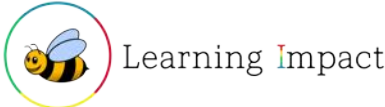


OPEN ENROLLMENT PROGRAMS



2025
BROCHURE



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Learning Impact

2025 Training Calendar

MARCH

Managing Organisational Performance (12-13; Lagos) N325,000

APRIL

Business Acumen for Non-Finance Professionals (16-17, Lagos) N325,000

MAY

Line Manager BootCamp (14-15, Lagos) N325,000

JUNE

Strategic Sales Management (18-19, Lagos) N325,000

JULY

Strategic Service Management (9-10, Lagos) N325,000

AUGUST

Developing and Using HR Metrics (13-14 Lagos) N325,000

SEPTEMBER

Business Writing Essentials (17-18, Lagos) N250,000

OCTOBER

Presentation & Public Speaking Skills (15-16, Lagos) N250,000

NOVEMBER

Data Analysis for Managers (12-13, Lagos) N325,000



Call Funmi on +234 803 437 7121 or email info@learningimpactmodel.com

Scan QR Code to get workshop information

About Learning Impact

Learning Impact is a leading provider of Organizational learning, strategy consulting and financial literacy solutions in Nigeria. It was incorporated on the 25th of June 2010 and was founded by Omagbitse Barrow, a young and dynamic Investment Banker, turned Human Resources and Learning Manager who had spent a decade working at Investment Banking & Trust Company (IBTC) and later Stanbic IBTC Pension Managers and Stanbic IBTC Bank.

In the early days (2010-2013), Learning Impct was the exclusive license partner for John C Maxwell Corporate Leadership Development Programs in Nigeria. The company still offers John Maxwell Training Programs through its leaders who are members of the John Maxwell Team.

However, most of the company's focus has been in developing and deploying bespoke learning and consulting solutions for its clients across 7 major areas of learning and in a variety of specialist areas of consulting and creative solutions.

We have worked with some of the largest institutions across a variety of industries in Nigeria's private, public and non-profit sectors. In addition to traditional classroom training, we are at the forefront of the use of learning technology in Nigeria with our innovative Animated Educational Videos that we have deployed for several institutions; our 100% home-made Learning Management System with robust indigenous courseware; and our unique EPaper Vendor service and other Knowledge Management Services that we offer.

Our vision is to help Organizations, individuals and our society to be better, and our core capabilities are around research, innovation, cost-effectiveness, and a passion for impact. The values that drive us are Leadership, Learning, Selling and Service, and our employee proposition and brand are woven around these.

We are a Company that dares to be different, and desires to do great things for our society and our world, so please join us on this mission-critical journey to help us all to BE BETTER.

Omagbitse Barrow FCA
Founder
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Abuja, NIGERIA



Our Learning Design & Delivery Methodology

Based on our proprietary Learning Impact Model, our team of designers and facilitators at Learning Impact are focused on ensuring that the impact of all our solutions are sustained beyond the “event” or “intervention”. We pay attention to the following in all our intervention design and delivery:

- **Adult Learning Principles** - There are a number of principles of adult learning that drive our approach including but not limited to the fact that adult learners are pressed for time; goal-oriented; bring previous knowledge and experience; have a finite capacity for information; have different motivation levels and have different learning styles.
- **Human Performance Improvement** - We ensure that we undertake a root-cause analysis of the performance challenges that organizations are facing and use this as the basis of designing our solutions and interventions. This way we deal with the real issues and not just the symptoms.
- **The Learning Impact Model** - We encourage our clients to deploy a learning policy framework that creates awareness and desire through pre-training activities; builds knowledge and ability through the actual content and delivery; and reinforces learning through post-training activities. This way, learning and consulting solutions create real CHANGE in the organizations.
- **Programmatic Evaluation** - We focus on evaluating the impact of learning using a variety of tools across the four levels of evaluation - reaction, knowledge transfer, behavioural change, and impact.
- **Experiential Design & Delivery** - We are champions of the use of experiential delivery and facilitation techniques particularly in the areas of indigenous case studies and rich media
- **Scalability and Impact:** Using learning technology and the support we give to internal faculties with our customizable content, we help to increase the scalability and impact of our solutions.

Our commitment to these underlying principles will ensure that learning creates a CHANGE for your team members and your organization.

Olorunfunmilayo Adesanya
Product Manager, Organizational Effectiveness Solutions
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“I found it impressive that although the material presented was completely new to me, the facilitator made it very interesting and easy to understand. I would recommend the facilitator any day” – Tangerine Africa

“It is not just about my job, the knowledge will also help in my personal development” – MTN Nigeria

“I felt it was timely since we are yet to complete 2023 KPIs. I also liked that the facilitator was able to use actual workplace experiences for examples. I enjoyed the pre-workshop material as well. Audio books/podcasts should be used more in Tangerine” – Tangerine Africa

“I’ve learnt a lot. I’m satisfied. Many thanks to the Facilitator and ARM Academy” – ARM

“The Training was Greatly interesting and impacting despite heavy down pour of rain as obstruction” – NLPC PFA

“The practical application of the course to other life areas & the facilitator’s method of teaching and ability to use practical examples” – NSIA Insurance

“The facilitator really knows his work and know how carry everyone along” – PenOp

WORK WITH US





Learning Impact

PHOTO GALLERY

Photos from our programs facilitated both physically and virtually.



Managing Organizational Performance



Rationale: Organizations exist for one cardinal purpose: to achieve the results for which they were created. This only happens when organizations have the right culture, systems and practices of performance management. When line managers and employees do not understand what it takes to create and sustain a culture of performance, then their organizations will struggle to achieve their cardinal goals



Target Audience: Professional, Managers, Department and Functional Heads that do not have a background in finance, or accounting and those who do, but need a refresher.

Before	After
Employees goals are not aligned with organizational priorities. People are working, but not in the right direction.	Individual and team KPIs and goals that align with strategic priorities. Everyone is working in the right direction.
Low levels of employee engagement	High employee engagement, well-being and productivity
Culture of Fear and Blame. Appraisals and periodic performance reviews are dreaded and often result in negative psychological outcomes	Culture of Ownership and Innovation, appraisal are positive events that provide employees feedback and coaching, an atmosphere of psychological safety exists
Inconsistent results with spikes and dips that cannot be explained or predicted	Predictable and consistent business results, based on disciplined performance planning, monitoring and improvement
Ineffective training programs that are not aligned with performance gaps or strategic priorities	Able to analyze and anticipate financial results and risks and push for better performance.

Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Translate broad strategic objectives into appropriate performance expectations, goals, initiatives and work plans for their teams.
- Develop and implement effective systems for monitoring and improving performance on an ongoing basis
- Provide feedback that inspires and motivates their team members and fosters a culture of ownership, innovation, and employee engagement.
- Achieve consistent results through careful planning, and management of resources.
- Conduct performance appraisals and manage the performance appraisal and rewards system effectively.
- Develop and implement employee development programs that align with performance expectations.



Business Acumen for Non-Finance Professionals



Rationale: When employees and managers understand the numbers and the economics of their business, they can make better recommendations, take better decisions and create more value for their organizations.

Target Audience: Line Managers, Department and Functional Heads who are responsible for ensuring that people, teams and the organization achieve tangible results.



Before	After
Narrow and limited decision making and recommendations.	More robust recommendations and better decisions
Siloed Thinking, with limited career growth opportunities	Cross-Departmental collaboration and capacity for unlimited career options.
Ineffective Budgeting and Planning	Enhanced participation in the budgeting process.
Goals, activities and initiatives are not well-aligned with the organization's strategy	Full alignment with strategy in terms of goals, activities and initiatives
Employees and managers are unable to properly assess financial risks and implement solutions to address performance challenges.	Employees and managers are able to analyze and anticipate financial results and risks and push for better performance.

Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Use a variety of strategic thinking tools and frameworks to explain the strategy of their organization, the rationale behind that strategy and to connect their goals, tasks and activities within their departments and functions to the strategy.
- Analyze financial performance using various tools of financial analysis.
- Evaluate and appraise investment proposals and opportunities and present effective business cases and justifications
- Prepare and report on their departmental and functional budgets
- Analyze external economic indices, policies and trends and offer business
- Identify the key drivers of the organization's internal economic engine and align departmental/functional priorities to drive this engine.



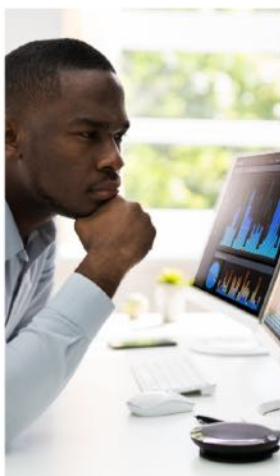
Developing and Using HR Analytics



Rationale: Speaking the language of business is critical for human resources management professionals and there is no better way to achieve this than to be able to collect and manage data and evidence to justify, support, track and improve HR initiatives and programs.

Target Audience: Human Resources management professionals, managers, leaders and consultants seeking to improve the quality of their programs and activities and their impact on their organizations, clients and stakeholders through effective data analysis.

Before	After
Fad-driven HRM solutions (Best Practice Only)	Evidence-based HRM solutions (Best Practice and Best Fit)
Low executive support and championing of HR initiatives	Visible commitment and support from senior executives for HR initiatives.
Declining Funding for HRM Initiatives	Sustainable and increased funding for HRM initiatives even in a recessionary period.
Reactive HRM solutions and inefficient HRM processes	Proactive HRM solutions that are driven by efficient HRM systems and processes.
Limited HRM participation in strategic activities	HRM at the center of strategic planning and implementation.



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Develop, calculate and interpret HR metrics across all aspects of the employee life cycle
- Use various tools and software for statistical analysis to manage and report on HR performance.
- Develop visually-appealing and functional reports on HRM activities using presentation and visualization tools.
- Develop recommendations and initiatives from HR analytics to support other departments, functions and the organization.
- Use HR data to identify HR risks and manage those risks proactively

Data Analysis for Managers



Rationale: Organizations are accumulating and using vast amounts of data each day to make decisions. As a manager, you cannot just sit back and rely on the analysis coming from your data analysts, you need to have a practical understanding of how they collected the data, analyzed it, and how you can use it effectively to make recommendations and decisions. We are in a data-driven world and our line managers need to be at the front and center of those innovations, not being dragged along, kicking and screaming!

Target Audience: Line Managers Functional and Department Heads, Executive and C-Suite leaders who make recommendations and take decisions based on data.

Before	After
Passive involvement in data analysis and over-dependence on analysts	Active involvement and oversight of the activities of data analysts
Limited use of predictive analysis and forecasting tools	Frequent and appropriate use of predictive analysis and forecasting models for planning and decision making
Managers are unable to visualize and present data and metrics effectively	Managers can independently create visualizations and deliver impactful presentations.
Reactive and anecdotal business solutions without proper testing and experiments.	Proactive business solutions driven by proper business experiments and tests
Managers are stifled by cognitive biases when making recommendations and taking decisions	Managers are able to overcome cognitive biases when working with data for improved decision making



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Explain the basics of data analysis and the skills and mindset required to manage data and data analysts around you.
- Use a variety of tools to collect analyze and interpret data
- Develop and use models for statistical and predictive analysis
- Present your data in a powerful and compelling way using data visualization tools
- Explore opportunities for using sophisticated tools of machine learning and artificial intelligence to analyze data and solve business problems.
- Implement business experiments using data to provide the basis for recommendations and decisions

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Presentation & Public Speaking Skills



Rationale: The most inspiring and influential professionals, managers and leaders are those who have mastered the art of designing and delivering effective presentations and speeches in public. Effective public speaking and presentation skills ensure that your professionals, managers and leaders are able to persuade, inform, inspire and educate your key stakeholders and create opportunities and results for your organization.

Target Audience: Professionals, managers and leaders whose duties involve speaking in public to educate, inform, persuade and inspire others within and outside the organization.

Before	After
Dependence on only a handful of “elite” public speaking experts within the organization	The organization has a large pool of professionals, managers and leaders who can design and deliver presentations effectively.
Lost opportunities for business growth and influence due to less-than-optimal presentation skills	The organization is constantly harnessing new and unique opportunities because of the excellent presentation skills of its employees.
Dependence on external trainers and facilitators for employee development programs.	A significant proportion of employee development programs are facilitated by inhouse faculty with excellent presentation skills
Low perception of the organization’s brand from poorly executed presentations by employees.	The organization has a reputation and a solid brand as a market leader because of the public speaking abilities of its employees.



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Apply the foundational principles and theories of effective public speaking to the various presentation and public speaking tasks that they manage.
- Use a variety of tools to plan and design their presentations and speeches effectively.
- Develop robust and engaging presentations and speeches that contain the critical elements that create the highest impact with audiences
- Deliver effective presentations and speeches using a variety of presentation and visual aids.
- Manage their stage presence, overcome nervousness and connect with the audience while presenting
- Develop and implement an action plan to sustain and improve their presentation and public speaking skills.

Business Writing Skills



Rationale: Organizations communicate through letters, emails, memos, proposals, reports and minutes of meetings and we lose significant man hours, productivity and potential revenue each day, correcting poorly written messages. Unfortunately, our weak educational system does not do a good job in preparing employees to write effectively, and organizations need to rise to the challenge of plugging this gap or continue to accept the losses associated with bad business writing.

Target Audience: Professionals, managers and leaders whose writing skills need to be enhanced to optimize their performance and that of their teams and organizations

Before	After
Dependence on only a handful of “elite” business writing experts within the organization	Writing skills as a pervasive competency amongst all professionals in the organization.
Lost opportunities for business growth and influence due to poorly written documents	Better writing leads to shorter turnaround time for dealing with clients and prospects that leads to higher levels of productivity and results.
Lost man hours, productivity and potential revenue due to time spent correcting written documents.	Minimal time spent correcting written documents and a culture of writing excellence across the organization.
Low perception of the organization’s brand from poorly written documents.	Written documents from the organization follow a consistent pattern and position the organization as a professional and competent brand.



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Apply the foundational principles and theories of effective business writing to the writing tasks that they manage at work.
- Write grammatically correct business documents that reflect the highest standards of the English language.
- Plan, design and develop a variety of business documents using appropriate tools and techniques.
- Write clearly, with the right focus, tone and structure all the time.
- Develop and implement an action plan to sustain and improve their business writing skills.

Managerial Boot Camp



Rationale: One of the biggest challenges that organizations face today is ensuring that line managers are competent and effective enough to carry out their responsibilities for managing people and results in their teams and the organization. Unfortunately, we often promote the best individual performers to supervisory, team leadership and managerial positions without preparing them properly with the skills required to succeed as managers. Many of such managers spend most of their time doing what they are accustomed to: being excellent individual performers and struggle to become better managers: a condition that lingers and gets worse with debilitating consequences if not addressed promptly.

Target Audience: Line managers, new supervisors, managers and executives at all levels seeking to improve their ability to manage and lead their teams.

Before	After
Managers are too busy “performing” rather than leading their teams. They are more operational than strategic	Managers are able to plan, organizing, delegate and supervise effectively, freeing themselves up for more strategic and future-focused activities.
Managers participation in employee life cycle initiatives is low. Managers perception is that HRM is distracting them from their “work” with all these people management responsibilities.	Managers are able to combine their oversight of their teams effectively with taking care of people management responsibilities.
Organizational capability in strategy and management systems is low with a huge dependence on external consultants to handle organizational development issues.	Managers have the capacity to think and act strategically and can create and sustain effective internal management systems and practices with minimal external support.
The organization struggles with succession planning and is hugely dependent on external hires in managerial positions.	A higher proportion of managerial vacancies are filled successfully from within resulting in a solid “bench” of successors for key roles.

Workshop Learning Objectives



At the end of the workshop, participants will be able to:

- Evaluate themselves against the seven core managerial skills of planning, organizing, staffing, delegating, supervising, monitoring and reporting
- Apply evidence-based approaches and tools to improving their effectiveness across these seven capabilities.
- Practice through case studies, role plays and scenarios, specific tasks related to the seven managerial skills.
- Develop and implement an action plan to improve in their capacity in these seven areas.

Strategic Service Management



Rationale: To ensure that your customer-facing professionals deliver fantastic service all the time, meet and exceed customer expectations, and provide an amazing experience to your clients, your organization needs to pay attention to the bigger picture of service delivery: developing and implementing an effective strategic service management strategy

Target Audience: Client services and relationship management managers leaders, and senior client services professionals who lead service teams or are preparing to assume managerial positions within the client service function.

Before	After
The service function tends to be more reactive than proactive in dealing with issues regarding client services. The organization is consistently putting out customer “fires” with service disruptions, defects, and other operational losses.	The organization has a clear service strategy with disciplined processes that aligns with the overall organizational strategy and all customer-facing employees and their middle and back-office counterparts understand and align their activities with this strategy
The internal service environment that supports external client satisfaction is not well aligned and often leaves significant gaps in the overall customer experience.	The organization has a culture of service delivery that permeates the front, middle and back-office roles, with clear interdependency and accountability that drives sustainable competitive advantage.
Building and capacitating the client-facing professionals does not receive the highest level of attention and priority, and when implemented, do not deliver a positive ROI.	Capability building for customer-facing professionals not only receives top priority and funding but also delivers a positive return on investment for the organization because it focuses on the right capabilities.
Beyond showing up everyday to respond to customer requests and complaints, the organization is not paying attention to initiatives to deepen customer relationships and impact.	The organization has a robust program of customer education, engagement, evaluation and communication that builds loyal customers and advocates.



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Develop and implement a robust client services management strategy
- Design products, solutions, the internal service environment, capability and culture to ensure service excellence
- Develop and implement effective programs for customer education, engagement, evaluation, and communication to bolster client retention and attract potential clients.
- Apply a program of continuous improvement in service delivery through rigorous measurement, reporting and innovation in product and service delivery

Strategic Sales Management



Rationale: Sales managers play a critical role in driving the performance of their sales professionals and teams and therefore require the best approaches and tools to do so. Strategic sales management equips sales managers with these approaches and tools to bolster the effectiveness of their sales teams and optimize their sales results. Without strategic sales management, sales teams do not achieve their full potential and struggle with making their numbers.

Target Audience: Business Development and Sales Managers, Regional and Zonal Managers and Sales Team Leaders aspiring to managerial positions in commercial organizations

Before	After
Sales activities are not driven by a consistent and systematic approach that creates huge variations in sales results	Due to effective strategic planning and alignment, sales results are consistently trending upwards with fewer variations and more predictability.
Sales leaders get under so much pressure to deliver quantity and do not build a sales culture that drives both quality and quantity in results. They instead foster a mercenary culture which is neither healthy nor sustainable.	By applying principles like the fallacy of sales numbers, managers are able to focus on optimizing the sales process and capabilities required for sustainable sales results and create a positive sales culture.
Sales professionals do not maximize the ROI of internal sales meetings, struggle with developing appropriate sales communication and have gaps in their presentation delivery	Sales presentations are more effective, proposals and written sales communication more appropriate, and sales meetings are handled professionally to create a better impact.
Sales professionals do not pay enough attention to their professional development. They struggle to grow into handling more strategic clients and taking up leadership roles within and outside the sales function.	The organization is able to develop their sales professionals into the next generation of sales leaders - with the ability to take on more responsibilities and grow the business.



Workshop Learning Objectives

At the end of the workshop, participants will be able to:

- Develop and implement a unique, market-relevant and competitive sales plan for their organization/team (sales playbook)
- Apply leadership principles and practices to transforming the sales professionals that they manage.
- Maximizing the market potential of their sales team through effective territory, key account and strategic relationship management.
- Design and use appropriate tools for sales performance management to achieve sustainable results.
- Manage sales communication within and outside the team through better meetings, presentations, and proposals.
- Develop and use a sales competency model to support ongoing development of sales team members.

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