

About Our Business Model Design (E-BoS™)

The Business model design a comprehensive service branded as (E-BoS™) designed to equip entrepreneurs and business leaders with the knowledge and skills required to optimise their businesses through the implementation of the Entrepreneurial Business Operating System (E-BoS™). This service provides a deep understanding of E-BoS™ tools and strategies to enhance leadership, improve business operations, and drive sustainable growth.

The program consists of seven modules, each focusing on a specific area of expertise. Below is a detailed description of each module, including course objectives, learning outcomes, course content, and target participants.

Programme Objectives

By the end of this training programme, participants will learn:

- To apply Entrepreneurial Business Operating System (E-BoS) tools to streamline business operations,
- Boost efficiency and drive growth.
- Enhance leadership and management skills to create a culture of accountability, alignment, and results within your organisation.

Learning Outcomes

- Upon completing this training, participants will be able to:
- Use E-BoS™ tools to improve performance,
- Lead with clarity,
- Foster collaboration within the organisation to optimise the business operations,
- Identify growth opportunities and promote a culture of accountability and transparency.

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Benefits of E-BoS™

- Acquire readily applicable tools and templates to enhance operational efficiency.
- Gain exclusive access to strategic documents tailored for effective SME management.
- Join an elite industry experts and professionals community for invaluable support and insights.
- Empower absent business owners with a comprehensive guide to streamline and optimise their business operations.
- With E-BoS™, your business operates smoothly even in your absence.

Target Participants

This training programme is designed for;

- Aspiring entrepreneurs,
- Managers of entrepreneurial ventures,
- Skilled professionals wanting to transition into entrepreneurship with their skills,
- Established business owners,
- CEOs, top executives of Small and Medium-sized businesses
- Management teams of small and medium-sized businesses looking to enhance their leadership skills, streamline operations, and drive business growth.

It suits individuals and organisations seeking to implement strategies to streamline their business operations, bring the team together to commit 100% to the business's vision, and especially remove emotions and allow systems and processes. The Entrepreneurial Business Operating System (E-BoS™) will empower every entrepreneur or manager of absentee business owners to achieve greater clarity, accountability, and business results.

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The 7 Core Modules

Module 1:

The CEO MASTERY:

This module develops leadership skills and strategic thinking for effective SME CEO-level decision-making. It covers topics such as clarifying vision, mission, and core values, leadership styles, culture, planning, and execution. Participants learn to set a clear vision, make informed decisions, and lead their teams to success.

Module 2:

Business Model Design MASTERY:

The Business Model Design MASTERY module teaches innovative and sustainable business model design, covering value proposition, customer segmentation, revenue streams, cost analysis, and competitive advantage. Participants will learn how to create effective business models that meet market needs and create customer value.

Module 3:

Governance and Team Productivity MASTERY:

The Governance and Team Productivity module enhances team productivity and focuses on effective governance structures. Topics covered include organisational structure, decision-making processes, performance management, and team dynamics. Participants will learn to establish efficient governance systems, foster collaboration among team members, and optimise organisational productivity.

Module 4:

Financial MASTERY:

The Financial MASTERY module equips participants with essential financial management skills to effectively manage a business's financial aspects. The course covers financial statement analysis, budgeting, cash flow management, and financial forecasting. Participants will learn how to interpret financial data, make informed financial decisions, and ensure the financial sustainability of their organisations.

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Module 5:

Marketing & Brand Strategy MASTERY:

The Marketing & Brand Strategy MASTERY module focuses on developing participants' knowledge and skills in marketing strategy development and brand building. The course covers market research, target audience identification, branding strategies, marketing communication channels, and digital marketing techniques. Participants will learn how to create effective marketing strategies that resonate with their target audience and build strong brands that differentiate their businesses in the market.

Module 6:

Sales and Revenue Growth MASTERY:

The Sales and Revenue, Growth MASTERY module teaches essential sales skills and strategies for revenue growth. Topics covered include sales techniques, customer relationship management, sales forecasting, pricing strategies, and sales team management. Learn to sell effectively, build strong customer relationships, optimise pricing, and manage sales teams for sustainable revenue growth.

Module 7:

Systems and Operational MASTERY:

The Systems and Operational MASTERY module covers operations management, supply chain management, quality control, project management, and lean methodologies. Participants will learn how to streamline operations, optimise processes, manage projects effectively, and ensure overall operational excellence within their organisations.

About Isaac Tweneboah-Koduah, PhD



Dr Isaac Tweneboah-Koduah is a seasoned strategic marketing innovation and entrepreneurship professional with over 16 years of experience across various industries, including insurance, media, pharmaceuticals, cosmetics, health and telecommunications. His extensive leadership roles include serving as the Head of Business Development.

With an academic background spanning over 15 years, Dr. Tweneboah-Koduah has contributed significantly to entrepreneurship and business development. As the Founder and CEO of HiPAG Services, he is dedicated to empowering SME CEOs through enterprise development strategies, training programs, and innovative marketing solutions. Dr. Tweneboah-Koduah is a Chartered Marketer with a PhD in Strategic Marketing Innovation and Entrepreneurship.