



AFRICA MANPOWER SOLUTIONS

A.F.M.A.S
Human Resource & Training
Consultants

EXECUTIVE SUMMARY

Africa Manpower Solutions (AFMAS) is a Computer Training center that empowers youth / entrepreneurs through ICT training. AFMAS provides computer access and practical skill training to increase the skills capacity of youth / entrepreneurs in urban / rural Kenya, so they can develop sustainable livelihoods in the ICT sector.

Everyone knows that ICT has taken a firm hold in Kenya. What most people don't realize is that this technological revolution has affected only a very small percentage of the population. Nearly a quarter of the country's population could be moved out of poverty if the government continued to back technology as the source of growth.

AFMAS offers courses in practical computer skills, trains our graduates who wish to go back into their communities and teach computer skills to their peers, and also partners with other non-profit organizations to assist them start viable computer programs based on the HP PROGRAM.

ICT TRAINING

INTRODUCING HP LIFE PROGRAM:

AFMAS, in partnership with **UNIDO (United Nations industrial development organization)** and **HP (Hewlett Packard)**, **EDC (Education development center)** and **MEA-I (Micro Enterprise acceleration Institute)** work together to deliver the **HP LIFE PROGRAM**.

LIFE (Learning Initiative for Entrepreneurs) is here to help aspiring and established business owners overcome the challenges to business growth and efficiency that they might face on a daily basis. The Life program does this by showing entrepreneurs and their employees how the use of simple and widely available information and communication technologies (ICT) can help their businesses thrive. This is done through training.

The training courses teach practical IT solutions for daily business challenges faced in areas such as **Finance, Management, Marketing** and **Technology management**.

Our trainings are innovative and interactive. They are based on a modular concept that links common business challenges and technology solutions. The courses ensure entrepreneurs receive training that is customized and reflects the conditions and challenges specific to their needs.

Through the power of technology, business owners can broaden their services, connect with wider audiences, be more efficient and drive growth.

1) The Curriculum

The LIFE Curriculum teaches aspiring and experienced entrepreneurs how to use widely available IT tools to start, run and grow their business. The LIFE Curriculum is aimed at people starting up, running, or working in micro-enterprises. Despite representing the largest source of new jobs worldwide, these small companies often struggle with efficiency and fail to grow beyond their very small size. The LIFE Curriculum aims to help them overcome some of these challenges.

Importantly, the LIFE Curriculum *combines* business and technology – at no point does it teach business and technology independently of each other. It aims to show how common, widely available IT tools can help solve widely encountered business challenges.

The LIFE Curriculum covers:

- Fundamental business concepts
- Business planning with the use of IT
- IT-for-business in the spheres of marketing, operations, communication, and finance
- IT-for-business for people with varying experience in technology and business

When delivered in the classroom environment, the LIFE Curriculum also...

- ✓ teaches entrepreneurs how to assess their own business needs vis-à-vis IT tools.
- ✓ maximizes opportunities for interaction and networking
- ✓ presents a range of technologies and does *not* promote particular brands

The LIFE Curriculum is based on **two key principles**:

- *The Experiential Learning Cycle* – a way of learning through hands-on experiences, proven to be the optimal way of learning for adults
- *The Business-Technology-Business framework* – a way of integrating all the technological content into a business context, such that students are always aware of the relevance to business of the technological skills they are acquiring in class.

The 21 topics in the LIFE Curriculum are grouped into:

Business Modules: Marketing, Operations, Communications, and Finance which focus on different areas of business found in all enterprises

Entrepreneurship Levels: IMAGINE, PLAN, START GROW, and INNOVATE which address people with different amounts of experience in business.

LIFE CURRICULUM ENTREPRENEURSHIP LEVELS

IMAGINE is the first level of the life curriculum. IMAGINE addresses people who have no background in business and who are still only dreaming of setting up their own enterprise. IMAGINE offers them training on business concepts, helping them build their entrepreneurial thinking. It also teaches them different types of business analysis while at the same time introducing them to basic technologies that can be used to build these analysis in a professional manner.

PLAN is the second level of the curriculum. PLAN also addresses young people who don't yet have their own business but who have a good grasp of fundamental business concepts and an idea of the business they would like to start. PLAN teaches them how to translate their idea into a well researched and structured business plan.

START is the third level of the curriculum. It addresses novices in business, helping them develop their basic ICT skills so they can run their businesses as effectively as possible from the very beginning. The START level of the curriculum is equally applicable to more established enterprises that have considerable business experience but are not in the habit of using information and technologies (IT) to manage and run their companies.

GROW is the fourth level of the curriculum. It focuses on more advanced technology-for-business skills and gives experienced entrepreneurs the chance to learn about more complex technologies. The content of GROW level introduces more advanced features of certain technologies as well as entirely new solutions.

INNOVATE is the fifth level. It addresses experienced entrepreneurs who are looking to optimize their operational tasks by undergoing training on more sophisticated technology for business.

THE LIFE PROGRAM GOALS

- ✓ The Life Program teaches aspiring entrepreneurs fundamental business concepts and guides them through the process of building a business plan.
- ✓ The Life Program helps entrepreneurs gain awareness of and familiarity with different Information technologies that can be useful in business. More concretely, it strengthens their skills in different business-relevant technology applications that they can apply to their business immediately.
- ✓ The Life Program provides entrepreneurs with the opportunity and skills to assess the needs of their own businesses vis-à-vis ICT tools, so that they can make the best decisions about investing in particular technologies or further training on either business or technology-related matters.
- ✓ The Life Program maximizes the interaction of the students attending LIFE Trainings so that they can learn from each other and share ideas, experiences and advice.

CERTIFICATION is done in conjunction with **UNIDO, MEA-I** and **HP**.

REQUEST FORM:

Please complete this request form:

ORGANIZATION INFORMATION:

NAME:
P.O BOX..... CODE.....CITY.....
TEL:MOBILE.....
EMAIL:COMPANY STAMP.....

BOOKING INFORMATION:

INVESTMENT PER PARTICIPANT Ksh.
NUMBER OF PARTICIPANTS TO BE REGISTERED:
AMOUNT PAYABLE:
16% VAT:
GRAND TOTAL:
NAME OF KEY CONTACT PERSON:
DATE OF WORKSHOP.....

In house options are available for a minimum of 15 participants for 10,000.00 per person, Contact ERIN on **TEL: + 254 20 4442047 / + 254 722 600 188**

Fees are inclusive of program materials and refreshments.

PAYMENT TERMS:

Following completion and return of the registration form, full payment is required within 7 days from receipt and invoice.

P.S. Payment in full must be received prior to the workshop date.

- A receipt will be issued upon payment.
- Due to limited conference space, we advise early registration to avoid disappointment

CANCELLATION POLICY

The following terms shall be applicable:

When cancellation occurs due to reason(s) not attributed to the consultant

- ❖ 14 days before training - 50%
- ❖ 7 days before training - 75 %
- ❖ When training has begun – 100%

I have read and accepted the terms and conditions related to the enrollment of the leading high performance teams program.

Sign:..... **Company Stamp**.....