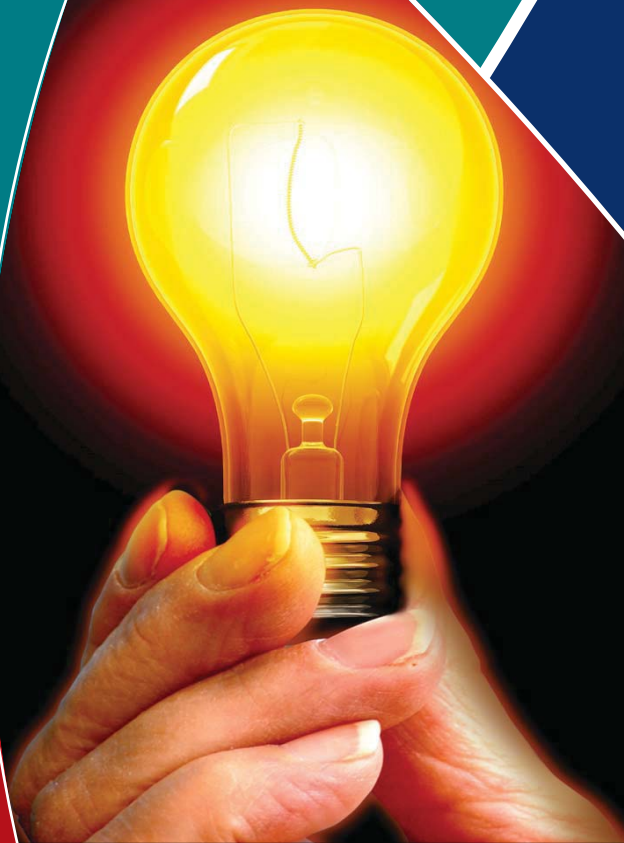




Strathmore Business School

Owner Manager Program (OMP)

Executive Education





Dr. Edward Mungai

Message from the Dean

The influence of the role of entrepreneurship on economic development has been explained by a number of authors. In a nutshell, entrepreneurship has been assessed as a driving force of decentralisation, economic restructuring and movement in the direction of market economy (Smallbone et al., 1996).

The Strathmore Business School Owner Manager Program (OMP) will give you the confidence to put progressive plans in place for you and your business. You'll develop your skills through sessions with our world renowned faculty, external industry experts and fellow owner managers.

The OMP is the first program that we have created for medium and small sized enterprise in Kenya. This is in recognition of the ever increasing importance of this group of business individuals. The programs has been designed to assist you to analyse and fine-tune your business, solve your own problems, to identify and overcome roadblocks, and gives you the tools to move your businesses forward and unlock your potential in every respect.

We are honored to have you as part of this exciting program and it is our hope you will achieve 'true transformation' at Strathmore Business School.

Introduction

The OMP is designed with the entrepreneurs in mind. The program will help you to create value and meet the customer demands as your organisation grows. This program provides a unique opportunity for owner managers to step back from the day-to-day demands of running their businesses. By the end of the program you will not only have develop a comprehensive and robust strategy for the future of your company but will also be expected to acquire a better grasp of the processes of achieving, such as strategy.

What to expect

The OMP will enable participants to;

- Develop long-term strategies
- Achieve faster and more managed growth
- Achieve professional and personal growth
- Manage equity stakes
- Assess your company's position
- Understand changing local, regional and international business opportunities
- Improve executive decision making capabilities and succession planning

Program Deliver

The OMP is designed to build your knowledge- base over a period of one year in five 3½ day modules. It has a comprehensive curriculum which will cover key business topics as well as special areas of interest to entrepreneurs. The case methodology will be a primary tool for delivery of course material, in addition to thought-provoking lectures and enlightening group discussions.

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Participant Mix

OMP is specifically designed for owner managers, aspiring entrepreneurs and senior executives who are major equity stakeholders in medium sized companies. You will join a wide and diverse group of successful entrepreneurs for an experience will transform and reenergize your career and your company.

Faculty

The OMP will be taught by a uniquely assembled team of faculty, practitioners and experts



"Having enrolled in the Strathmore Owner Manager Program, I have found it enriching and extremely rewarding. The session we had at Lagos was an eye opener in the way business is done in West Africa. Perhaps the most unique aspect of this course is the resonance between the module content and real life business situations. I would recommend it to anybody who wants to hone their business skills."

Kiprono Kittony, CEO - Capital Realtime and Chair - Radio Africa Grp and Kenya National Chamber of Commerce and Industry.

What will you learn?

Module 1: UNDERSTANDING THE BUSINESS LANDSCAPE

- Analysis of Business Problems
- Understanding East African Business Environment
- Working Within the EA Common Market Protocol
- Personal Leadership: Me Inc

Module 2: GETTING READY FOR WHAT LIES AHEAD (1)

- Communication in Organisation
- Towards Operational Excellence
- Using Management Information Systems (MIS)
- Managing Your Taxes

Module 3: GETTING READY FOR WHAT LIES AHEAD (2)

- Financial Management
- Organisational Learning & Team Dynamics
- Understanding and Directing Growth

- Talent Management
- Making Informed Investment Choices

Module 4: IMPROVING BUSINESS PERFORMANCE

- Selling Beyond Borders
- Branding for Growing Businesses
- Business Ethics and Corporate Governance

Module 5: TRANSFORMING BUSINESS LEADERS

- Making Innovation Work
- Leading the Change Process
- National Interest & entrepreneurial agenda
- Next Steps: Setting Personal & Organisational Agenda



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