



# Managers Programme

Changing Gears



[www.africanmanagers.org/enterprise](http://www.africanmanagers.org/enterprise)

# About AMI

AMI enables ambitious businesses & entrepreneurs across Africa to thrive. AMI is pioneering practical business and management learning for Africa. We equip entrepreneurs with key tools to build their businesses, we help companies build motivated and productive workforces, and we run work-readiness and entry-level programmes for young people starting their careers.

## AMI across Africa

Over 80 staff with offices and a presence in eight countries: Cote d'Ivoire, Ghana, Kenya\*, Nigeria, Rwanda\*, Senegal\*, South Africa\* and Uganda.

## We believe...

skilled people build thriving businesses, thriving businesses create quality jobs, and quality jobs drive prosperity and dignity.



“ Learning is a journey, we guide the way. ”

# What We Do

Learning to drive business outcomes across Africa

## > Learning to power Africa's entrepreneurs & business growth

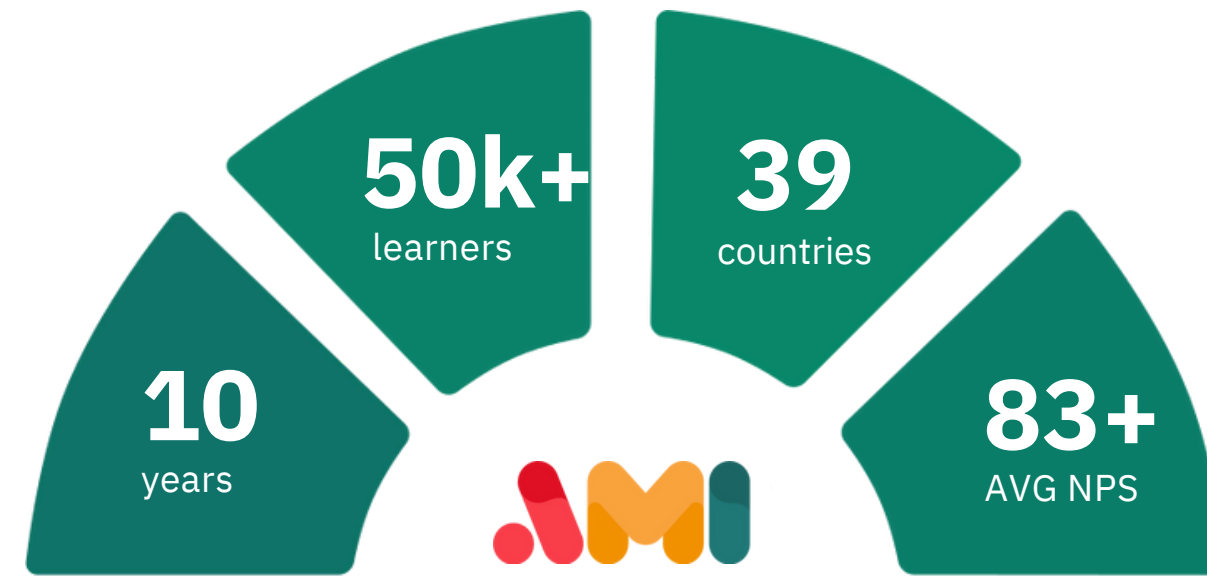
Enhancing business outcomes for small and medium sized businesses to drive job creation and improved livelihoods

## > Upskilling Africa's leaders, managers & future workforce

Improving performance and building winning behaviours for Africa's leaders, managers and workforce.

## > Learning & business growth at scale across Africa

We deliver learning programmes and solutions at scale with the continent's leading companies, organizations, and impact partners.



Africa's trusted learning & development partner.



## > AMI Enterprise

Modern workplace learning to power performance and growth for teams in Africa's growth-stage and established businesses.

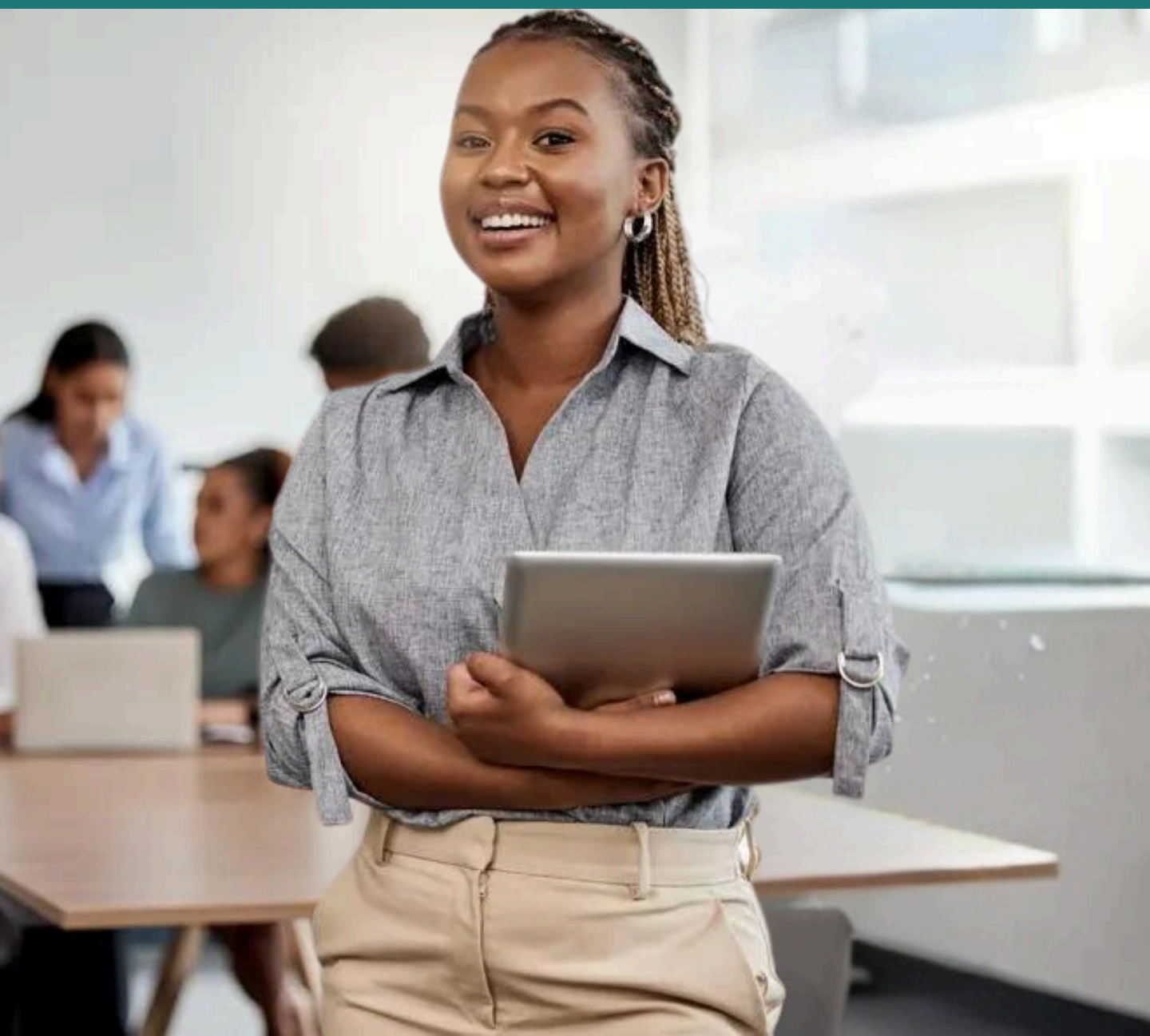


## > AMI Impact

Learning at scale across Africa with local and global development impact partners to advance outcomes in the continent's most important sectors.



# Managers Programme: Changing Gears



Designed for **managers, team leads & supervisors**

3 Months

Virtual

Open Programme

AMI's practical, flagship learning programme designed to equip all managers with the skills they need to empower their teams and drive performance.

## Learning Journey Phases

- 1 Being a Manager
- 2 Empowering your people
- 3 Difficult Conversations

## Key Outcomes



Improvement in key company performance indicators



Improved management capability; managers demonstrate increased confidence in their role and in taking on more responsibility at work



Reduced staff turnover

**90%**

of companies report tangible improvements in staff performance

**95%**

of participants say they are more effective at work

# Managers Programme Learning Journey



3 Cohort "Learning Lab" workshops



Access to 6-9 online courses and 100 practical tools and resources



Graduation event & AMI certificate



## Change Challenge :

Choose the one thing that's currently not working as you'd want it to and use it as your challenge to turn things around.



### Phases

### Objective

### Skill Areas

### Course Modules

1

**Being a manager:**  
**What has changed for me, now that I am a manager?**

Designed to help new & existing managers grasp the changes in responsibilities, mindset, and expectations, guiding them to adapt their approach to leadership and team dynamics for effective management.

- Role of a Manager
- Setting Goals for Success
- Effective Communication

- Setting Goals for Success
- Personal Productivity
- Communication: Getting the Message Across

2

**Empowering your People:**  
**How do I get my people to take ownership and get work done?**

Designed to help managers realise what they're currently doing and why it probably isn't working.

- Empowering your team
- Influencing without authority

- Influencing others
- Enabling your people to perform
- Motivating others

3

**Difficult Conversations:**  
**I told them what to do, but they still did not do their work, now what?**

Designed to help managers deal with the challenges they face when they check in with their teams/colleagues, and realise that things weren't done properly.

- Feedback
- Challenging/Courageous Conversations

- Performance Management
- Emotional Intelligence
- Self-Management



# Programme Overview

- **Training Duration: 3 Months**
- **Start Date: October, 2024**
- **Cost:**
  - Full Payment: \$300 per person.
  - Flexible payment plan available upon request
- **Learning Labs:** 3 interactive virtual sessions with expert facilitators
- **Fireside Chats:** Engage in conversations and networking with top professionals and managers
- **Change Challenge:** Practical application of learned skills
- **Graduation Ceremony:** Celebrate learners' achievement
- **Community:** Ongoing support and peer learning through a WhatsApp group for top managers
- **Register:** <https://www.africanmanagers.org/managersprogramme-Rwanda>



# Why Register for the Managers Programme?

## Maximise ROI with Targeted Training

Tired of training that fails to deliver results? Our programme provides insightful, facilitator-led experiences that directly address your business challenges in real-time, ensuring a high return on investment.

## Bridge the Leadership Gap

Struggling to transition your managers from technical experts to effective leaders? Our programme equips them with the leadership skills needed to inspire and guide their teams to success.

## Access to Essential Management Tools

Our programme offers over 100 practical tools, empowering your managers to solve problems, boost productivity, and make informed decisions, driving your organisation towards lasting excellence.

## Enhance Team Performance

Concerned about underperforming teams? With 92% of our clients reporting improved productivity across their entire workforce, our programme translates learning into tangible results.

## Foster Cross-Departmental Collaboration

Facing challenges with collaboration? Our training helps new leaders break down silos and work seamlessly across departments, fostering a culture of collaboration.

## Elevate Your Leadership Style

Looking to shift towards a more progressive leadership approach? Our programme provides the tools and mindset needed to drive cultural transformation and improve leadership effectiveness across your organisation.

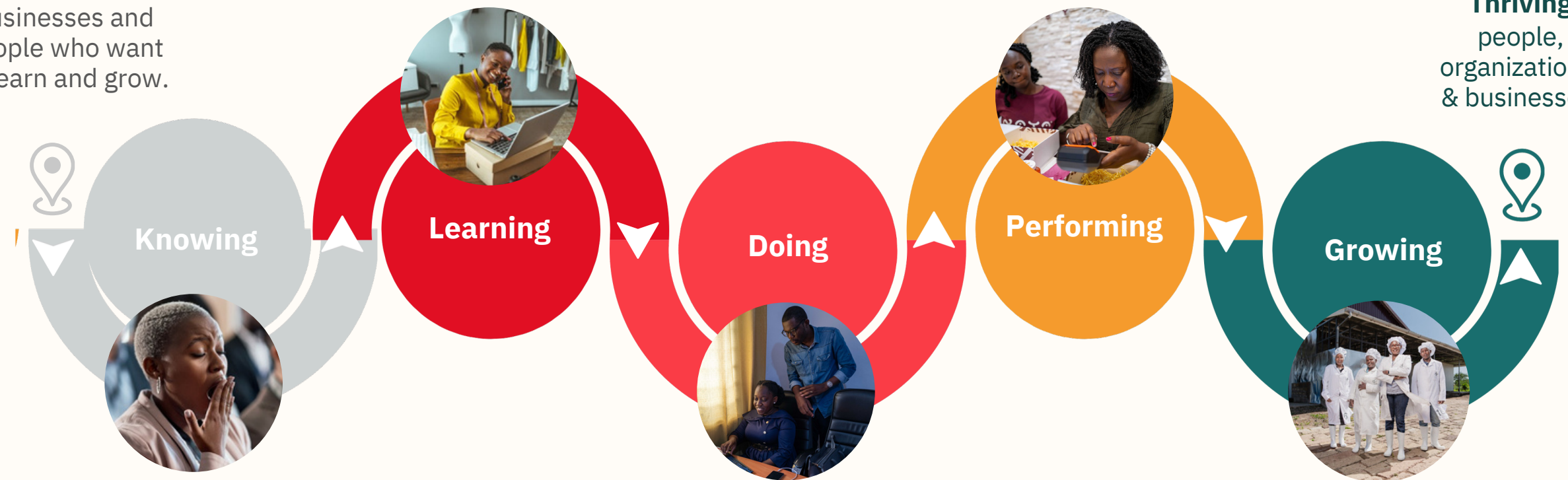
# Learning, Doing & Performing to Power Growth

Rooted in leading evidence-based research and decades of experience from Africa's top business schools, AMI's learning approach draws on the simple, and yet revolutionary idea, that people learn by doing. Designed to meet the unique needs of Africa's ambitious entrepreneurs, managers, and professionals, AMI's practical and experience-driven learning approach, supports individuals to improve performance and develop essential winning behaviors and practices, ultimately propelling businesses growth and organisational success.

Where traditional training falls short,  
**AMI's approach goes further**

Ambitious  
businesses and  
people who want  
to learn and grow.

**Thriving**  
people,  
organizations,  
& businesses.



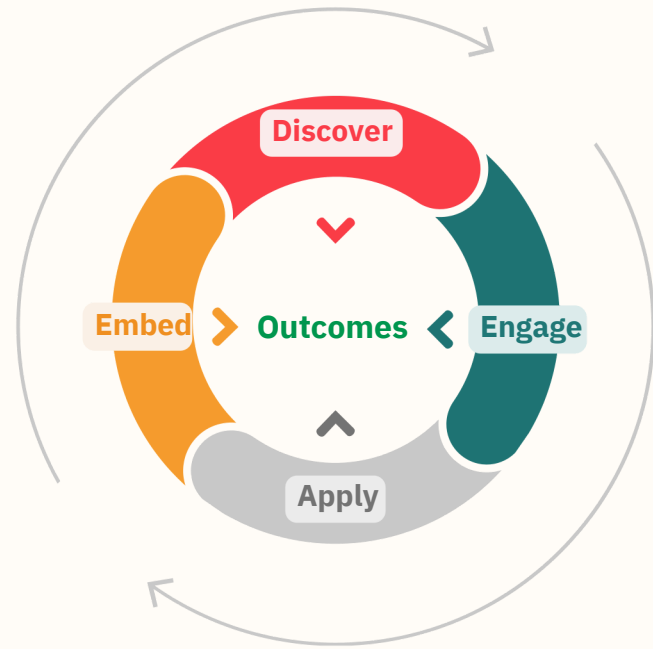
**Traditional Training  
stops at “knowing”**

“Hit and run” traditional training ends when a learner memorizes something they are taught in a passive learning environment, where little is retained or applied.

**Learning, Doing, Performing & Growing**

AMI goes further than traditional training by targeting practical and experience-driven learning to build the behaviours and practices proven to help individuals perform and teams win. As a result, when people thrive, businesses grow and organizations succeed.





Discover

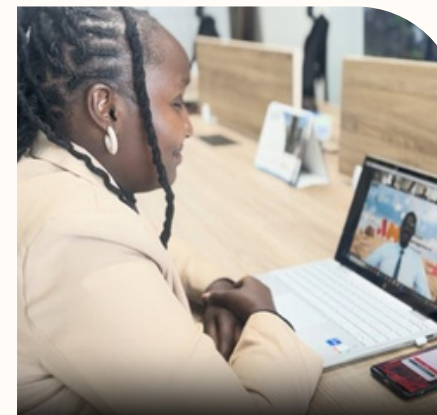


**Diagnostic**

AMI’s team and diagnostic tools discover and map learning needs to business and organizational goals and outcomes. Targeted learning is mapped.

- Diagnostic tools
- Tailored learning journeys
- Benchmarking
- Continuous Measurement

Engage

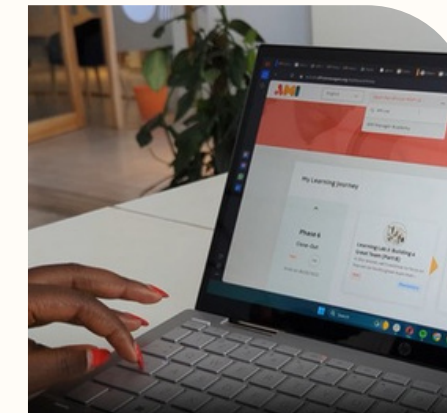


**Live Learning**

Learners participate in live workshops led by Africa’s best facilitators, covering practical tools and skills that can be applied on the job and in the business.

- Experience-driven learning
- “Learning Lab” workshops
- Expert, local facilitators
- Peer learning & role-playing

Apply



**On Demand**

Access to content on our learning platform and app, supports learners to address challenges, apply new skills, behaviours, and practical tools on the job, while measuring success through feedback from peers and colleagues.

- Contextual Content
- Video-based courses
- Downloadable tools
- Web & mobile-enabled

Embed



**On the Job**

Improved performance is embedded and reinforced with ongoing access to AMI’s library of content, with nudges from our platform and team, prompting regular application of behaviour, tools, and skills.

- Action learning projects \*
- Change challenges \*
- Accountability partners \*
- Personal development plans \*

# The AMI Learning Experience & Features

AMI’s learning experiences are delivered through this four stage cycle several times, with core features, all designed to foster application and learning that drive outcomes.

# Ready to Transform Your Leadership?

Contact us to discuss enrollment and how the programme can support your leadership pipeline.

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