ENTERPRISE DEVELOPMENT CENTRE
PAN-ATLANTIC UNIVERSITY



BUSINESS OWNERS STRATEGY SESSION B.O.S.S.

4-Month Immersive Business Strategy Program

Introducing the

EDC BUSINESS OWNERS STRATEGY SESSION:

Unlocking Success for Medium-Sized Businesses

A medium-sized enterprise to new heights? Look no further than the EDC Business Owners Strategy Session [B.O.S.S], a comprehensive 4-month program tailored specifically for you and your executive management team. At EDC, we understand the unique challenges faced by business owners like you.

That's why our program connects you with expert business consultants who are dedicated to understanding your specific hurdles and working alongside you to develop and implement practical solutions.

Through the EDC Business Owners Strategy Session, you'll gain access to a wealth of expertise and guidance, empowering you to overcome obstacles and drive your business towards success. **Participants will work closely with business owned consultants over three months to develop practical strategy frameworks and receive hands-on implementation support, driving measurable business outcomes.** Our consultants will delve deep into your operations, diagnose problem areas and provide guidance on executing your business strategy.

Together. we'll optimize processes, explore growth opportunities, and position your business for long-term success. But it doesn't stop there. **As part of the program, you'll have the unique opportunity to take advantage of the African Continental Free Trade Area (AfCFTA) agreement by visiting a vibrant African destination**. Our exclusive cohort visit to a renowned African Business School will expose you to diverse cultures, perspectives, cross-cultural experiences, and networking opportunities that will broaden your horizons and expand your business network.

Join the EDC Business Owners Strategy Session and unlock your business's full potential. Our proven track record of transforming businesses combined with our commitment to your success makes this program a game-changer for medium-sized enterprises.



Learning Outcomes

- Engage with dedicated experts and consultants to create thorough strategic plans.
- Acquire knowledge on utilizing franchising as a tool for business expansion.
- Pinpoint opportunities for profitable growth and process enhancement.
- Receive guidance on effective implementation.
- Hone skills in peer-to-peer learning and networking.
- Better prepare to boost profitability and venture into new markets.

Key Program Objectives

- Robust Learning Experience
- Develop Strategic Mindset
- Customized Consulting
- Franchise Expansion
- Peer Learning & Networking

Key Program Highlights

The program offers a range of flexible and blended learning experiences, combining in-class sessions, online facilitator-led sessions, and business visits. Some key program features include:

Dedicated Business Development experts will work closely with you and your team throughout the 4-month program, providing hands-on guidance and strategic insight to diagnose challenges, refine your business approach, and arrive at clear, actionable plans tailored to your goals.

During a visit to a leading African business school, participants will explore the African Continental Free Trade Area (AfCFTA), engage with diverse cultures and perspectives, and build valuable connections with global business leaders.

Over four months, participants complete 12 expert-led modules through a blended format of in-class sessions, online learning, and business visits, designed for flexibility and practical application in real-world business environments.

24/7 Dedicated Business Development experts guiding you through the program to deliver clear, actionable plans.

Blended flexible learning

Succession planning & strategy

Comprehensive strategy framework

Executive study trip to a leading African business school

For Whom?

Business Founders, Co-Founders, and Executive Management Team Members.



Programme Fee

₦5.2Million

Installment payment plan and early bird discount available upon request.

Program Criteria

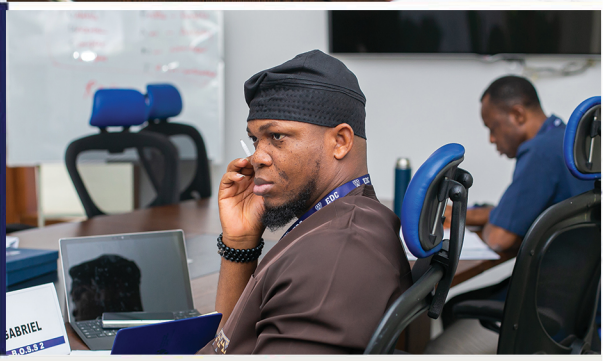
- Minimum annual turnover of NGN 30 million.
- Founder of Business/Co-Founder.
- A minimum of 3 members of the team as part of your management.
- Minimum of 5 years in business.
- Must have at least one year audited account.
- Must have a Tax Certificate.



Program Structure

The program is structured as a blended learning program that incorporates in-class, online facilitator-led sessions, and business visits.

The curriculum is enriched with a combination of case studies, role play, videos, and mini presentations to enhance exciting learning experience.



Program Modules

- Funding Options for Scaling.
- Business Ethics.
- Governance for Growing Businesses.
- Design Thinking and Operationalization Strategies.
- Driving Innovation.
- International Marketing.
- Investment Readiness.
- Using Data Analytics to make Business Decisions.
- Strategies for Sustaining Growth.
- Franchising for Strategic Planning.
- Using Technology to Scale.
- Environmental, social and governance(ESG).

CERTIFICATE UPON COMPLETION



MEET FACILITATOR:
DR. NNEKA OKEKEARU

ETHICAL PRACTICES FOR DECISION-MAKING IN BUSINESS

Nneka Okekearu, the distinguished Director and Head of Gender at the Enterprise Development Centre, takes the lead on Business Ethics module on the Business Owners Strategy Session (B.O.S.S.)

Nneka has a first degree in Banking and Finance, an MBA, and a doctorate in Entrepreneurship. Her extensive background in banking, finance, telecommunication, and consulting has equipped her with a wealth of insights across diverse industries. Under her guidance, participants grasp business ethics' key role in responsible, sustainable enterprises.

ABOUT THE MODULE

In the ethical practices for decision-making in business module, you will acquire a deep comprehension of how ethical principles guide business operations. You will delve into diverse ethical theories, understand varying stakeholder viewpoints, and become proficient in decision-making models.

LEARNING OBJECTIVES

- Gain Business Ethics Understanding
- Develop Stronger Stakeholder Viewpoint Analysis
- Master Effective Decision Strategies
- Explore Corporate Responsibility Concepts
- Foster Global Ethics Awareness

STRENGTHS

Holistic Business Perspective

Nneka's wide-ranging experience across banking, telecommunication, and consulting brings participants a well-rounded view of ethical challenges in various business contexts. Her expertise spans industries, enriching discussions on ethical decision-making.

Ethical Leadership

Nneka's leadership role at the Enterprise Development Centre and as a World Bank Master Trainer and Assessor reflects her commitment to ethical practices. Participants learn to navigate complex ethical scenarios and lead with integrity.

Gender Empowerment

As the Head of Gender at EDC, Nneka's dedication to supporting women entrepreneurs aligns with this module. Participants gain insights into inclusive ethical practices that promote gender equality and social impact.

Mentorship and Networking

Nneka's belief in the power of mentoring and networks, enhances participants' exposure to practical ethical considerations. Her real-world examples and case studies encourage participants to engage in ethical discussions and reflections.



MEET FACILITATOR: BAYO ROTIMI

GOVERNANCE FOR SCALING BUSINESS

Bayo Rotimi, a distinguished investment banking professional, takes the lead on Investment Readiness module on the Business Owners Strategy Session (B.O.S.S.)

With an impressive background as the CEO of Greenwich Merchant Bank, Bayo boasts over 27 years of experience in the investment banking arena.

His leadership spans corporate finance, capital raising, financial advisory, and numerous other areas, showcasing his deep understanding of investment readiness and the intricacies of financial transactions.

STRENGTHS

Investment Banking Expertise

Bayo's role as the CEO of Greenwich Merchant Bank underscores his core strength in investment banking. Participants gain insights into the nuances of investment readiness and strategic financial planning.

Comprehensive Financial Services

Bayo's expertise spans corporate finance, capital raising (debt, equities, hybrids), and financial advisory services. Participants explore a wide spectrum of investment avenues, fostering well-rounded investment readiness.

Professional Memberships

Bayo's affiliations with institutes such as the Institute of Directors, Certified Pension Institute, and Chartered Institute of Bankers showcase his commitment to professional excellence and industry standards.

Practical Insights

Having led the execution of numerous landmark transactions, Bayo's practical experience enhances participants' understanding of successful investment strategies and effective capital raising approaches.

ABOUT THE MODULE

The session on Governance for Scaling Businesses provides founders with a structured and practical understanding of how governance drives sustainable growth. It begins with an introduction to the core pillars of corporate governance and a self-assessment exercise that helps participants evaluate their current governance maturity and identify gaps.

LEARNING OBJECTIVES

- Tailor Strategies for Growth
- Refine Business Models
- Perfect Investor Presentation Skills
- Position for Investment Opportunities
- Handle Risks Adeptly

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MEET FACILITATOR:
DR. NNENNA UGWU

GOVERNANCE FOR SCALING BUSINESSES

Nnenna Ugwu, a respected faculty member at the Enterprise Development Centre, takes the lead on the Governance for Scaling Businesses module on the Business Owners Strategy Session (B.O.S.S.).

With a strong foundation in law, a Master's degree in International Law and Diplomacy, and over 8 years of business consulting and entrepreneurship experience, Nnenna brings a wealth of expertise to empower participants in understanding and implementing effective governance strategies for scaling enterprises.

ABOUT THE MODULE

The Governance for Scaling module enables you to clarify roles, make transparent decisions, manage risks, ensure financial oversight, preserve culture, and ensure compliance. You will track performance, improve communication, achieve scalability, engage stakeholders, and adapt seamlessly.

LEARNING OBJECTIVES

- Define clearer processes and structures
- Make Transparent Decisions
- Manage Business Risks Better
- Stronger Legal/Financial Oversight
- Preserve Company Culture

STRENGTHS

Strategic Business Insights

Leveraging her extensive consulting experience, Nnenna equips participants with strategic insights into scaling businesses while maintaining strong governance structures. Her guidance ensures that growth is sustainable and aligned with best practices.

Legal Proficiency

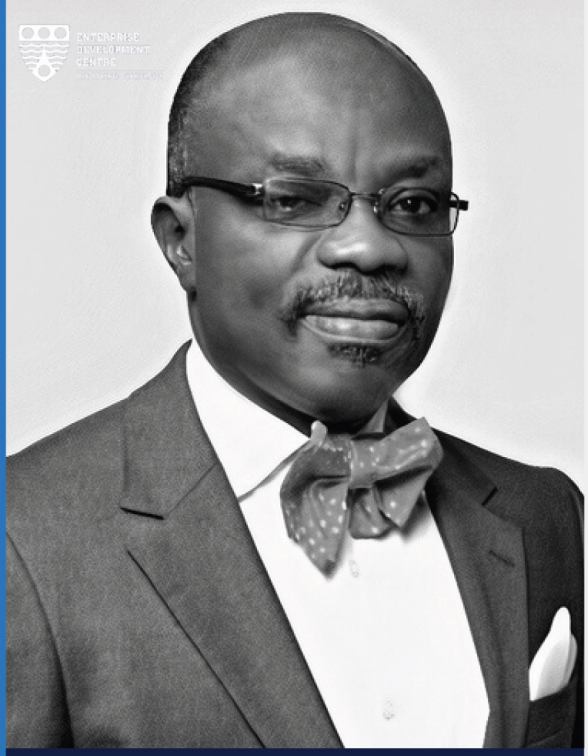
Nnenna's legal background enhances participants' understanding of the legal intricacies involved in governance during the scaling process. Participants gain clarity on compliance, risk management, and legal frameworks.

Practical Mentorship

Nnenna's mentorship approach translates theoretical governance concepts into actionable steps. Participants learn to navigate challenges, make informed decisions, and effectively manage their business expansion.

Networking and Industry Connections

Nnenna's role as Director of Alumni Relations introduces participants to a network of industry professionals and successful entrepreneurs. This exposure enhances participants' grasp of practical governance applications and offers opportunities for collaboration.



MEET FACILITATOR:
KAYODE OMOREGIE

STRATEGIES FOR SUSTAINING GROWTH

Kayode Omoregie, a seasoned Chartered Accountant and Chartered Tax Practitioner, leads the Strategies for Sustaining Growth module on the Business Owners Strategy Session (B.O.S.S.)

He currently serves as a lecturer at the Lagos Business School, and has a wealth of experience in Strategy and Performance Management

His diverse background spans various industries, where he has held senior management and board level positions, positioning him as a strategic guide for sustaining business growth.

STRENGTHS

Strategic Expertise

Kayode's role as a consultant in Strategy and Performance Management underscores his core strength in strategic planning. Participants gain insights into crafting and implementing growth-oriented strategies that drive long-term success.

Industry Versatility

With over fifteen years' experience across industries such as Oil and Gas, Telecommunications, Financial Services, Manufacturing, and Consulting, Kayode brings a diverse industry perspective to Module 11. Participants explore growth strategies applicable in various business contexts.

Performance Enhancement

Kayode's expertise in Performance Management contributes to participants' understanding of measuring and optimizing growth outcomes. Participants gain insights into evaluating and improving the effectiveness of their strategies.

Ethical Framework

Kayode's commitment to delivering superior and sustainable performance within an ethical framework aligns well with this module. Participants learn to consider ethical considerations in their growth strategies.

ABOUT THE MODULE

The Strategies for Sustaining Growth module will equip you with knowledge to effectively sustain growth, manage risks, and thrive in dynamic business environments. You will learn about strategies, risk management, innovation, and adaptability, gaining insights into maintaining business expansion.

LEARNING OBJECTIVES

- Explore Expansion Strategies
- Manage Business Risks
- Foster Innovative Thinking
- Enhance Adaptability Skills
- Create Sustainable Growth



MEET FACILITATOR: CHIAGOZIE NWIZU

FRANCHISING FOR STRATEGIC PLANNING

Chiagozie Nwizu, a notable professional in franchise development, takes the lead on Franchising for Strategic Planning module on the Business Owners Strategy Session (B.O.S.S.)

Chiagozie's leadership role at the Africa Franchise Institute and his dedication to promoting franchising as a strategic business model highlight his influence in the industry.

As the Managing Director of Franchise Business Development Services (FBDS), he brings a wealth of expertise in pioneering franchise development in Nigeria.

STRENGTHS

Franchise Industry Leadership

Chiagozie's position as the pioneer President of Nigeria Franchise Association NAFBM positions him as a leading figure in the franchise industry. Participants learn from his deep knowledge of industry best practices.

Strategic Planning

With a focus on franchising for strategic planning, Chiagozie empowers participants to consider franchising as a viable growth strategy. They explore how franchising can align with overall business strategies.

Consulting Expertise

Having worked with foreign and government development agencies, Chiagozie offers a multifaceted perspective on franchising's role in economic development and partnership opportunities.

Sustainability Focus

Chiagozie's mission to establish franchising as a means of building sustainable businesses resonates within this module. Participants explore how franchising can lead to long-term success.

ABOUT THE MODULE

The Franchising for Strategic Planning module gives you insights into using franchising as a growth strategy. Through practical exercises and real-world examples, you will develop skills to assess opportunities, establish effective systems, and navigate complexities.

LEARNING OBJECTIVES

- Understand Franchise Models
- Assess Franchising Opportunities
- Establish Effective Franchise Systems
- Align Strategies with Goals
- Navigate Legal Complexities.



MEET FACILITATOR:

BANKOLE OLORUNTOBA

ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE (ESG)

Bankole Oloruntoba, an accomplished specialist in social and business tactics engagement, takes the lead on Environmental, Social, and Corporate Governance (ESG) module on the Business Owners Strategy Session (B.O.S.S.)

With a diverse background spanning corporate communication, entrepreneurship development, and sustainability management, Bankole brings a unique perspective on the intersection of business and societal impact.

His educational journey, executive certificates, and CEO role at the Nigeria Climate Innovation Center, underscore his expertise in ESG and sustainable business practices.

STRENGTHS

Sustainability Management

Bankole's role as CEO of the Nigeria Climate Innovation Center highlights his core strength in sustainability management. Participants gain insights into how ESG principles contribute to environmental and social impact within business operations.

Green Innovation Programs

Bankole's expertise in Green Innovation Programmes Design brings a practical dimension to discussions on sustainable business practices. Participants learn how to design and implement green initiatives within their organizations.

Ecosystem Advisory

Bankole's role in Ecosystem Advisory reflects his commitment to nurturing entrepreneurial ecosystems. Participants explore how ESG practices contribute to building resilient and impactful business ecosystems.

Global Perspective

Bankole's executive certificate from Lagos Business School and MBA from Busines School Netherlands (BSN) offer a global outlook. Participants learn how ESG aligns with international business standards.

ABOUT THE MODULE

In the Environmental, Social and Corporate Government module, you will gain insights into sustainable business practices. Through real cases and interactive exercises, you will learn how to integrate ESG principles into strategies, promote ethics, and enhance long-term value.

LEARNING OBJECTIVES

- Integrate ESG Principles
- Enhance Ethical Business Practices
- Promote Sustainable Impact
- Navigate Responsible Governance
- Drive Societal Contributions



MEET FACILITATOR:
YEMI KERI

UTILIZATION OF DATA ANALYTICS FOR INFORMED DECISION MAKING

Yemi Keri, a prominent figure in the Nigerian technology landscape, takes the lead on Utilization of Data Analytics for Informed Decision Making module on the Business Owners Strategy Session (B.O.S.S.)

Her academic background includes multidisciplinary studies, a Masters in Information Technology Project Management, and extensive training from globally renowned institutions.

As the CEO of Heckerbella Limited, a Digital Transformation company, Yemi brings a wealth of expertise in leveraging technology for business growth.

STRENGTHS

Technology Innovation

Being one of the foremost Women in Technology in Nigeria, Yemi's insights into emerging tech trends enrich Module 8. Participants explore cutting-edge technology applications that can transform their business models.

Academic Exposure

Yemi's educational background, including studies at the London School of Economics and Political Science, Lagos Business School, IESE Business School, and CEIBS, underscores her multidisciplinary approach to business and technology.

Digital Transformation Expertise

Yemi's role as the CEO of Heckerbella Limited showcases her core strength in digital transformation. Participants gain insights into how technology can drive scalability and innovation within their businesses.

Global Perspective

Yemi's international training and experience foster a global perspective within this module. Participants gain insights into technology scalability strategies that resonate in diverse markets.

ABOUT THE MODULE

This session empowers founders with data-driven decision-making skills to identify growth opportunities, optimize operations, and enhance profitability. Participants will learn to collect, analyze, and apply data insights for improved business performance and sustainable success.

LEARNING OBJECTIVES

- Integrate Technology for Growth
- Automate Processes Effectively
- Analyze Data Strategically
- Embrace Emerging Technologies.
- Enhance Customer Experiences



MEET FACILITATOR:
ADEGBOYEGA ADEBAJO

GETTING YOUR BUSINESS INVESTMENT READY

Mr. Adegboyega Adebajo a distinguished investment banking professional, takes the lead on Getting your Business Investment Ready module on the Business Owners Strategy Session (B.O.S.S.)

With an impressive background as the economists and structured Finance Advisor, retired from banking as an (Assst. Gen Manager) Head Structured Finance and Investment Banking at Diamond Bank Plc.

His leadership spans corporate finance, capital raising, financial advisory, and numerous other areas, showcasing his deep understanding of investment readiness and the intricacies of financial transactions.

STRENGTHS

Investment Banking Expertise

Adegboyega's role as World Bank/ IFC Certified Trainer and Certified National BDSP Advisory underscores his core strength in investment banking. Participants gain insights into the nuances of investment readiness and strategic financial planning.

Comprehensive Financial Services

Adegboyega's expertise spans corporate finance, capital raising (debt, equities, hybrids), and financial advisory services. Participants explore a wide spectrum of investment avenues, fostering well-rounded investment readiness.

Professional Memberships

Adegboyega's affiliations with institutes such as the Institute of Directors, Certified Pension Institute, and Chartered Institute of Bankers showcase his commitment to professional excellence and industry standards.

Practical Insights

Having led the execution of numerous landmark transactions, Adegboyega's practical experience enhances participants' understanding of successful investment strategies and effective capital raising approaches.

ABOUT THE MODULE

In the Investment Readiness module, you will refine business models, project future growth, and perfect your investor pitches. You will also gain the skills to effectively communicate your business' unique value proposition, manage potential risks, and confidently attract the investment needed to fuel your expansion plans.

LEARNING OBJECTIVES

- Tailor Strategies for Growth
- Refine Business Models
- Perfect Investor Presentation Skills
- Position for Investment Opportunities
- Handle Risks Adeptly



MEET FACILITATOR: YOMI ADEDEJI

DATA ANALYTICS FOR BUSINESS DECISIONS

Yomi Adedeji, a reknown figure in the technology industry, takes the lead on Using Data Analytics to Make Business Decisions module on the Business Owners Strategy Session (B.O.S.S.)

With a bachelor's degree in Management Information Systems and an alumnus of the Stanford University SEED program, Yomi's expertise spans technology innovation, data analytics, and inclusive growth strategies.

As the Founder and CEO of SoftCom, Yomi's focus on leveraging technology for equitable and inclusive human growth is foundational to his facilitation approach.

STRENGTHS

Tech-Driven Leadership

Yomi's role as the Founder and CEO of SoftCom underscores his core strength in driving innovation through technology. Participants learn to integrate data analytics into overarching business strategies.

Tech Expertise

Holding a bachelor's degree in Management Information Systems, Yomi's tech foundation enriches participants' understanding of data analytics tools, techniques, and their application in real-world scenarios.

Equity and Inclusion

Yomi's commitment to using technology for equitable growth aligns with this module. Participants explore how data analytics can contribute to inclusive decision-making, serving a diverse range of stakeholders.

Practical Experience

With over 15 years in the technology industry, Yomi's practical experience infuses this module with real-world insights. Participants explore how data analytics drives value and fosters informed decision-making.

ABOUT THE MODULE

In the Using Data Analytics to Make Business Decisions module, you will learn how to extract meaningful insights from data and employ data analytics in your decison-making process, enabling you to make well-informed, strategic business decisions.

LEARNING OBJECTIVES

- Apply Data Analysis Techniques
- Enhance Decision-making with Data
- Master Data Visualization Skills
- Extract Insights from Data
- Utilize Analytics Strategically



MEET FACILITATOR: VICTOR AFOLABI

SCALING BUSINESSES USING TECHNOLOGY

Victor Afolabi, an accomplished strategic management consultant, takes the lead on Scaling Business Using Technology module on the Business Owners Strategy Session (B.O.S.S.)

As the Founder of Eko Innovation Centre and the Group CEO of Hazon Holdings, Victor brings a wealth of experience in fostering innovation and strategic growth. His educational background includes a master's degree in Managerial Psychology, an MBA, and alumni status at the Lagos Business School.

Victor's deep understanding of venture building, technology, and business angel investments positions him as a transformative figure in driving innovation.

STRENGTHS

Strategic Innovation

Victor's role as a strategic management consultant reflects his core strength in guiding organizations through innovation strategies. Participants gain insights into aligning innovation initiatives with overall business objectives.

Entrepreneurial Vision

Victor's two decades of experience as a venture builder and business angel underscore his entrepreneurial mindset. Participants learn to foster innovation within both startup and established business contexts.

Tech Enthusiast

Victor's reputation as a tech enthusiast infuses this module with a cutting-edge perspective on innovation. Participants explore how technology can be harnessed to drive innovation and gain a competitive edge.

Sustainable Growth

Victor's dedication to sustainable growth and economic development resonates in his facilitation approach. Participants understand how innovative practices can lead to long-term business success and societal impact.

ABOUT THE MODULE

Scaling Businesses Using Technology explores how digital tools can fuel growth by streamlining operations, enhancing customer experience, and expanding market reach. Participants will gain strategies to adopt emerging technologies and stay competitive in a fast-changing business environment.

LEARNING OBJECTIVES

- Understand how technology drives business growth
- Identify digital tools to improve efficiency and reduce costs
- Explore strategies for digital transformation and automation
- Learn how to enhance customer experience using technology
- Develop a roadmap for scaling with tech solution



MEET FACILITATOR:
DR. ADETUNJI ADEGEBSAN

DESIGN THINKING

Dr. Adetunji Adegebsan, a notable business consultant, takes the lead on Design Thinking and Operationalization Strategies module on the Business Owners Strategy Session (B.O.S.S.)

Dr. Adetunji holds a First Class Honours degree in Electronic Engineering and a PhD in Strategic Management from the prestigious IESE Business School.

His expertise has earned him global recognition as one of Africa's top scholars in competitive strategy and as a leading authority on the mobile telecommunications industry.

STRENGTHS

Operational Excellence

Before establishing Gidi Mobile, Tunji served as the Director of the Centre for Competitiveness & Strategy at Lagos Business School (LBS), where he led all teaching in Competitive Strategy & Innovation. His 14-year tenure at LBS saw him consulting across various sectors, including software, telecommunications, banking, oil & gas, etc.

Global Recognition and Contributions

Dr. Tunji has been honored with multiple awards and has spoken at knowledge events in over 20 countries across four continents. His involvement extends beyond academia; he is a startup mentor for the Google for Startups Accelerator and the Founder Institute.

Research and Industry Impact

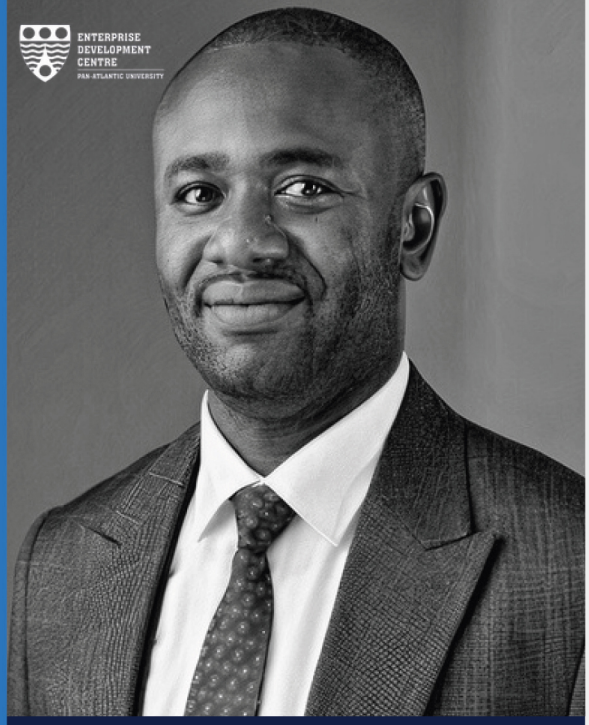
Tunji's academic contributions include being a peer reviewer for top strategy research journals and a past member of the Editorial Review Board of the Academy of Management Review. He has also held significant roles, such as the Global Representative for Africa of the Strategy Division of the Academy of Management and a Representative-at-Large for the Competitive Strategy Interest Group of the Strategic Management Society.

ABOUT THE MODULE

In the Design Thinking and Operationalization Strategies module, you will understand how to apply design thinking for creative problem-solving in your business. Using real-world cases and exercises will empower you to drive innovation and succeed in projects.

LEARNING OBJECTIVES

- Apply Problem-solving Skills
- Foster Innovative Idea Generation
- Master Prototyping and Testing
- Implement Creative Solutions Effectively
- Drive Successful Project Execution



MEET FACILITATOR:

DR.JONATHAN IKEOLUMBA

UNDERSTANDING FRANCHISING AS A STRATEGY FOR GROWTH

Jonathan Ikeolumba, an accomplished chartered accountant and finance consultant, takes the lead on Understanding Franchising as a strategy for growth module on the Business Owners Strategy Session

His background includes being the managing partner at Officelord Consulting, an esteemed finance and strategy consulting firm.

Jonathan is also an International Finance Corporation (IFC) master trainer and certified assessor. With a passion for solving intricate business challenges and a dedication to value optimization, he brings over 15 years of invaluable experience in financial management, sustainability, and developmental finance.

STRENGTHS

Financial Expertise

Jonathan's certification as a chartered accountant and his role as a finance consultant underline his core strength in financial management. Participants benefit from his insights into funding structures, financial strategies, and investment avenues relevant to scaling businesses.

Strategy Insights

As the managing partner at Officelord Consulting, Jonathan's strategic acumen enriches discussions on funding options. Participants learn to align financial decisions with overall business strategies for sustainable growth.

Development Finance

Jonathan's experience in roles within banking, development finance, and consulting offers a unique perspective on this module. Participants gain insights into unconventional funding sources and socially impactful financing methods.

Research-Driven Learning

Jonathan's pursuit of a doctoral degree and research at the Lagos Business School emphasizes his commitment to continuous learning. Participants benefit from research-backed insights that bridge theory and practice.

ABOUT THE MODULE

The Understanding Franchising as a Strategy for Growth module equips participants with the knowledge and tools to explore franchising as a viable path for business expansion. Through practical examples and interactive discussions, you will learn how to assess your business for franchising, understand the benefits and challenges, and develop a roadmap to scale effectively through franchise models.

LEARNING OBJECTIVES

- Understand the core principles and structure of franchising
- Assess if their business is suitable for franchising
- Identify the benefits and challenges of the franchise model
- Learn key legal, operational, and financial considerations
- Outline a basic strategy to expand through franchising

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BUSINESS OWNERS STRATEGY SESSION 3.0

SCHEDULE

SEPTEMBER 2026
(INCLASS/ ONLINE/ STRATEGY SESSIONS)

- 07 GOVERNANCE FOR SCALING BUSINESSES
- 08 ETHICAL PRACTICES FOR DECISION-MAKING IN BUSINESS
- 21 APPLICATION OF DESIGN THINKING PRINCIPLES FOR SCALING OPERATIONS
- 23 FUNDING OPTIONS FOR SCALING
- 24 INNOVATING FOR BUSINESS SUSTAINABILITY

NOVEMBER 2026
(INCLASS/ ONLINE/ STRATEGY SESSIONS CONTINUE)

- 03 UNDERSTANDING FRANCHISING AS A STRATEGY FOR GROWTH
- 05 SCALING BUSINESSES USING TECHNOLOGY
- 11 ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE, ESG
- 18 GETTING YOUR BUSINESS INVESTMENT READY

OCTOBER 2026
(INCLASS/ STRATEGY SESSIONS CONTINUE)

- 05 EXPERIENCE SHARING/LEARNING JOURNEY
- 19 UTILIZATION OF DATA ANALYTICS FOR INFORMED DECISION-MAKING 1
- 20 UTILIZATION OF DATA ANALYTICS FOR INFORMED DECISION-MAKING 2

FEBRUARY 2027
(INCLASS/ONLINE/ STRATEGY SESSIONS WRAP-UP)

- 02 STRATEGIES FOR SUSTAINING GROWTH
- 03 STRATEGIES FOR SUSTAINING GROWTH
- 22 ADVANCE MARKETING / 4-DAY INTERNATIONAL BUSINESS TRAVEL AND END OF PROGRAM

IN-CLASS
SPECIAL EVENTS
ONLINE FACILITATOR-LED
VIRTUAL EVENTS

0810 454 2533 | 0806 226 7992
programs@pau.edu.ng

TESTIMONIALS



Oyindoubra Fiderikumo
CEO at Transdigital Consultants Ltd

The BOSS program completely redefined how I view my role as a leader. It provided the framework to transition from being 'in' the day-to-day grind to strategically 'locking out' through solid governance. I now have the data-driven tools to project our growth with confidence.



Kendrick Akhime
CEO Rare Acre Investment Ltd

Enrolling in BOSS 3.0 was a turning point for my organization. The sessions on Design Thinking and Scaling with Technology gave us a new perspective on operational efficiency. It's not just about growing bigger; it's about building a sustainable, investment-ready engine.

Application Process

The following is the application process for the EDC Business Owners Strategy Session:

- Start by visiting our program website and review the program overview, objectives, and key features.
- Complete the online application form, providing your personal information, business details, and a brief statement of purpose.
- After submitting your application, you will receive a confirmation and be contacted to schedule a conversation with our program coordinator.
- Have a conversation with our program coordinator, either in-person or virtually, depending on your location and availability.
- Following the conversation, the program coordinator will review your application and communicate a decision within 5 business days.
- Upon approval, complete the payment process to confirm your participation in the program.
- Once payment is confirmed, you will receive an official acceptance letter via email, with full program details and next steps.
- Attend the virtual program orientation session, held 2 weeks prior to the start of the program.

Get started on your admission into the program by completing the form here:

bit.ly/4sxrDCb

For Enquiries & Registration Support
Contact the Programs Team

0806-226-7992 | 0810-454-2533 | 0904-039-3574

Email: edcprograms@pau.edu.ng