

# Aspire

## Business Growth Programme

A collaboration between



Stanford Seed is collaborating with the African Management Institute to offer this essential 6-month business growth program to entrepreneurs and their senior leaders in Africa.



**Transform.**  
**Lead.**  
**Thrive.**

### **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 backed edition of Aspire, your learning journey will include a live guest lecture from Stanford Graduate School of Business Faculty.

# Developed exclusively for Africa's ambitious CEOs, Founders, Managing Directors and their senior leadership team

## KEY BENEFITS

- Gain valuable management skills through a combination of experiential courses, including a live guest lecture from Stanford Graduate School of Business faculty.
- Learn proven business practices and leadership skills through interactive virtual workshops, practical tools and strategies to grow your business, lead teams, acquire talents and diversify revenue streams.
- Join a Pan-African network of business owners to share experiences with, enhance your learning and build relationships
- Participate online from the convenience of home or office with a schedule designed for busy entrepreneurs.

## PERFORMANCE BENEFITS

The top 20% 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.

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To apply for the programme, visit:  
[africanmanagers.org/aspire-stanford-seed-nigeria](https://africanmanagers.org/aspire-stanford-seed-nigeria)



## APPLICANT PROFILE

- Business Owner, CEO, or Founder of the businessess
- Years In Business: Business in operation for more than 1 year
- Revenue: Generated between \$30,000 – \$400,000 or more in annual revenue in the last financial year
- Employees: at least 1 full-time employee
- Internet Enabled: Smartphone/internet connection to access online tools, courses, and the online community

FORMAT

**ONLINE**

LOCATION

**PAN-AFRICAN**

DURATION

**6-MONTHS**

LANGUAGE

**ENGLISH**

PROGRAMME FEE

~~\$650~~ **\$488** Subsidized by Stanford Seed

- Applied 25% off is available for entrepreneurs who enroll early.
- The programme fee covers 3 participants – the business owner plus 2 senior team members – to facilitate buy-in, implementation, and impact.

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**Stanford** | Seed  
GRADUATE SCHOOL OF BUSINESS

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# Learning Journey Overview

Through a 6-month programme, divided into six 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. Your learning journey includes monthly interactive learning labs, access to online learning platform with courses and resources for your team, and structured networking pod meetings to connect with fellow business owners.

## PHASE 1

### **Getting Set Up for Growth**

Assess where you are now, where you want to go, and what strategic activities will help get you there. Develop a short-term action plan with key strategic priorities and learn how to measure progress.

## PHASE 2

### **Leading for Growth**

Determine what it takes to lead your business to prosperity, including how to define a vision for the business, align your team toward this direction, and drive progress toward your strategic priorities.

## PHASE 3

### **Innovation: Identifying Growth Opportunities**

Focus on understanding customers' needs and finding product/market fit. Identify opportunities to either diversify your products, pivot your offering, or approach new markets/channels/delivery models to serve your customers.

## PHASE 4

### **Financial Analysis: Key Drivers of Business Growth**

Look at your financial trends and what it tells you about your business. Understand core drivers of profit and strategies to improve profit and cash flow to support sustainability and growth in the long term.

## PHASE 5

### **Building the People and Processes for Success**

Do you have the right team to grow? Are you empowering your team to deliver? Does that team have the right processes to support maximum productivity and growth? Learn how to build great teams to support continuous improvement and growth.

## PHASE 6

### **Plan for Growth: Vision, Strategy and Action!**

Engage in strategic business planning. Understand how your core vision defines the strategy going forward, assess core strategic opportunities, and focus on execution to build a culture of continuous performance, review, and improvement.

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**Remarkably, 88% of participating businesses reported immediate growth following the program, and on average, each business owner created 3.6 new jobs as a result of increased revenue.**



"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**

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“Joining Aspire was one of the best decisions we made in 2021. When we took the programme, we realized we needed to streamline our processes. Installations that would take us 5 days to complete, now take us 3 days. We are saving money and getting a lot more work done.”

**Delali Pearce**  
Founder , Macht Energy Ltd, Ghana



### **About the African Management Institute (AMI)**

African Management Institute (AMI) is Africa's leading provider of business training and capacity-building solutions.

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**

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To learn more, contact AMI:

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