

2027 TRAINING PROSPECTUS

Practical Training for Real Business Challenges

Practical training for businesses that want better people,
better systems and better results.



OUR TRAINING FOCUS AREAS

Sell More

Sales Growth ·
Digital Marketing ·
Customer Retention

Save More

Cost Control ·
Procurement · Cash
Flow

Work Smarter

AI & Automation ·
Digital Tools ·
Data & Dashboards

Build Better Teams

Leadership · HR &
People Management ·
Productivity &
Accountability

Protect & Grow

Cybersecurity ·
Risk Management ·
Business Continuity
· Strategy &
Planning

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21 PROGRAMMES

One signature exercise per programme, each producing a practical, take-home plan.

15 FACULTY

Practitioners first, presenters second — drawn from finance, law, AI, HSE and more.

A MESSAGE FROM THE MANAGING DIRECTOR

Building Organisations That Are Ready for What Comes Next

Dear Business Leaders,

Running an organisation today is fundamentally different from what it was a few years ago. Leaders are being asked to deliver more, respond faster, control costs, retain capable people, adopt new technologies and remain competitive, often at the same time. Meanwhile, the skills that made an employee effective yesterday may not be enough for the demands of tomorrow.

The challenge, therefore, is no longer simply finding good people. It is building a workforce that can consistently perform in a changing business environment.

At Terraskills, we understand that training is only valuable when it improves something that matters to the organisation. A leadership programme should produce better decisions. Digital training should reduce wasted time and improve adoption. Data training should lead to better decisions. Customer experience training should change how customers are treated. Management development should translate into stronger accountability and better-performing teams.

This is why our 2027 Corporate Training Portfolio has been designed around the realities organisations are confronting today: AI automation, productivity pressures, changing workforce expectations, leadership challenges, process inefficiencies, data-driven decision-making, customer demands, operational risk and the constant need to do more with available resources.

Our approach is practical and business-focused. We do not believe in training for the sake of completing a calendar or collecting certificates. We believe in developing people who can think better, work smarter, lead more effectively and create measurable value within the organisation.

The organisations that will thrive in the years ahead will not necessarily be those with the largest workforces or the most technology. They will be those capable of continually developing their people, improving how work gets done and turning change into an advantage.

At Terraskills Learning Systems Limited, our commitment is to help organisations build that capability. The future of your organisation will be shaped by the capabilities of your people.

Prince Donald Ejieke Ogbuwa

GENERAL MANAGER, TERRASKILLS LEARNING SYSTEMS LIMITED



IN THIS MESSAGE

Why 2027's portfolio was built around AI automation, productivity pressure, leadership gaps and the constant need to do more with available resources.

ABOUT TERRASKILLS

A Practical Partner for Workforce Development

Terraskills Learning Systems Ltd. is a leading workforce development, corporate training, organizational development, and digital transformation company committed to helping organizations improve performance through practical skills development and innovative learning solutions.

We partner with government institutions, private sector organizations, development partners, educational institutions, and non-profit organizations to build competent professionals, strengthen institutional capacity, and improve organizational performance.

Our programmes are carefully designed to bridge the gap between knowledge and workplace performance by focusing on role-specific competencies, practical application, and measurable business outcomes. Our services include executive education, professional development programmes, customized in-plant training, organizational consulting, competency assessments, leadership development, digital transformation, and workforce capability development.

At Terraskills, learning is not measured by classroom attendance. It is measured by improved productivity, better decision-making, stronger leadership, enhanced service delivery, and sustainable organizational growth.

OUR MISSION

To develop competent people who build high-performing organizations.

OUR VISION

To become Africa's most trusted workforce development and organizational learning partner.

20+

YEARS OF EXPERIENCE

70+FACILITATORS & RESOURCE
CONSULTANTS**100+**

ORGANIZATIONS PARTNERED

25,000+

PARTICIPANTS TRAINED

KEY PROFESSIONAL MEMBERSHIPS / ACCREDITATIONS

Center for Management Development (CMD)

Chartered Institute of Human Capital Development of Nigeria (CIHCDN)

Quality Assurance in Higher Education (QAHE)

International Federation of Training Development Organization (IFTDO)

OUR PHILOSOPHY

A Human-Centered Organisation

Organisations do not become better by accident. People do. Terraskills is built on a simple conviction: organisational performance is ultimately a reflection of human capability.

A new system cannot fix poor judgement. A strategy cannot execute itself. Technology cannot compensate indefinitely for weak leadership, outdated skills or people who are not equipped to make good decisions. That is why we approach learning differently.

As a Human-Centered Organisation (HCO), we focus on the people behind the processes, the decisions behind the numbers and the capabilities behind the results. We design our programmes around the realities people face at work: changing responsibilities, difficult decisions, new technologies, demanding stakeholders and the constant pressure to deliver more with less.

We are not interested in training for the sake of training. A programme should change how people think, how they work or what they are capable of delivering. If it does none of these, it has done little more than occupy a calendar.

“The organisations that remain relevant will be those capable of learning, unlearning and adapting faster than change itself.”

WHAT WE BUILD

Terraskills exists to help organisations develop people who are ready not only to perform in today's environment, but to remain valuable when that environment changes.

THE WORLD WILL KEEP CHANGING

Technologies will be replaced. Policies will evolve. Markets will shift. Roles that exist today will look different tomorrow.



PEOPLE WHO ARE READY

Capability that performs today and adapts tomorrow — the standard every Terraskills programme is built to.

WHY ORGANIZATIONS CHOOSE TERRASKILLS

Seven Reasons Clients Come Back

Organisations do not engage a training partner simply because it has a catalogue of courses. They engage one because it can understand their problems, develop the right capabilities and deliver learning people actually use.

01**We Start with the Business Problem, Not the Course Catalogue**

We do not believe every organisational problem needs a training programme. Before recommending a solution, we consider the role, business objective, capability gap and expected outcome.

02**Our Programmes Are Built for the Workplace**

Designed around situations professionals actually encounter: deciding with incomplete information, managing underperforming teams, using AI responsibly and delivering under pressure.

03**We Connect Training to Organisational Priorities**

Whether the priority is productivity, leadership, digital transformation or revenue growth, we align the learning experience with the organisation's broader objectives.

04**We Combine Contemporary Thinking with Practical Application**

Our portfolio responds to emerging realities including generative AI, automation, digital transformation and data-driven decision-making.

05**We Design for Different Levels of Responsibility**

The capability required of a CEO is not the same as that required of a supervisor. Our programmes are structured around roles and decision-making levels.

06**We Treat Facilitators as Practitioners, Not Just Presenters**

Sessions are designed to encourage discussion, challenge assumptions, work through realistic cases and connect concepts to participants' professional environments.

07**We Build Learning That Stays After the Training Ends**

We emphasise tools, frameworks, templates and techniques that participants can take back into their roles and use immediately.

OUR PROMISE

Relevant enough to matter. Practical enough to use. Rigorous enough to trust.

THE TERRASKILLS LEARNING FRAMEWORK

From Learning to Capability. From Capability to Results.

At Terraskills, training is not treated as an event. It is a process of understanding the capability required, building it deliberately, applying it at work and measuring what changes. Our T.R.A.N.S.F.O.R.M. Framework provides the structure behind that approach.

T	TARGET	Identify the Need	Understand the organisation's priorities, performance challenges and capability gaps.
R	ROLE	Define the Capability	Connect learning to the specific responsibilities, competencies and decisions required in each role.
A	ACTIVATE	Make Learning Practical	Turn concepts into practical tools, techniques and workplace solutions.
N	NAVIGATE	Build New Skills	Develop participants' ability to apply new knowledge through guided practice and problem-solving.
S	SIMULATE	Practise the Real World	Use cases, scenarios, simulations and role-based exercises to replicate workplace challenges.
F	FEEDBACK	Refine Performance	Provide structured feedback, coaching and reflection to strengthen application.
O	OPERATE	Apply at Work	Move learning beyond the classroom into real tasks, decisions, processes and projects.
R	REVIEW	Measure the Difference	Examine application, performance improvements and organisational outcomes.
M	MASTER	Build Continuous Capability	Reinforce learning and encourage continuous improvement beyond the programme.

OUR DELIVERY APPROACH

A Journey, Not a Classroom Event

Each stage builds on the previous one, moving participants from understanding and practice to confident application and measurable improvement.

01 Training Needs Assessment We identify the capability gaps, organisational priorities and performance challenges the programme needs to address.	02 Pre-Assessment We establish participants' existing knowledge, skills and confidence to create a clear starting point.	03 Interactive Learning Facilitators introduce relevant concepts through discussion, demonstrations, practical exercises and guided learning.	04 Case Studies Participants examine realistic organisational situations and apply concepts to decisions they may encounter at work.	05 Simulations Workplace scenarios are recreated so participants can practise decision-making, communication and problem-solving.
06 Group Projects Participants collaborate to solve practical problems, encouraging teamwork and cross-functional learning.	07 Skills Demonstration Participants demonstrate what they have learned through practical tasks, presentations and exercises.	08 Action Planning Learning is converted into specific actions participants will apply, improve or change after the programme.	09 Post-Training Coaching Where applicable, continued guidance reinforces learning as participants apply new capabilities at work.	10 Impact Evaluation We assess the extent to which learning has translated into improved capability and workplace outcomes.

THE JOURNEY



OUR TRAINING SOLUTIONS

Five Focus Areas. Twenty-One Programmes.

Every 2027 programme sits inside one of five focus areas, so leadership teams can map training directly onto the business result they are chasing.

 Sell More	 Save More	 Work Smarter	 Build Better Teams	 Protect & Grow
Programmes that build pipeline, conversion and revenue discipline across every customer-facing role. Sales Growth Digital Marketing Customer Retention	Programmes that tighten cost control, cash flow and procurement so less money leaks out unnoticed. Cost Control Procurement Cash Flow	Programmes that put AI, automation and data to work on the tasks that consume the most time. AI & Automation Digital Tools Data & Dashboards	Programmes that build accountable, high-performing people management and leadership. Leadership HR & People Management Productivity & Accountability	Programmes that protect the business from risk, fraud and disruption while planning its next chapter. Cybersecurity Risk Management Business Continuity Strategy & Planning

HOW TO USE THE CALENDAR

Section 08 lays out all 21 programmes by month. Each programme profile in Section 09 gives learning objectives, expected outcomes and the signature exercise participants complete.

2027 ANNUAL TRAINING CALENDAR

Corporate Organizations — January to June

DATE	TRAINING PROGRAMME	DAYS	TARGET AUDIENCE
January 26th–27th	Sales Growth & Customer Acquisition for Nigerian SMEs: How to Win More Customers and Increase Revenue	2d	Business Owners, Sales Managers, Business Development Officers, Customer Service Managers
February 2nd–3rd	AI for Everyday Business: How SMEs Can Use AI to Save Time, Reduce Cost and Increase Productivity	2d	Business Owners, Managers, Admin, Sales, Marketing, HR & Operations Staff
23rd–24th	Turning Staff into Revenue Generators: Practical Sales, Customer Service & Business Development Skills	2d	Sales Teams, Customer Service Officers, Business Development Officers, Front Desk & Relationship Staff
March 2nd–4th	Financial Management for Non-Finance Managers: Cash Flow, Cost Control, Budgeting & Profitability	3d	Business Owners, Managers, Supervisors, Admin/Operations & Non-Finance Executives
23rd–24th	Excel & Power BI for Business Decision-Making: Turn Business Data into Better Decisions	2d	Managers, Account Officers, Admin, Sales, Operations, HR & Business Owners
April 6th–7th	Digital Marketing That Produces Sales: Social Media, WhatsApp, Meta Ads & Customer Conversion	2d	Business Owners, Sales/Marketing Teams, Social Media Officers & Entrepreneurs
27th–29th	Managing People for Performance: How to Build Accountable, Productive & High-Performing Teams	3d	Business Owners, HR/Admin Managers, Department Heads, Supervisors & Team Leads
May 4th–5th	Business Process Automation with AI & No-Code Tools: Reduce Repetitive Work and Operating Costs	2d	Business Owners, Operations, Admin, Finance, HR, Sales & IT Staff
25th–26th	Winning & Retaining Customers: Customer Service, Complaint Management & Customer Loyalty	2d	Customer Service Teams, Front Desk, Sales, Relationship Managers, Operations & Supervisors
June 1st–3rd	Practical Business Leadership for SME Owners & Managers: From Daily Firefighting to Structured Management	3d	Business Owners, General Managers, Operations Managers, Department Heads & Supervisors
22nd–23rd	Cybersecurity for SMEs: Protecting Your Business, Money, Data & WhatsApp/Email Accounts	2d	Business Owners, Managers, Admin, Finance, IT & All Staff

2027 ANNUAL TRAINING CALENDAR (CONTINUED)

Corporate Organizations — July to November

DATE	TRAINING PROGRAMME	DAYS	TARGET AUDIENCE
July 6th–7th	Practical HR for Growing Businesses: Recruitment, Performance Management, Discipline & Staff Retention	2d	Business Owners, HR/Admin Officers, Managers & Supervisors
27th–29th	Procurement, Inventory & Cost Control: Stop Waste, Stock Losses and Unnecessary Business Expenses	3d	Business Owners, Procurement, Store, Operations, Finance & Admin Staff
August 3rd–4th	WhatsApp Business & Digital Customer Acquisition: Turn Conversations into Paying Customers	2d	SMEs, Sales Teams, Customer Service, Marketing Officers & Entrepreneurs
24th–25th	Business Analytics for Managers: Using Excel, Dashboards & KPIs to Run a Better Business	2d	Business Owners, Managers, Supervisors, Finance, Sales, HR & Operations
September 7th–9th	Building a Profitable SME: Pricing, Cost Management, Cash Flow & Sustainable Growth	3d	Business Owners, CEOs, General Managers, Finance & Operations Managers
28th–29th	AI-Powered Sales & Marketing: How to Find Customers, Create Content and Close More Deals	2d	Business Owners, Sales, Marketing, Business Development & Customer Service Teams
October 5th–7th	Business Continuity & Risk Management for SMEs: Preparing for Disruptions, Fraud, Staff Loss & Operational Shocks	3d	Business Owners, Managers, Operations, Finance, HR & Admin
26th–27th	Practical Digital Transformation for SMEs: Using Affordable Technology to Run a Smarter Business	2d	Business Owners, Managers, Admin, Operations, Sales & IT Staff
November 2nd–4th	The High-Performance Workplace: Productivity, Accountability, Communication & Teamwork	3d	All Staff, Supervisors, Team Leads, Managers & Business Owners
23rd–24th	2028 Business Planning for SMEs: Strategy, Budget, Sales Targets, KPIs & Execution	2d	Business Owners, CEOs, General Managers, Department Heads & Managers

INVESTMENT

2-day programmes: N250,000 per participant · 3-day programmes: N350,000 per participant. Full programme profiles, learning objectives and signature exercises follow in Section 09.

SELL MORE

PROGRAMME 01 / 21

Sales Growth & Customer Acquisition for Nigerian SMEs

How to Win More Customers and Increase Revenue

DATES

26th–27th January 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Sales Managers, Business Development Officers, Customer Service Managers

PROGRAMME OVERVIEW

For many Nigerian SMEs, the challenge is not simply finding people to sell to. It is finding the right customers, getting them to choose the business, keeping them coming back and turning customer relationships into predictable revenue. Businesses may have good products but struggle with inconsistent sales, dependence on referrals, customers who negotiate heavily on price, weak follow-up, abandoned opportunities and difficulty standing out in crowded markets.

LEARNING OBJECTIVES

- › Identify the right customers for the business.
- › Find and qualify new sales opportunities.
- › Understand customer needs and buying behaviour.
- › Build stronger customer-focused sales conversations.
- › Communicate product and service value clearly.
- › Handle objections, price concerns and competition.
- › Improve follow-up, closing and customer retention.

EXPECTED LEARNING OUTCOMES

- 01 Focus sales efforts on high-value customers.
- 02 Generate and qualify better sales leads.
- 03 Present solutions around customer needs and value.
- 04 Build stronger follow-up and customer retention practices.
- 05 Contribute more effectively to sales and revenue growth.

SIGNATURE TERRASKILLS EXERCISE

The SME Revenue Growth Challenge

Participants analyse a realistic Nigerian SME facing low sales, strong competition, price pressure and weak customer follow-up. They identify the most valuable customers and key points where sales are being lost, then develop a practical customer acquisition and conversion strategy — ending with a 90-Day Revenue Growth Plan covering target customers, sales actions, follow-up activities, revenue targets and performance measures.



Sell More. Programmes that build pipeline, conversion and revenue discipline across every customer-facing role.

Programme 02 →

WORK SMARTER

PROGRAMME 02 / 21

AI for Everyday Business

How SMEs Can Use AI to Save Time, Reduce Cost and Increase Productivity

DATES

2nd–3rd February 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Admin, Sales, Marketing, HR & Operations Staff

PROGRAMME OVERVIEW

Many SMEs are already using AI, but often in small, disconnected ways: drafting emails, creating social media posts, summarising documents or searching for information. The bigger opportunity is to use AI deliberately across everyday business activities that consume time, slow down decisions and increase operating costs. This programme shows business owners and professionals how to use practical AI tools to handle routine work faster, improve customer and sales activities, organise information, generate better business content and support day-to-day decision-making.

LEARNING OBJECTIVES

- › Identify everyday tasks that AI can handle.
- › Write better prompts for better results.
- › Use AI to draft emails and business documents.
- › Speed up sales and customer follow-up.
- › Turn business data into useful insights.
- › Automate repetitive administrative tasks.
- › Build simple AI workflows for daily work.

EXPECTED LEARNING OUTCOMES

- 01 Reduced time spent on routine tasks.
- 02 Faster preparation of business documents and reports.
- 03 More consistent sales and customer follow-up.
- 04 Better use of business information for decisions.
- 05 Practical AI workflows ready for workplace use.

SIGNATURE TERRASKILLS EXERCISE

The AI-Powered Workday

Participants select a real task from their current role that takes significant time or involves repetitive manual work. They redesign the task using AI, create the required prompts or workflow, test the output, refine it and compare the new approach with the existing process — leaving with a practical AI-Powered Workday Workflow showing exactly where AI can save time and improve quality.



Work Smarter. Programmes that put AI, automation and data to work on the tasks that consume the most time.

SELL MORE

PROGRAMME 03 / 21

Turning Staff into Revenue Generators

Practical Sales, Customer Service & Business Development Skills

DATES

23rd–24th February 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Sales Teams, Customer Service Officers, Business Development Officers, Front Desk & Relationship Staff

PROGRAMME OVERVIEW

Revenue is not generated only by the sales department. Front-desk staff, customer service officers, relationship teams and other employees who interact with customers influence whether customers buy, return, recommend the business or take their business elsewhere. Every customer interaction can either create a commercial opportunity or quietly lose one. This programme equips customer-facing staff with practical skills to recognise buying signals, communicate value, handle customer concerns and turn everyday conversations into genuine business opportunities.

LEARNING OBJECTIVES

- › Recognise opportunities during customer interactions.
- › Ask questions that uncover customer needs.
- › Communicate value instead of just features.
- › Handle objections without losing the customer.
- › Turn complaints into relationship opportunities.
- › Follow up customers with greater purpose.
- › Convert service interactions into sales opportunities.

EXPECTED LEARNING OUTCOMES

- 01 More confident customer-facing staff.
- 02 Better conversion of customer enquiries.
- 03 Stronger customer retention and relationships.
- 04 More consistent follow-up and referrals.
- 05 Increased contribution to revenue across teams.

SIGNATURE TERRASKILLS EXERCISE

The Customer-to-Revenue Challenge

Participants work through realistic customer scenarios involving enquiries, complaints, product requests, objections and follow-ups. They identify the commercial opportunity, engage the customer, handle concerns and develop a practical next step that can move the interaction towards a sale, repeat business or referral – finishing with a Customer-to-Revenue Action Plan for their actual role.



Sell More. Programmes that build pipeline, conversion and revenue discipline across every customer-facing role.

← Programme 02

Programme 04 →

SAVE MORE

PROGRAMME 04 / 21

Financial Management for Non-Finance Managers

Cash Flow, Cost Control, Budgeting & Profitability

DATES

2nd–4th March 2027

DURATION

3 Days • 10am–3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Supervisors, Admin/Operations & Non-Finance Executives

PROGRAMME OVERVIEW

Managers make financial decisions every day, whether they have a finance title or not. Approving expenses, managing departmental budgets, committing resources, controlling wastage and deciding what should be prioritised all have financial consequences. Yet many managers receive financial reports without fully understanding what the numbers mean or how their decisions affect cash flow and profitability. This programme breaks financial management down into practical business decisions that non-finance professionals can understand and apply.

LEARNING OBJECTIVES

- › Read and interpret basic financial reports.
- › Understand how cash moves through a business.
- › Prepare and manage realistic departmental budgets.
- › Identify unnecessary costs and financial leakages.
- › Make better spending and resource decisions.
- › Understand the drivers of profit and loss.
- › Use financial information to support decisions.

EXPECTED LEARNING OUTCOMES

- 01 Better control of departmental spending.
- 02 More realistic and disciplined budgeting.
- 03 Earlier identification of financial leakages.
- 04 Stronger understanding of business profitability.
- 05 More financially informed management decisions.

SIGNATURE TERRASKILLS EXERCISE

The Manager's Financial Decision Lab

Participants work through a realistic business scenario involving a departmental budget, rising costs, cash-flow pressure and competing operational priorities. They analyse the numbers, identify where money is being lost, make spending decisions and adjust the budget to protect performance — developing a Financial Decision Action Plan for their own area of responsibility.



Save More. Programmes that tighten cost control, cash flow and procurement so less money leaks out unnoticed.

WORK SMARTER

PROGRAMME 05 / 21

Excel & Power BI for Business Decision-Making

Turn Business Data into Better Decisions

DATES

23rd–24th March 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Managers, Account Officers, Admin Professionals, Sales Teams, Operations Staff, HR Professionals & Business Owners

PROGRAMME OVERVIEW

Most organisations already have more data than they know what to do with. Sales figures sit in spreadsheets, expenses are recorded in Excel, customer information is scattered across files, and management reports are often prepared manually. The problem is not a lack of data — it is the difficulty of turning that data into information that helps people make better decisions. This programme focuses on using Excel and Power BI to move from raw business data to clear, actionable insight.

LEARNING OBJECTIVES

- › Clean and organise business data in Excel.
- › Use formulas to analyse business performance.
- › Build useful management reports.
- › Identify trends and performance gaps.
- › Create interactive Power BI dashboards.
- › Turn data into clear visual insights.
- › Use evidence to support business decisions.

EXPECTED LEARNING OUTCOMES

- 01 Faster preparation of business reports.
- 02 Better visibility into business performance.
- 03 Reduced reliance on manual reporting.
- 04 Clearer identification of trends and gaps.
- 05 More confident, data-informed decisions.

SIGNATURE TERRASKILLS EXERCISE

From Spreadsheet to Management Dashboard

Participants receive a realistic business dataset containing sales, customer, financial or operational information. They clean and analyse the data in Excel, identify important performance patterns and transform the findings into a practical Power BI management dashboard, presenting the key insights and the decisions those insights should support.



Work Smarter. Programmes that put AI, automation and data to work on the tasks that consume the most time.

SELL MORE

PROGRAMME 06 / 21

Digital Marketing That Produces Sales

*Social Media, WhatsApp, Meta Ads & Customer Conversion***DATES**

6th-7th April 2027

DURATION

2 Days • 10am-3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Sales & Marketing Teams, Social Media Officers, Business Development Officers & Entrepreneurs

PROGRAMME OVERVIEW

Being active on social media does not automatically generate sales. Many businesses post regularly, receive likes and enquiries, but struggle to turn that attention into paying customers. The real challenge is building a digital marketing process that moves people from seeing the business, to showing interest, to making an enquiry, and ultimately to buying. This programme focuses on the practical side of digital marketing for businesses that need measurable commercial results.

LEARNING OBJECTIVES

- › Create content that attracts potential buyers.
- › Turn social media attention into enquiries.
- › Use WhatsApp to nurture and convert leads.
- › Structure Meta Ads around business objectives.
- › Target audiences more effectively.
- › Follow up digital leads without being intrusive.
- › Track what is actually producing sales.

EXPECTED LEARNING OUTCOMES

- 01 Better quality leads from digital channels.
- 02 More purposeful social media content.
- 03 Improved conversion of online enquiries.
- 04 More effective WhatsApp customer follow-up.
- 05 Better understanding of digital marketing performance.

SIGNATURE TERRASKILLS EXERCISE**The Digital-to-Sales Campaign**

Participants develop a practical campaign for a real or simulated business — defining the target customer, creating the campaign message, developing supporting content, structuring a Meta Ads approach and designing a WhatsApp follow-up sequence — ending with a Digital-to-Sales Campaign Blueprint connecting content, advertising, lead follow-up and conversion.

**Sell More.** Programmes that build pipeline, conversion and revenue discipline across every customer-facing role.

← Programme 05

Programme 07 →

BUILD BETTER TEAMS

PROGRAMME 07 / 21

Managing People for Performance

How to Build Accountable, Productive & High-Performing Teams

DATES

27th–29th April 2027

DURATION

3 Days • 10am–3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, HR/Admin Managers, Department Heads, Supervisors & Team Leads

PROGRAMME OVERVIEW

Managing people is not simply about assigning tasks and checking whether they were completed. Managers are expected to get results through people, yet many struggle with unclear expectations, weak accountability, poor delegation, underperformance, difficult conversations and teams that depend too heavily on the manager. This programme focuses on the practical realities of managing people in today's workplace.

LEARNING OBJECTIVES

- › Set clear expectations and performance standards.
- › Delegate work without losing accountability.
- › Monitor performance without micromanaging.
- › Address underperformance early and fairly.
- › Give feedback that improves performance.
- › Coach employees through workplace challenges.
- › Build stronger accountability within teams.

EXPECTED LEARNING OUTCOMES

- 01 Clearer roles and performance expectations.
- 02 Stronger accountability across teams.
- 03 More effective delegation and supervision.
- 04 Earlier intervention in performance problems.
- 05 More productive and self-managing teams.

SIGNATURE TERRASKILLS EXERCISE

The Performance Manager's Challenge

Participants work through realistic management situations involving missed targets, poor accountability, delegation problems and declining team performance. They diagnose the underlying issue, decide how a manager should respond and practise the intervention required — leaving with a Team Performance Action Plan covering expectations, accountability, coaching and follow-up.



Build Better Teams. Programmes that build accountable, high-performing people management and leadership.

WORK SMARTER

PROGRAMME 08 / 21

Business Process Automation with AI & No-Code Tools

Reduce Repetitive Work and Operating Costs

DATES

4th–5th May 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Operations, Admin, Finance, HR, Sales & IT Staff

PROGRAMME OVERVIEW

Many organisations lose productive hours to work that should not require constant manual effort: copying information between spreadsheets, sending routine emails, preparing recurring reports, tracking approvals and following up on pending tasks. These activities may appear small individually, but across a team they create delays, errors and unnecessary operating costs. This programme shows participants how to identify repetitive processes suitable for automation and redesign them using AI and no-code tools.

LEARNING OBJECTIVES

- › Identify processes that should be automated.
- › Map repetitive tasks and workflow bottlenecks.
- › Use AI to simplify routine business processes.
- › Build workflows with no-code automation tools.
- › Connect common workplace applications.
- › Reduce manual data entry and follow-up.
- › Design automation with proper human oversight.

EXPECTED LEARNING OUTCOMES

- 01 Less time spent on repetitive administrative work.
- 02 Faster movement of information between teams.
- 03 Fewer avoidable manual errors.
- 04 Reduced operational workload and process delays.
- 05 Practical automation ideas ready for implementation.

SIGNATURE TERRASKILLS EXERCISE

The Automation Opportunity Lab

Participants select a real repetitive process from their workplace — customer follow-up, employee requests, reporting, approvals, data entry or invoice processing — map the current process, identify unnecessary manual steps and redesign it using AI and no-code automation, producing a Business Automation Blueprint with expected efficiency gains.



Work Smarter. Programmes that put AI, automation and data to work on the tasks that consume the most time.

PROTECT & GROW

PROGRAMME 09 / 21

Winning & Retaining Customers

Customer Service, Complaint Management & Customer Loyalty

DATES

25th–26th May 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Customer Service Teams, Front Desk Staff, Sales Teams, Relationship Managers, Operations Staff & Supervisors

PROGRAMME OVERVIEW

Customers rarely leave because of one bad interaction alone. They leave when problems are handled slowly, complaints are dismissed, promises are not kept or they repeatedly feel that the organisation does not understand what they need. In a competitive market, customer service directly affects repeat business, referrals, reputation and revenue. This programme focuses on the practical situations customer-facing employees encounter every day.

LEARNING OBJECTIVES

- › Understand what drives customer loyalty.
- › Handle difficult customers professionally.
- › Listen actively and identify the real issue.
- › Resolve complaints without escalating tension.
- › Turn service failures into recovery opportunities.
- › Manage customer expectations and follow-up.
- › Create experiences that encourage repeat business.

EXPECTED LEARNING OUTCOMES

- 01 Faster and more effective complaint resolution.
- 02 Improved customer communication and responsiveness.
- 03 Fewer avoidable customer escalations.
- 04 Stronger customer retention and relationships.
- 05 Greater consistency in customer service delivery.

SIGNATURE TERRASKILLS EXERCISE

The Customer Recovery Challenge

Participants work through realistic customer situations involving complaints, service failures, delayed responses and customers threatening to leave. They diagnose the real problem, determine the appropriate response and practise turning a negative interaction into a constructive experience, developing a Customer Recovery & Loyalty Action Plan.



Protect & Grow. Programmes that protect the business from risk, fraud and disruption while planning its next chapter.

BUILD BETTER TEAMS

PROGRAMME 10 / 21

Practical Business Leadership for SME Owners & Managers

From Daily Firefighting to Structured Management

DATES

1st–3rd June 2027

DURATION

3 Days • 10am–3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, General Managers, Operations Managers, Department Heads & Supervisors

PROGRAMME OVERVIEW

Many SME leaders spend their working days solving problems that should have been prevented: chasing staff for updates, approving every small decision, dealing with complaints, resolving bottlenecks and constantly responding to whatever has gone wrong that morning. The business may be moving, but the manager becomes the system holding everything together — which is not sustainable. This programme helps SME owners and managers move from reactive firefighting to structured leadership.

LEARNING OBJECTIVES

- › Set clear priorities for the business.
- › Move from reacting to planning ahead.
- › Delegate without losing control.
- › Establish accountability across teams.
- › Make faster and more structured decisions.
- › Manage performance and follow through.
- › Build systems that reduce daily firefighting.

EXPECTED LEARNING OUTCOMES

- 01 Clearer management priorities and responsibilities.
- 02 Less dependence on owners for routine decisions.
- 03 Stronger accountability across teams.
- 04 More organised and predictable operations.
- 05 Better leadership and management discipline.

SIGNATURE TERRASKILLS EXERCISE

From Firefighting to Management

Participants map a typical week in their organisation and identify the recurring problems, decisions and bottlenecks that constantly pull management into operational work. They redesign these areas with clearer responsibilities, delegation points and performance controls, producing a Management Operating Plan showing what to stop doing, delegate, monitor and prioritise.



Build Better Teams. Programmes that build accountable, high-performing people management and leadership.

PROTECT & GROW

PROGRAMME 11 / 21

Cybersecurity for SMEs

Protecting Your Business, Money, Data & WhatsApp/Email Accounts

DATES

22nd–23rd June 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Admin Staff, Finance Teams, IT Staff & All Employees

PROGRAMME OVERVIEW

For many SMEs, cybersecurity becomes a priority only after something goes wrong: a WhatsApp account is taken over, an employee clicks a fraudulent link, an email account is compromised, money is sent to the wrong account or sensitive customer information gets exposed. Attackers often exploit ordinary workplace habits rather than sophisticated technology. This programme focuses on the cybersecurity risks SMEs and their employees actually encounter day-to-day.

LEARNING OBJECTIVES

- › Identify common threats targeting SMEs.
- › Detect phishing, scams and fraudulent messages.
- › Secure business email and WhatsApp accounts.
- › Protect passwords and sensitive business information.
- › Recognise suspicious payment requests.
- › Respond quickly to compromised accounts.
- › Build safer cybersecurity habits across teams.

EXPECTED LEARNING OUTCOMES

- 01 Stronger protection of business accounts and data.
- 02 Greater employee awareness of common cyber threats.
- 03 Reduced exposure to phishing and social engineering.
- 04 Better protection against financial fraud.
- 05 Clearer response procedures when incidents occur.

SIGNATURE TERRASKILLS EXERCISE

The SME Cyber Attack Simulation

Participants work through realistic scenarios involving a compromised WhatsApp account, suspicious email, fraudulent payment request and stolen credentials. They identify warning signs, determine the immediate response and practise correct action before escalation, ending with an SME Cybersecurity Action Plan.



Protect & Grow. Programmes that protect the business from risk, fraud and disruption while planning its next chapter.

BUILD BETTER TEAMS

PROGRAMME 12 / 21

Practical HR for Growing Businesses

Recruitment, Performance Management, Discipline & Staff Retention

DATES

6th–7th July 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, HR/Admin Officers, Managers & Supervisors

PROGRAMME OVERVIEW

As a business grows, managing people informally becomes increasingly difficult. Recruitment decisions may be based on urgency rather than fit, new employees may start without clear expectations, performance problems may be allowed to continue, and valuable staff may leave because of issues management never addressed. This programme focuses on the practical HR challenges that growing businesses face as they build and manage their workforce.

LEARNING OBJECTIVES

- › Recruit for competence and organisational fit.
- › Structure better interviews and selection decisions.
- › Set clear expectations from the start.
- › Manage and document employee performance.
- › Handle discipline fairly and consistently.
- › Identify reasons good employees leave.
- › Strengthen practical staff retention strategies.

EXPECTED LEARNING OUTCOMES

- 01 Better quality recruitment decisions.
- 02 Clearer employee roles and expectations.
- 03 More consistent performance management.
- 04 Better handling of workplace discipline.
- 05 Improved employee retention and engagement.

SIGNATURE TERRASKILLS EXERCISE

The People Management Case Lab

Participants work through realistic HR situations involving a poor hiring decision, an underperforming employee, repeated misconduct and a valued employee preparing to leave, developing a Practical HR Management Toolkit covering recruitment, performance conversations, disciplinary action and retention.



Build Better Teams. Programmes that build accountable, high-performing people management and leadership.

← Programme 11

Programme 13 →

SAVE MORE

PROGRAMME 13 / 21

Procurement, Inventory & Cost Control

Stop Waste, Stock Losses and Unnecessary Business Expenses

DATES

27th–29th July 2027

DURATION

3 Days • 10am–3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, Procurement Officers, Store/Inventory Staff, Operations Teams, Finance & Admin Staff

PROGRAMME OVERVIEW

Poor procurement decisions and weak inventory controls can quietly drain an organisation's money. Businesses may overpay suppliers, purchase items they do not need, lose stock through poor tracking, hold excess inventory or discover shortages only when customers or operations need the items — by which time the money has already left the building. This programme focuses on the practical controls businesses need to manage purchasing, stock and operating costs more effectively.

LEARNING OBJECTIVES

- › Plan purchases based on actual business needs.
- › Evaluate suppliers beyond price alone.
- › Control purchasing and approval processes.
- › Track stock accurately and reduce losses.
- › Identify waste and unnecessary expenses.
- › Monitor inventory levels and reorder points.
- › Use procurement data to control costs.

EXPECTED LEARNING OUTCOMES

- 01 Better purchasing and supplier decisions.
- 02 Reduced stock losses and inventory waste.
- 03 Stronger control over business expenses.
- 04 Improved inventory visibility and accountability.
- 05 Better use of cash and working capital.

SIGNATURE TERRASKILLS EXERCISE

The Cost Leakage Challenge

Participants analyse a realistic business case involving supplier pricing, unnecessary purchases, excess stock, shortages and weak approval controls. They identify where money is being lost and redesign the procurement and inventory process, producing a Procurement & Cost Control Action Plan.



Save More. Programmes that tighten cost control, cash flow and procurement so less money leaks out unnoticed.

SELL MORE

PROGRAMME 14 / 21

WhatsApp Business & Digital Customer Acquisition

Turn Conversations into Paying Customers

DATES

3rd-4th August 2027

DURATION

2 Days • 10am-3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

SMEs, Sales Teams, Customer Service Teams, Marketing Officers & Entrepreneurs

PROGRAMME OVERVIEW

For many SMEs, WhatsApp is already where customers ask questions, request prices, compare options, place orders and decide whether to buy. Yet many businesses treat WhatsApp as an ordinary messaging channel, losing potential sales through slow replies, weak follow-up, poor product presentation and unstructured conversations. This programme focuses on using WhatsApp Business as a practical customer acquisition and sales channel.

LEARNING OBJECTIVES

- › Set up WhatsApp Business for sales.
- › Create a profile that builds customer confidence.
- › Turn enquiries into qualified prospects.
- › Use conversations to uncover customer needs.
- › Respond to objections and buying concerns.
- › Follow up leads without losing them.
- › Move customers from chat to purchase.

EXPECTED LEARNING OUTCOMES

- 01 More organised WhatsApp sales conversations.
- 02 Faster and more consistent customer responses.
- 03 Better conversion of enquiries into customers.
- 04 Stronger follow-up and lead management.
- 05 Increased use of WhatsApp as a sales channel.

SIGNATURE TERRASKILLS EXERCISE

The WhatsApp Sales Conversion Lab

Participants work through realistic WhatsApp conversations involving product enquiries, price objections, indecisive and repeat customers, and prospects who stop responding — practising the conversation from first message to close and developing a WhatsApp Customer Acquisition & Conversion Playbook.



Sell More. Programmes that build pipeline, conversion and revenue discipline across every customer-facing role.

← Programme 13

Programme 15 →

WORK SMARTER

PROGRAMME 15 / 21

Business Analytics for Managers

Using Excel, Dashboards & KPIs to Run a Better Business

DATES

24th–25th August 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Supervisors, Finance, Sales, HR & Operations Professionals

PROGRAMME OVERVIEW

Managers are surrounded by numbers: sales figures, expenses, customer records, staff data, inventory levels, targets and operational reports. The problem is that having data does not automatically mean knowing what to do with it. This programme focuses on using Excel, dashboards and practical KPIs to turn business data into management insight that supports faster and more informed decisions.

LEARNING OBJECTIVES

- › Identify KPIs that actually matter.
- › Organise business data for analysis.
- › Analyse performance using Excel.
- › Identify trends, gaps and unusual results.
- › Build practical management dashboards.
- › Interpret numbers for better decisions.
- › Turn business data into clear actions.

EXPECTED LEARNING OUTCOMES

- 01 Better visibility into business performance.
- 02 More meaningful and measurable KPIs.
- 03 Faster analysis of business information.
- 04 Improved management reporting and monitoring.
- 05 More evidence-based business decisions.

SIGNATURE TERRASKILLS EXERCISE

The Management Dashboard Challenge

Participants receive a realistic dataset covering sales, costs, customers, employees or operations, identify the most important management questions, select the appropriate KPIs, analyse the data and build a practical dashboard — presenting the three most important insights and the actions they should trigger.



Work Smarter. Programmes that put AI, automation and data to work on the tasks that consume the most time.

SAVE MORE

PROGRAMME 16 / 21

Building a Profitable SME

Pricing, Cost Management, Cash Flow & Sustainable Growth

DATES

7th–9th September 2027

DURATION

3 Days • 10am–3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, CEOs, General Managers, Finance Managers & Operations Managers

PROGRAMME OVERVIEW

A business can generate strong sales and still struggle to make money. Prices may be too low, operating costs may keep rising, customers may delay payment, and cash may disappear into inventory, expenses or poorly planned expansion. This programme focuses on the financial and operational decisions that directly affect SME profitability, examining pricing, real costs, cash flow, margins and growth decisions based on financial capacity.

LEARNING OBJECTIVES

- › Set prices based on costs and value.
- › Understand the real cost of running the business.
- › Identify where profit margins are being lost.
- › Manage cash flow and working capital.
- › Control expenses without hurting operations.
- › Evaluate the financial impact of growth decisions.
- › Build practical plans for sustainable profitability.

EXPECTED LEARNING OUTCOMES

- 01 Better pricing and margin decisions.
- 02 Stronger control over business costs.
- 03 Improved cash-flow management.
- 04 Greater visibility into business profitability.
- 05 More disciplined and sustainable growth decisions.

SIGNATURE TERRASKILLS EXERCISE

The SME Profitability Challenge

Participants analyse a realistic SME facing rising costs, weak margins, delayed payments and pressure to expand. They calculate the real cost of its products, review pricing, identify profit leakages and assess growth decisions the business can realistically support, producing an SME Profitability & Growth Plan.



Save More. Programmes that tighten cost control, cash flow and procurement so less money leaks out unnoticed.

SELL MORE

PROGRAMME 17 / 21

AI-Powered Sales & Marketing

How to Find Customers, Create Content and Close More Deals with AI

DATES

28th–29th September 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Sales Teams, Marketing Teams, Business Development Officers & Customer Service Teams

PROGRAMME OVERVIEW

Sales and marketing teams are under constant pressure to find new customers, create relevant content, respond quickly to enquiries and keep leads moving towards a purchase. AI can reduce much of the time spent on research, content creation and follow-up — but only when applied to actual sales and marketing processes. This programme shows participants how to integrate AI into the day-to-day sales and marketing cycle.

LEARNING OBJECTIVES

- › Use AI to research and identify potential customers.
- › Create targeted sales and marketing content.
- › Develop stronger customer and prospect messages.
- › Prepare faster for sales conversations.
- › Use AI to handle common customer objections.
- › Improve lead follow-up and nurturing.
- › Build AI-assisted sales and marketing workflows.

EXPECTED LEARNING OUTCOMES

- 01 Faster customer and prospect research.
- 02 More consistent and relevant marketing content.
- 03 Improved sales communication and follow-up.
- 04 Reduced time spent on repetitive sales tasks.
- 05 More organised and efficient sales processes.

SIGNATURE TERRASKILLS EXERCISE

The AI Sales Pipeline Challenge

Participants use AI to build a complete customer acquisition workflow — identifying a target segment, researching prospects, creating outreach messages and marketing content, preparing objection responses and designing a follow-up sequence — producing an AI-Powered Sales & Marketing Playbook.



Sell More. Programmes that build pipeline, conversion and revenue discipline across every customer-facing role.

← Programme 16

Programme 18 →

PROTECT & GROW

PROGRAMME 18 / 21

Business Continuity & Risk Management for SMEs

Preparing for Disruptions, Fraud, Staff Loss & Operational Shocks

DATES

5th-7th October 2027

DURATION

3 Days • 10am-3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Operations, Finance, HR & Admin Professionals

PROGRAMME OVERVIEW

For many SMEs, business continuity is treated as something to think about after something goes wrong. A key employee resigns, a supplier fails to deliver, a major customer stops paying, fraud is discovered, or an important business account becomes inaccessible. Without a plan, management is forced to improvise while the disruption is already costing the business money. Participants examine operational, financial, people, technology, supplier and fraud-related risks and develop realistic continuity measures.

LEARNING OBJECTIVES

- › Identify risks that could disrupt the business.
- › Assess the likelihood and impact of key risks.
- › Prepare for critical staff and supplier loss.
- › Strengthen controls against fraud and financial loss.
- › Plan for operational and technology disruptions.
- › Prioritise critical business activities.
- › Develop practical business continuity procedures.

EXPECTED LEARNING OUTCOMES

- 01 Greater visibility of critical business risks.
- 02 Better preparedness for operational disruptions.
- 03 Stronger controls against fraud and avoidable losses.
- 04 Clearer plans for critical staff and supplier gaps.
- 05 Faster and more organised responses to disruptions.

SIGNATURE TERRASKILLS EXERCISE

The SME Disruption Simulation

Participants are placed in a realistic SME scenario where several problems occur at once — a key employee leaves, a major supplier fails, suspicious financial activity is discovered and an essential system becomes unavailable. Teams identify priorities, allocate responsibilities and develop a response and recovery plan.



Protect & Grow. Programmes that protect the business from risk, fraud and disruption while planning its next chapter.

WORK SMARTER

PROGRAMME 19 / 21

Practical Digital Transformation for SMEs

Using Affordable Technology to Run a Smarter Business

DATES

26th–27th October 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, Managers, Admin, Operations, Sales & IT Staff

PROGRAMME OVERVIEW

Digital transformation does not mean buying expensive software and putting the word “digital” on the company strategy document. For many SMEs, the bigger opportunity is much simpler: replacing slow manual processes, disconnected spreadsheets, paper-based records and repetitive tasks with affordable digital tools that make everyday work easier. This programme helps SMEs identify where technology can solve real business problems.

LEARNING OBJECTIVES

- › Identify processes that need digital improvement.
- › Select affordable tools for business needs.
- › Move manual records into digital workflows.
- › Improve collaboration and information sharing.
- › Digitise customer and sales processes.
- › Use technology to reduce repetitive work.
- › Plan digital changes without disrupting operations.

EXPECTED LEARNING OUTCOMES

- 01 Clearer priorities for digital improvement.
- 02 Reduced dependence on manual processes.
- 03 Better access to business information.
- 04 More efficient day-to-day operations.
- 05 A practical roadmap for SME digital transformation.

SIGNATURE TERRASKILLS EXERCISE

The SME Digital Transformation Lab

Participants map how a real business currently handles key activities such as customer enquiries, document management, sales tracking, approvals or reporting, identify the biggest sources of delay and redesign selected processes using affordable digital tools — producing an SME Digital Transformation Roadmap.



Work Smarter. Programmes that put AI, automation and data to work on the tasks that consume the most time.

BUILD BETTER TEAMS

PROGRAMME 20 / 21

The High-Performance Workplace

Productivity, Accountability, Communication & Teamwork

DATES

2nd-4th November 2027

DURATION

3 Days • 10am-3pm

INVESTMENT

N350,000 p/p

TARGET PARTICIPANTS

All Staff, Supervisors, Team Leads, Managers & Business Owners

PROGRAMME OVERVIEW

A workplace does not become high-performing simply because people are busy. Teams can spend entire days answering messages, attending meetings, chasing approvals and fixing avoidable mistakes without making meaningful progress. High performance comes from people knowing what is expected, taking ownership of their responsibilities, communicating clearly and working together to get results. This programme focuses on the everyday behaviours that determine workplace performance.

LEARNING OBJECTIVES

- › Prioritise work around business objectives.
- › Take ownership of tasks and results.
- › Communicate clearly across teams.
- › Collaborate without unnecessary friction.
- › Manage time and workplace distractions.
- › Address problems before they escalate.
- › Build habits that improve team performance.

EXPECTED LEARNING OUTCOMES

- 01 Greater individual and team productivity.
- 02 Stronger accountability for assigned responsibilities.
- 03 Better communication across departments.
- 04 Reduced delays, misunderstandings and rework.
- 05 More effective collaboration and teamwork.

SIGNATURE TERRASKILLS EXERCISE

The High-Performance Team Challenge

Participants work through a realistic workplace scenario involving missed deadlines, unclear responsibilities, poor communication and team dependency. They identify the behaviours causing performance gaps and redesign how the team communicates, assigns responsibility and tracks work.



Build Better Teams. Programmes that build accountable, high-performing people management and leadership.

PROTECT & GROW

PROGRAMME 21 / 21

2028 Business Planning for SMEs

Strategy, Budget, Sales Targets, KPIs & Execution

DATES

23rd–24th November 2027

DURATION

2 Days • 10am–3pm

INVESTMENT

N250,000 p/p

TARGET PARTICIPANTS

Business Owners, CEOs, General Managers, Department Heads & Managers

PROGRAMME OVERVIEW

A new business year should not begin with a list of vague intentions such as “increase sales” or “reduce costs.” Without clear priorities, numbers, responsibilities and timelines, the plan quickly becomes another document that gets forgotten once normal operations resume. This programme helps SME leaders turn business ambitions for 2028 into a practical operating plan that management can actually use throughout the year.

LEARNING OBJECTIVES

- › Assess the business position before planning.
- › Set clear and measurable 2028 priorities.
- › Translate strategy into practical actions.
- › Set realistic sales and financial targets.
- › Build budgets around business priorities.
- › Develop meaningful KPIs for key functions.
- › Create an execution and review rhythm.

EXPECTED LEARNING OUTCOMES

- 01 Clearer strategic priorities for 2028.
- 02 More realistic sales and financial targets.
- 03 Better alignment between budgets and strategy.
- 04 Measurable KPIs across key business areas.
- 05 A practical framework for executing and reviewing the plan.

SIGNATURE TERRASKILLS EXERCISE

The 2028 SME Business Planning Lab

Participants work with their own business information or a realistic SME case to assess current performance, identify growth priorities and develop a 2028 plan — setting targets, allocating resources, defining KPIs and establishing timelines — producing a 2028 SME Business Plan & Execution Scorecard.



Protect & Grow. Programmes that protect the business from risk, fraud and disruption while planning its next chapter.

← Programme 20



ROLE

**Tech/Management Consultant —
General Manager, Terraskills**

MEMBERSHIPS & CREDENTIALS

- › Chartered Institute of Human Resources Management (CIHRM) — Fellow
- › Institute of Management Consultants (IMC) — Fellow
- › Institute of Business Development (IBD) — Fellow
- › Chartered Institute of Human Capital Development of Nigeria (CIHCDN) — Fellow
- › Institute of Information Management Africa (IIMA) — Fellow
- › Institute of School Administration and Management (ISAM) — Fellow
- › Chartered Institute of Leadership and Governance, USA (CILG) — Full Member
- › Cyber Security Experts Association of Nigeria (CSEAN) — Member

TERRASKILLS FACULTY

Donald Ejieke Ogbuwa *f.HCD, f.ISAM, fIBD,*

fCMC

Tech/Management Consultant — General Manager, Terraskills

Tech/Management Consultant — General Manager

Terraskills

Donald Ejieke Ogbuwa is an accomplished business leader and visionary in corporate training, workforce development and tech training. With over 17 years of experience in leadership and management, he has driven organisational growth, inspired teams and delivered innovative solutions across the training and development sector. As General Manager of Terraskills, he has shaped the organisation's strategic vision, fostered partnerships and implemented impactful programmes empowering individuals and businesses across Nigeria and Africa, equipping over 25,000 individuals with the skills needed to thrive in a rapidly changing digital economy.

Holds a Bachelor's Degree in Accounting and an Advanced Professional Certificate in Leadership and Management from the London School of Business Administration. Specialises in Corporate Governance, Leadership, Management, Computerized Accounting and Business Information Systems (CABIS), Forensic Accounting and Fraud Examination (FAFE), and Management Consulting.

TERRASKILLS FACULTY STANDARD

Every facilitator at Terraskills is a practitioner first — selected not only for subject expertise but for the ability to translate that expertise into workplace application.



ROLE

MD/CEO, Goodway Global Consulting Ltd

MEMBERSHIPS & CREDENTIALS

- › Fellow, Chartered Accountant (FCA) — ICAN
- › Certified Fraud Examiner (CFE) — Association of Certified Fraud Examiners, USA
- › Certified Forensic Accountant (CFA) — ICAN
- › Fellow, Forensic Accounting Researchers (FFAR) — AFAR, Nigeria
- › Fellow, Certified Chartered Forensic Accountant (FCCrFA) — CIFCFIN

TERRASKILLS FACULTY

Goodhope Chima Nwaohu FCA, CFE, CFA,

FFAR, FCCrFA

MD/CEO, Goodway Global Consulting Ltd

MD/CEO

Goodway Global Consulting Ltd

Mr. Goodhope Chima Nwaohu is an accomplished professional with extensive expertise in accounting and forensic investigation. He holds a B.Sc. in Accounting from the University of Port-Harcourt, Nigeria. He is a Seasoned Professional Accountant, Financial Gatekeeper and Fraud Investigation Expert who worked in the Nigerian National Petroleum Corporation (now NNPC) for over 30 years, retiring as JV Assets & Projects Manager with many awards.

As Managing Director and CEO of Goodway Global Consulting Limited, Mr. Nwaohu leverages his extensive experience to lead the firm in providing top-tier training and consulting services.

TERRASKILLS FACULTY STANDARD

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ROLE

**Business and Management
Consultant**

MEMBERSHIPS & CREDENTIALS

- › Licensed Member, International Professional Managers Association (IPMA-UK)
- › Chartered Member, Chartered Institute of Management Consultants USA & Canada
- › Fellow, The Society of Project Management & Development Professionals International

TERRASKILLS FACULTY

Feson Ferdinald Fada MBA, FSPM, MCIPM, MPIMA,

ChMC

Business and Management Consultant

Business and Management Consultant

Mr. Ferdinald is an Author of “Innovate & Succeed” and “Shimile’s Entrepreneurial Adventure.” He is a motivational, dynamic, result-oriented professional with several years of hands-on experience in training, strategy, project management and business development. His strengths include research, communication, business start-ups, analytical and leadership abilities, with a “can do” attitude to problems.

He is CEO of Krestar Group of Companies, Founder of Treasure Mind Academy, and National Secretary of the Society of Project Management and Development Practitioners International. He is comfortable working to deadlines on projects, programmes and policy management, with sound knowledge of international business and fiscal management rules.

TERRASKILLS FACULTY STANDARD

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TERRASKILLS FACULTY

Chris Ndibe

MD/CEO, *Carlcon Global Resources*

MD/CEO

Carlcon Global Resources

ROLE

MD/CEO, Carlcon Global Resources

MEMBERSHIPS & CREDENTIALS

- › Managing Editor, COMMERCE TODAY Magazine (Federal Ministry of Commerce & Industry)
- › Author, “Understanding Free Zones Scheme: The Nigerian Perspective” and “Accelerating Growing Economies through Free Trade Zones”
- › Former Executive Secretary, Africa Free Zones Association (AFZA)
- › Founding Board Member, World Free Zones Organization (WFZO) representing Africa, 2014–2018
- › Founder & Member, Nigeria Free Zone Business Forum

Chris Ndibe is the Managing Director/CEO of Carlcon Global Resources. He holds two Master’s degrees — Mass Communication from the University of Nigeria, Nsukka, and Public Administration and Policy Analysis from the University of Abuja — and is currently a Ph.D. research student in Mass Communication. He began his career at the Nigeria Export Processing Zones Authority (NEPZA) in 1994, rising to General Manager of the Calabar Free Trade Zone and later General Manager of Investment Promotion.

In 2012, following his retirement from NEPZA after serving as Director for eight years, Mr. Ndibe transitioned to consultancy specialising in Free Trade Zones. He has completed training programmes with the World Bank, World Free Zones Organization (WFZO) and World Free Zones Convention, and has spoken at numerous global free zones conferences.

TERRASKILLS FACULTY STANDARD

Every facilitator at Terraskills is a practitioner first — selected not only for subject expertise but for the ability to translate that expertise into workplace application.



ROLE

**Communications Strategist |
Public Speaking Coach | Media
Personality**

TERRASKILLS FACULTY

Omolaju Maryann Miberon

Communications Strategist | Public Speaking Coach | Media Personality

Communications Strategist

Public Speaking Coach

Media Personality

Omolaju Maryann Miberon is a vibrant, fast-rising voice in strategic communication, public speaking and personal branding. A graduate of Mass Communication from Veritas University, Abuja, she has invested her early professional years mastering communication as a transformative tool for leadership, influence and impact. She is the Coordinator, Learning and Employment at Terraskills Learning Systems Ltd., shaping the organisation's narrative across its multiple brands and social impact initiatives.

Her creativity, attention to detail and storytelling flair have enhanced Terraskills' visibility as a national leader in youth empowerment, employability and corporate training. Beyond the boardroom, she is an On-Air Personality (OAP), Voice-Over Artist, MC and Media Executive/Anchor of PolicyTV.

TERRASKILLS FACULTY STANDARD

Every facilitator at Terraskills is a practitioner first — selected not only for subject expertise but for the ability to translate that expertise into workplace application.



TERRASKILLS FACULTY

Joshua Japhet Funom*Computer Engineer / MBA / Data Analyst*

Computer Engineer

MBA

Data Analyst

ROLE

Computer Engineer | MBA | Data Analyst

MEMBERSHIPS & CREDENTIALS

- › Programming: Python, Backend Development
- › Analytics Tools: Power BI, Excel (Advanced), Data Visualization
- › Web Technologies: Website Design, Full-stack Development
- › Business Applications: Office 365, Design Thinking
- › Project Management: End-to-end delivery and cross-functional collaboration

A results-driven technology professional with 4+ years of specialised expertise in data analytics, business intelligence and software development. Combines technical proficiency in Python, Excel and Power BI with strategic business acumen to deliver data-driven insights that accelerate organisational growth and decision-making. Has trained 1,000+ professionals across data analytics, web development and emerging technologies.

Core competencies span data analytics and visualisation, business intelligence reporting, training and development, and strategic problem-solving for scalable startup solutions.

TERRASKILLS FACULTY STANDARD

Every facilitator at Terraskills is a practitioner first — selected not only for subject expertise but for the ability to translate that expertise into workplace application.



ROLE

**AI Engineer | Software Developer
| Machine Learning Practitioner**

TERRASKILLS FACULTY

John Johnson

AI Engineer | Software Developer | Machine Learning Practitioner

AI Engineer

Software Developer

Machine Learning Practitioner

John Johnson is an innovative technology professional with deep-rooted expertise in artificial intelligence, software engineering and machine learning. With a strong command of Python, PyTorch, Django and React, he specialises in designing and deploying intelligent systems that address complex challenges and deliver measurable business value — building scalable, efficient and ethical AI solutions that integrate seamlessly into existing infrastructure.

He has developed and deployed machine learning models across deep learning, natural language processing and computer vision applications, bringing sophisticated AI capabilities into practical, real-world use. His foundation in data structures, algorithms and database management supports intelligent, data-driven solutions tailored to business needs.

TERRASKILLS FACULTY STANDARD

Every facilitator at Terraskills is a practitioner first — selected not only for subject expertise but for the ability to translate that expertise into workplace application.



ROLE

Legal Practitioner & Business Strategist

TERRASKILLS FACULTY

Marvel Dese Jime*Legal Practitioner & Business Strategist*

Legal Practitioner & Business Strategist

Marvel Dese Jime is a distinguished Legal Practitioner with an LLB (Civil Law) from Ahmadu Bello University, Zaria, a BL from the Nigerian Law School, a Postgraduate Diploma in Business, Law and Social Sciences from KIC London, and an LLM in International Business Law from the University of Southampton. She began her legal career at Kanu G. Agabi SAN (CON) and Associates before transitioning into the technology sector.

As a tech-savvy Business Strategist, she founded ConstantSee App, a GPS-enabled Emergency Notification and Response Mobile Application, instrumental in reporting Sexual and Gender-Based Violence (SGBV) in 12 mining communities in North Central Nigeria. She is also CEO and Founder of Mimi Learns Initiative, teaching children aged 3–13 personal safety fundamentals.

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ROLE

**Lead Safety & Security Consultant
/ CEO, HSE Managers Ltd**

MEMBERSHIPS & CREDENTIALS

- › Fellow, Institute of Safety Professionals of Nigeria (ISPON)
- › Fellow, OSH Association UK
- › Fellow, Institute of Disaster and Risk Management
- › Fellow, SafeRR Global Institute

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Stephen A. O. Paul *Fispon, Fosha, Fsgi, Fecimi,*

DCG-NFSS-HQ

Lead Safety & Security Consultant / CEO, HSE Managers Ltd

Lead Safety & Security Consultant / CEO

HSE Managers Ltd

Stephen is a seasoned Safety and Security Consultant with more than 20 years of experience in HSE & Security risk management across diverse industries. He is currently Lead Safety & Security Consultant/CEO of HSE Managers Ltd, a core safety and security risk management firm with more than 350 staff operating across northern and southern Nigeria.

He has presented papers on frameworks for national occupational health and safety risk management at special trainings organised by the House Committee on Safety Standards and Regulations, the Office of the Head of Service of the Federation, and the Federal Ministry of Labour. He is a three-tier World Safety Organization International Ambassador award recipient and holds an M.Sc. in Intelligence & Security Studies.

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Bridget Ohikhokhai

Accounting & Business Strategist

Accounting & Business Strategist

ROLE

Accounting & Business Strategist

MEMBERSHIPS & CREDENTIALS

- › Fellow, Institute of Chartered Accountants of Nigeria (ICAN)
- › Distinguished Fellow, Institute of Organizational and Administrative Risk Management
- › Member, Nigerian Institute of Management

Mrs. Bridget Ohikhokhai holds a Bachelor's Degree in Accounting from the University of Benin and two Master's Degrees in Business Administration, specialising in Finance and Public Sector Accounting. Her professional journey spans over 15 years in financial, management and business consultancy, including diagnostic reviews of entities, concession negotiations, debt recovery, project management and business unit transformation.

As a trainer and facilitator, she is recognised for her contributions to enterprise development, having organised numerous workshops, conferences and seminars, and served as a small business counsellor. She is a mentor and monitor for the Youth Enterprise with Innovation in Nigeria (YouWiN) Programme on behalf of the Federal Government of Nigeria.

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ROLE

Strategic Business Advisor & Management Consultant

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Dr. Muazu Hassan Muazu Ph.D, Technology

Management

Strategic Business Advisor & Management Consultant

Strategic Business Advisor & Management Consultant

Dr. Muazu is a Senior Lecturer and Sub-Dean of the Dangote Business School at Bayero University, Kano, with a Ph.D. in Technology Management. He brings over a decade of experience driving stakeholder engagement, organisational development and capacity building across diverse sectors, having facilitated complex multi-stakeholder initiatives with the World Bank, Central Bank of Nigeria and numerous government agencies.

He has trained over 600 professionals and artisans and has published over 25 peer-reviewed articles in international journals, presenting at conferences across North America, Europe, Asia and Africa. His expertise in business strategy, enterprise development and adaptive leadership makes him an exceptional facilitator for collaborative discussions.

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ROLE

**Marketing and Management
Consultant**

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Sani Muazu Abdulsalam Bichi*Marketing and Management Consultant*

Marketing and Management Consultant

Sani is the Managing Director and CEO of Impact Prospect Ltd, a marketing services and capacity building consultancy firm. With over two decades of professional experience, he has held senior positions at leading multinationals including Unilever Nigeria Plc, Airtel Networks and Neimeth Pharmaceuticals, demonstrating exceptional expertise in market development, sales strategy and business transformation.

He holds an MBA in Project Management from Dangote Business School, Bayero University, and is a Certified Management Consultant with memberships including the Institute of Marketing of Nigeria and the Institute of Management Consultants. His expertise spans demand generation, dealer relationship management, market expansion and organisational capacity building.

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ROLE

**Agricultural Consultant |
Agribusiness Advocate | Youth
Empowerment Leader**

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Professor Rufus Adebisi Oluwafemi

Agricultural Consultant / Agribusiness Advocate / Youth Empowerment Leader

Agricultural Consultant

Agribusiness Advocate

Youth Empowerment Leader

Professor Rufus Adebisi Oluwafemi is an accomplished scholar and advocate of sustainable livestock systems with over two decades of experience in Animal Science, specialising in Monogastric Animal Nutrition. He serves as a Professor in the Department of Animal Science, Faculty of Agriculture, University of Abuja, where he previously served as Head of Department (2018–2022), holding a Ph.D. from Delta State University, Abraka (2010).

He has authored over 100 scientific publications and is President of the Better Livelihood and Humanitarian Support Initiative (BLHSI), an NGO promoting agribusiness and youth empowerment, and Founder of the Agroentrepreneurship Innovation Club (AGROENTIC) at the University of Abuja.

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Dr Tion A. Williams Ph.D*Finance & Management Consultant*

Finance & Management Consultant

ROLE

**Finance & Management
Consultant**

MEMBERSHIPS & CREDENTIALS

- › Fellow, Chartered Institute of Taxation of Nigeria
- › Fellow, Association of National Accountants of Nigeria
- › Fellow, Institute of Company & Commercial Accountants
- › Fellow, Institute of Certified Public Accountants
- › Fellow, Institute of Chartered Trustee of Nigeria
- › Member, Institute of Chartered Accountants of Nigeria

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ROLE

Clinical Psychologist

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Jurbe Simon Bisji*Clinical Psychologist*

Clinical Psychologist

Jurbe Simon Bisji is a Licensed Clinical Psychologist with over 10 years of experience, recognised for his contributions to innovation as a recipient of the United Nations Volunteer (UNV) Award. He serves as Assistant General Secretary of the Nigerian Psychological Association (NPA) and is a respected author with numerous publications in local and international journals, researching emotional-social intelligence, psychometrics, psychotherapy and trauma management.

He heads the Psychology Unit at Auramind Center for Psychological and Behavioural Medicine, Asokoro, Abuja, and is Executive Director and Lead Clinical Psychologist at Mindspire Services, Maitama, Abuja — also serving as an Emotional and Mental Intelligence Therapist (EMIT) with the Federation of International Gender and Human Rights (FIGHR).

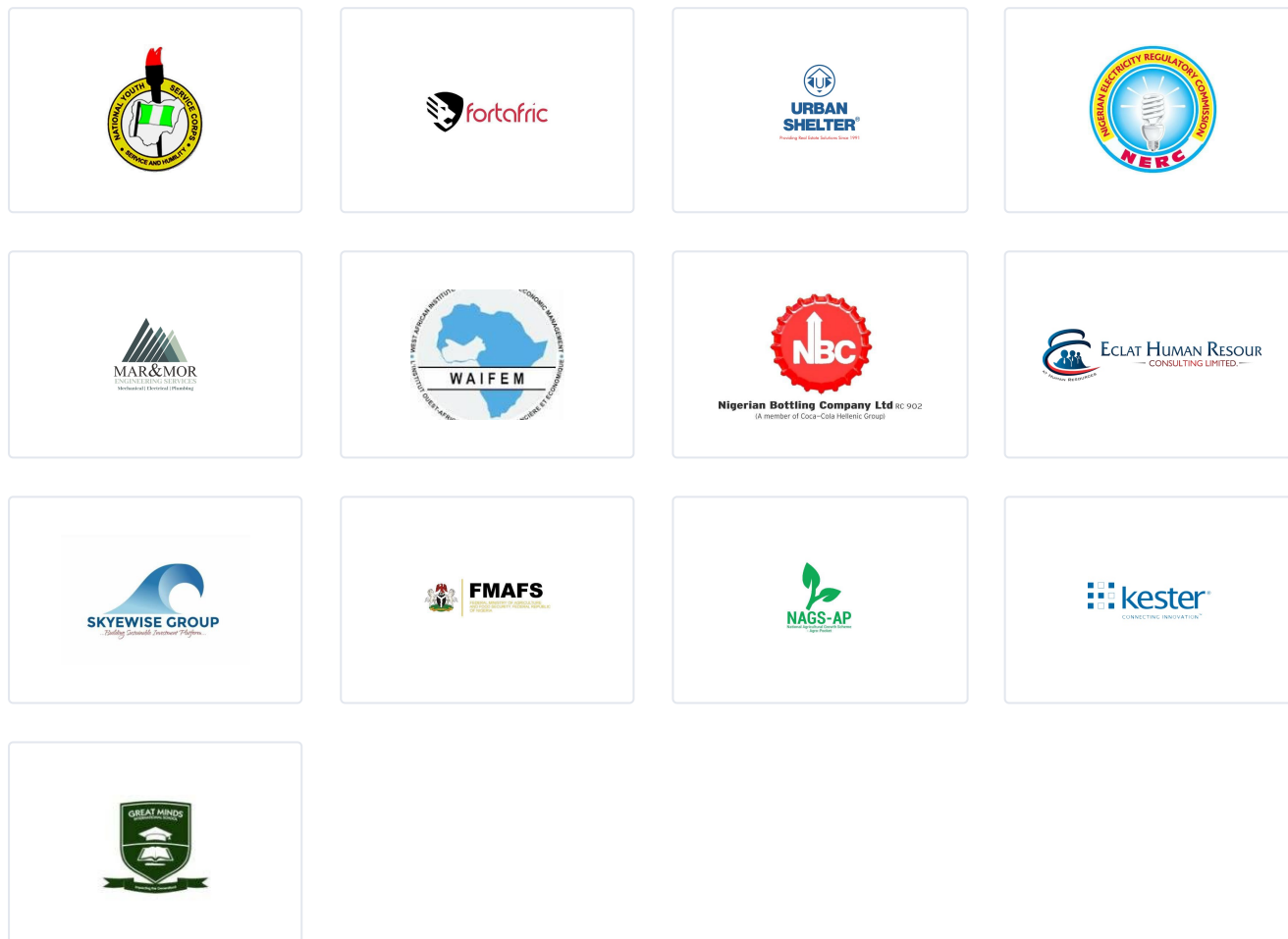
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OUR CLIENTS / TRUSTED PARTNERS

Organisations Who Have Trained With Us

Across government institutions, private sector organisations, development partners and educational institutions, Terraskills has delivered training that translates into workplace performance.



SECTORS WE SERVE

Government & Regulatory Agencies

Financial & Development Institutions

Manufacturing & FMCG

Real Estate & Engineering

Education

Human Resource Consulting

Agriculture & Agribusiness

PARTNER WITH US

Government institutions, private sector organisations, development partners, educational institutions and non-profits all partner with Terraskills to build institutional and workforce capability.

CONTACT US

Let's Build Your Team's Next Chapter

For registration, programme schedules, participant information, joining instructions and certificate enquiries.

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0815 555 5710

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HOW TO GET STARTED

01**Pick a Programme**

Review the 2027 Calendar in Section 08 and choose the programme that fits your team's priority.

02**Reach Out**

Email or call us with the programme name, dates and number of participants.

03**Confirm & Register**

We confirm availability, share joining instructions and process registration.

04**Train & Apply**

Participants attend the programme and leave with a practical, take-home action plan.

INVEST IN YOUR PEOPLE. GROW YOUR BUSINESS.

Talk to us about a programme tailored to your organisation's 2027 priorities.

TERRASKILLS LEARNING SYSTEMS LIMITED

Invest in your people. Grow your business.

21 practical, business-focused programmes for 2027 — built around the realities organisations are confronting today.

21

PROGRAMMES

15

FACULTY

20+

YEARS

25,000+

TRAINED