

Enterprise and Leadership Development Academy (ELDA) Brochure

Overview

In today's fast evolving and competitive business landscape, the imperative for continuous learning and leadership development cannot be overstated. While multinational corporations have long institutionalised structured training programmes ranging from corporate academies to leadership pipelines, many medium-scale enterprises struggle to implement similar initiatives due to budgetary constraints, resource limitations, or a lack of strategic know-how.

ELDA has been meticulously designed as a strategic partner for organisations seeking to enhance their human capital capabilities. By offering a comprehensive, outsourced solution for continuous professional development, ELDA serves as an extension of an organisation's leadership and talent development framework, ensuring that businesses, regardless of scale, can build a robust pipeline of competent professionals, forward-thinking intrapreneurs, and high-impact leaders.

At ELDA, we take a structured, research-backed, and industry-relevant approach to capacity building. Our programmes are designed to instil in participants the core competencies required for strategic leadership, entrepreneurial success, and sustainable business growth. We leverage a blend of experiential learning, case-based simulations, and executive coaching to equip individuals with the necessary tools to navigate complex business challenges and drive organisational transformation.

Who Should Enrol?

ELDA is designed for forward-thinking organisations committed to fostering a culture of continuous learning, professional development, and leadership excellence. We seek strategic partnerships with companies that understand the importance of investing in their workforce as a means of driving long-term business success.

Organizations that should enrol include:

- **Corporations & Enterprises** looking to build a sustainable leadership pipeline and strengthen internal capabilities.
- **SMEs & Growth-Stage Businesses** aiming to equip their teams with the skills needed to scale operations and compete effectively.
- **Government & Public Sector Institutions** seeking to develop strategic thinkers and high-impact leaders within their organizations.

- **Non-Profit & Social Enterprises** focused on building resilient leadership that drives sustainable impact.
- **Professional Associations & Industry Groups** dedicated to enhancing the competencies of their members through structured training and mentorship programs.

If your organization values talent development, leadership excellence, and strategic capacity-building, ELDA is your trusted partner in this journey. By enrolling your staff, you are not only investing in their individual growth but also positioning your organization for long-term success in an ever-evolving business landscape.

Benefits

	Organisational Benefits of Enrolling Staff in ELDA Organizations that invest in ELDA for their employees will benefit from:	Key Takeaways for Participants Participants of ELDA will gain:
1.	Stronger Leadership Pipeline: A structured approach to developing future executives and managerial talent.	Strategic Leadership Acumen: The ability to make high-level, data-driven decisions and lead effectively in dynamic environments.
2.	Improved Workforce Productivity & Efficiency: Employees gain skills that enhance operational performance and innovation.	Entrepreneurial Mindset & Business Growth Strategies: Practical frameworks for launching, scaling, and sustaining successful enterprises.
3.	Higher Employee Engagement & Retention: Investment in learning fosters loyalty, motivation, and reduced turnover rates.	Enhanced Problem-Solving & Critical Thinking Skills: Tools and methodologies to analyse complex business challenges and implement innovative solutions.
4.	Competitive Advantage & Business Sustainability: A more skilled workforce drives business resilience, adaptability, and market leadership.	Career Advancement & Professional Growth: Access to executive mentorship, industry connections, and leadership development pathways.

5.	Cost-Effective Talent Development Solution: Outsourcing training to ELDA eliminates the need for an in-house learning academy, reducing overhead costs.	Real-World Application & Hands-On Experience: Case studies, simulations, and interactive workshops to bridge theory and practice.
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Our Training Approach

- Expert-Led Facilitation:** Our faculty comprises seasoned industry practitioners, thought leaders, and subject matter experts who bring real-world experience and best practices to every training session.
- Business-Centric Curriculum:** This programme utilizes case studies meticulously demystified to address contemporary business challenges, ensuring that participants acquire relevant, actionable insights that drive organisational success.
- Flexible & Accessible Learning:** This programme is designed to be fully virtual while maintaining a rigorous and immersive structure that ensures deep engagement and impactful learning without geographical constraints.

Curriculum

Month 1: July, 2025				
Module 1: Decision-Making and Problem-Solving				
Session	Date	Time	Topic	Facilitator(s)
Foundations of Decision - Making	04/07		Introduction to Decision-Making <ul style="list-style-type: none"> Types of decisions (strategic, tactical, operational). Key elements of effective decision-making: data, intuition, and context. Decision-Making Frameworks <ul style="list-style-type: none"> SWOT analysis, cost-benefit analysis, and decision trees. Applying the OODA Loop (Observe, Orient, Decide, Act). Case Study: Analysis of a corporate decision failure (e.g., Blockbuster vs. Netflix).	
Advanced Problem-Solving Techniques	11/07		Problem Identification and Definition <ul style="list-style-type: none"> Root cause analysis and the 5 Whys technique. Understanding cognitive biases that affect problem-solving. Problem-solving and Critical Thinking Tools	

			<ul style="list-style-type: none"> • Lateral thinking, systems thinking, and brainstorming techniques. <p>Activity: Participants work on real-world scenarios to identify and propose solutions.</p>	
Crisis Management and Leadership	18/07		<p>Handling Decision-Making Under Pressure</p> <ul style="list-style-type: none"> • Strategies for making sound decisions in high-stakes situations. <p>Leadership During a Crisis</p> <ul style="list-style-type: none"> • Crisis communication, stakeholder management, and resilience-building. <p>Case Study: Leadership lessons from crises (e.g., Tylenol recall or Apollo 13 mission).</p>	
Month 2: August 2025				
Module 2: Communication and Presentation Skills				
Professional Communication Technique	01/08		<p>Principles of Business Communication</p> <ul style="list-style-type: none"> • Verbal, non-verbal, and written communication skills. <p>Effective Listening and Feedback</p> <ul style="list-style-type: none"> • Active listening techniques and giving/receiving constructive feedback. <p>Workshop: Role-playing professional communication scenarios.</p>	Blessing
Persuasive and Impactful Presentations	08/08		<p>Crafting Compelling Messages</p> <ul style="list-style-type: none"> • Structuring presentations for clarity and engagement. • The power of storytelling and data visualisation. <p>Delivery Techniques</p> <ul style="list-style-type: none"> • Managing stage presence, tone, and body language. <p>Activity: Participants create and deliver a 5-minute presentation.</p>	
Mastering Professional Communication: Writing with Impact & Visual Clarity	15/08		<p>Professional Writing Skills</p> <ul style="list-style-type: none"> • Emails, reports, and proposals. <p>Creating Visual Aids</p> <ul style="list-style-type: none"> • Designing effective slides and infographics. <p>Practical Exercise: Drafting and refining written communication materials with appropriate visual elements.</p>	

Month 3: September, 2025			
Module 3: Strategic Thinking and Personal Development			
Strategic Planning and Vision Building	05/09		<p>Defining a Strategic Vision</p> <ul style="list-style-type: none"> • Characteristics of effective visions and missions. • Goal-setting frameworks: SMART and OKRs (Objectives and Key Results). <p>Strategic Planning Techniques</p> <ul style="list-style-type: none"> • Long-term planning aligned with short-term actions. <p>Workshop: Creating a vision and mission for a personal or organisational goal.</p>
Personal and Professional Growth	12/09		<p>Self-Mastery and Motivation</p> <ul style="list-style-type: none"> • Understanding the DISC personality model for self-awareness. • Building confidence and emotional resilience. <p>Career Mapping and Development</p> <ul style="list-style-type: none"> • Identifying career goals and aligning them with strengths and aspirations. <p>Activity: Participants create a personal growth and career development plan.</p>
Implementing Strategy	19/09		<p>From Strategy to Execution</p> <ul style="list-style-type: none"> • Overcoming obstacles and maintaining focus. • Tools for monitoring progress and ensuring accountability. <p>Activity: Simulating strategy implementation through a group project.</p>
Month 4: October, 2025			
Module 4: Innovation and Strategic Execution			
Driving Strategic Innovation	03/10		<p>Introduction to Design Thinking</p> <ul style="list-style-type: none"> • Stages: Empathise, Define, Ideate, Prototype, and Test. <p>Blue Ocean Strategy</p> <ul style="list-style-type: none"> • Creating uncontested market space and making competition irrelevant. <p>Case Study: Analysis of a company's innovative success (e.g., Apple or Tesla).</p>
Innovating in Disruptive Environments	10/10		<p>Adapting to Change</p> <ul style="list-style-type: none"> • Identifying and leveraging disruptive trends. • Innovating processes, products, and business models.

			Disruption Case Study: How companies like Amazon and Airbnb disrupted industries.	
Strategy Execution and Results	17/10		<p>Foundations of Strategy Execution</p> <ul style="list-style-type: none"> ● Why Strategies Fail: ● Key Pillars of Execution Success: (Clarity of purpose, Accountability, & Agility) <p>Aligning Teams, Resources, and Objectives</p> <ul style="list-style-type: none"> ● Building Alignment Across the Organisation: ● Optimising Resources for Execution ● Group activity: Develop a resource alignment plan for a simulated strategic project. <p>Managing Execution in Dynamic Environments</p> <ul style="list-style-type: none"> ● Adapting to Change and Uncertainty. ● Leadership in Execution ● Tracking Progress and Ensuring Accountability ● Practical Exercise: Participants work on a real-life or case study project: Create a strategy execution plan, including KPIs, risk assessment, and a contingency framework. <p>Measuring Results and Continuous Improvement</p> <ul style="list-style-type: none"> ● Evaluating Outcomes ● Institutionalising a Culture of Execution: ● Case Study: Analysing a successful example of strategy execution from a leading organisation (e.g., Amazon, Toyota, or a regional success story). 	

Program Structure

Duration: 4 months (Virtual Sessions)

Certification: Certificates will be presented at the end of each module

For further enquiries call **+234 807 777 7172, +243 707 296 1670** or send an email to programmes@fifthgearplus.com.ng