

Aspire

Business Growth Program

In collaboration with **Stanford** | Seed

Developed exclusively for Africa's ambitious business owners and their senior leadership team, this practical business growth programme equips leaders with the core skills, tools, and strategies to grow their businesses, lead teams, and diversify revenue streams.



Reach for Growth

Through a 6-month programme, divided into three 4-week phases, you as a business owner and selected senior leaders in your company, will learn how to immediately take action to achieve your aspirational growth goals.

A Practical Online Programme to Grow Your Business

You'll focus on growing your business and improving your business management skills through interactive virtual workshops, practical online courses, access practical tools, and learn along side a pan-African cohort.

Infused with Stanford Seed Expertise

Unique to the Stanford Seed sponsored edition of Aspire, your learning journey will include a live guest lecture from Stanford Graduate School of Business Faculty.

FORMAT

ONLINE

DURATION

6-MONTHS

PROGRAMME FEE

~~\$1250~~ **\$650**

Sponsored by
Stanford Seed

LOCATION

PAN-AFRICAN

LANGUAGE

ENGLISH

For a limited time, Stanford Seed is offering partial scholarships to qualifying businesses

Performance Benefits

The top 10% performing businesses in each cohort will receive pro bono access to Stanford Seed mentors and project-based Stanford Seed consultants, as determined by level of commitment.



LEARNING JOURNEY OVERVIEW

6-MONTH GROWTH PROGRAMME DESIGNED FOR Business owners and their management team (up to 2 team members in addition to applicant)

PHASE 1

Getting Set Up for Growth

PHASE 2

Leading for Growth

PHASE 3

Innovation: Identifying Growth Opportunities

PHASE 4

Financial Analysis: Key Drivers of Business Growth

PHASE 5

Building the People and Processes for Success

PHASE 6

Plan for Growth: Vision, Strategy and Action!

APPLICANT PROFILE

- Business Owner, CEO, or Founder of the business referred and sponsored by Stanford Seed
- Years In Business: Business in operation between 1-7 years
- Revenue: Generated between \$30,000 – \$300,000 in revenue in at least one of the last two financial years
- Employees: 3+ full-time employees
- Internet Enabled: Smartphone/internet connection to access online tools, courses, and the online community

To learn more, contact AMI on:
africanmanagers.org/aspire-stanford-seed



"After college, 29 years ago, these classes definitely had the biggest impact. I want to also share my knowledge Aspire was just an amazing experience ."

**- Mustafa Jacksi -
Managing Director,
Spik and Span Limited, Tanzania**



"To say that the Aspire Programme is my most eventful and practically enriching programme is an understatement. As a company, we owe you, AMI and Stanford"

**- Dankishiya Saleh Hadi -
CEO & Principal Associate,
Dankish & Associates Limited, Nigeria**



"Getting the opportunity to engage and learn from other business owners especially those who run businesses unrelated to mine, opened my mind to a wealth of opportunities available there"

**- Linda Nyambezi -
Founder and Managing Partner,
Insele Capital, South Africa**



About the African Management Institute (AMI)

AMI enables ambitious businesses across Africa to thrive, through practical tools and training. We equip entrepreneurs with tools to build their business, help companies train their teams and run work readiness programmes for young people starting their careers. AMI programmes combine online and mobile tools with in-person workshops and on-the-job practice and support.



Start Your Journey Today

To apply for the programme, visit:
africanmanagers.org/aspire-stanford-seed

To learn more, contact AMI:
naomi@africanmanagers.org