that can transform the day-to-day business practices of your organisation. Unlike traditional training, AMI uses experiential and action learning in its workshops and online courses to get learners

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](#)



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