



27<sup>th</sup> July 2014

Dear Sir / Madam,

## SCHOLARSHIP OFFER TO TRAIN ENTREPRENEURS AND PROFESSIONALS

We write to inform you of our on-going Scholarship Offer for you and your members of staff to attend any of our Training Programs in August 2014 at a discounted/ contributory fee. Based on our Capacity Development mandate, we are providing Scholarship to cover 60% of the course fees.

Please note that our **Entrepreneurship Toolkit Series** training holds throughout this month to provide aspiring, start-up and established entrepreneurs with relevant, practical and proven strategies for growing their enterprises, as they learn from business leaders.

### RegCharles Foundation: Capacity Development Mandate

RegCharles Foundation's Capacity Development mandate is to reach 2, 500 start-up entrepreneurs and employees in the world of work by December 2014, with skills for sustainable business success and workplace performance, through on-site training and online learning resources. Our approach is deeply ingrained in the philosophy that "*enterprises are built through the genius of minds, sparked by innovation!*"

Our training modules are relevant for today's business environment and driven by case studies, syndicate discussions, brainstorm sessions, role plays, videos and team projects. Past participants for our Programs include entrepreneurs and business owners of MSMEs, as well as employees across various industries.

### Our Training Programs in August 2014

#### 1. The Customer Service Booster Course Friday, 8<sup>th</sup> August, 2014 (9am – 3pm)

This one-day niche course is a powerful learning resource to quickly improve the customer experience management skills of your staff as well as to uncover the invaluable power of turning customers to crusaders by delivering a memorable experience every time.

The Customer Service Booster Course is a very unique offering, because it starts by analysing the personality profiles of all delegates and showing them their natural bent for customer service as well as areas of immediate improvement.

Driven majorly by videos, cases and role plays, it is a refreshing new way to look at the Customer, their needs and perception of value from the first to last moment of contact. The Course will also explore business cases of organisations getting it right in Nigeria.

This class is great for Front Desk Officers, Call Centre Agents, Technical Sales Rep, Customer Service Supervisors etc.

The *Modules* covered are below:

1. Personality Profiling: Let's how much Customer Service is in you!
2. Understanding Customer Experience Management
3. Perception is reality! Managing Customer Perception of Value
4. Mastering Customer Service Touch Points . Email, Telephone, On-site, Front Desk, Social Media etc.

**Contributory Fee: N10, 000 only** covering training materials, learning aids, certificate and meals.

## **2. Embracing Creativity: A New Way of Thinking and Working** **Thursday, 14<sup>th</sup> August, 2014 (9am – 3.30pm)**

This is a very enlightening, interactive and practical class, taking delegates on a journey of self-discovery as well as uncovering hidden thresholds of thinking, brainstorming and creating solutions. It will help your employees learn to use the resources around them to produce the change they desire.

The class will show delegates how to uncover predominant thinking patterns, solve problems using everyday techniques, ignite their unique creativity and sustain personal motivation at work.

The *Modules* covered are below:

1. Understanding and Releasing Your Creativity at Work
2. Maximizing your Leverage - Inner Strength
3. Basics of Problem Solving and Techniques

**Contributory Fee: N10, 000 only** covering training materials, learning aids, certificate and meals.

## **3. Entrepreneurship Toolkit Series: Running a Successful Beauty/ Fashion Business** **Thursday, 21<sup>st</sup> August, 2014 (9am – 3pm)**

*The Entrepreneurship Toolkit Series* is an executive education program to provide aspiring, start-up and established entrepreneurs with relevant, practical and proven strategies for growing their enterprises, by learning from business leaders.

This Class will show entrepreneurs in the Beauty and Fashion Industry the basics of running successful businesses, trade secrets from an industry leader as well as unique market penetration strategies that work!

Drawing significant lessons from Harvard Business Review, delegates will enjoy great time of networking and sharing while also working with Nigerian and international business cases. Insightful videos and syndicate sessions will also be featured.

This class is great for make-up artists, fashion designers, fashion consultants, image/ wardrobe specialists, owners/ professionals in salons and spas, hair consultants, beauticians, skin specialists etc.

The *Modules* covered are below:

1. **The Business of Africa:** Interesting statistics about the dynamics of business in Africa's emerging markets, why businesses fail in Nigeria, understanding the needs of the African woman and how Blue Oceans+are created
2. **Entrepreneurs' Toolkit:** Skills and Strategies of entrepreneurs that start, build and grow lasting Businesses, with focus on the Nigerian market.
3. **Understanding the Beauty Business:** A leading entrepreneur renown for her fast-spreading beauty business across Africa will be sharing trade secrets for penetrating the Beauty/ Fashion Industry, creating a brand that is loved as well as making profits.

**Contributory Fee: N15, 000 only** covering training materials, learning aids, certificate and meals.

4. **Entrepreneurship Toolkit Series: Becoming a Leader in the Event Planning and Management Business**  
**Friday, 28<sup>th</sup> August, 2014 (9am – 3pm)**

*The Entrepreneurship Toolkit Series* is an executive education program to provide aspiring, start-up and established entrepreneurs with relevant, practical and proven strategies for growing their enterprises, by learning from business leaders.

This Class will show entrepreneurs in the Event Management Industry the basics of running successful businesses, trade secrets from an industry leader as well as unique market penetration strategies that work!

Drawing significant lessons from Harvard Business Review materials, delegates will enjoy great time of networking and sharing while also working with Nigerian and international business cases. Insightful videos and syndicate sessions will also be featured.

The *Modules* covered are below:

1. **The Business of Africa:** Interesting statistics about the dynamics of business in Africa's emerging markets, why businesses fail in Nigeria, understanding the needs of the African woman and how Blue Oceans+are created.
2. **Entrepreneurs' Toolkit:** Skills and Strategies of entrepreneurs that start, build and grow lasting Businesses, with focus on the Nigerian market.

- 3. How to build your Events' Company:** A Business Leader in EventsqPlanning and Management will uncover trade secrets for building clientele, penetrating corporate organisations, collaborating across the Event Management value chain and turning your start-up to a profitable business.

**Contributory Fee: N15, 000 only** covering training materials, learning aids, certificate and meals.

**Interested? Please Register your Staff NOW!**

To register your staff, please send an email to [adebola@regcharlesfoundation.org](mailto:adebola@regcharlesfoundation.org) and [ifeoma.ugwu@rfcng.com](mailto:ifeoma.ugwu@rfcng.com) or call Ifeoma on 08038716186 or 07045273514.

More information will be provided upon registration.

Please note that we are able to provide these and more training programs as customized for business groups and your own organization.

Learn more about us [www.regcharlesfoundation.org](http://www.regcharlesfoundation.org)

Yours faithfully,

**Ifeoma Ugwu**

[ifeoma.ugwu@rfcng.com](mailto:ifeoma.ugwu@rfcng.com)

Capacity Development Officer

RegCharles Foundation

**'Debola Deji-Kurunmi**

[adebola@regcharlesfoundation.org](mailto:adebola@regcharlesfoundation.org)

Head, Foundation Initiatives

RegCharles Foundation