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Re-design Your Business

Pre-Workshop Material for In-Person Sessions

CONTENTS | 6-Week Transformation



GUIDANCE

WK 1 | [The Customer is the BOSS](#)

WK 2 | [Focus is the First Law](#)

WK 3 | [We are Designed to Create Value](#)

WK 4 | [Areas Beyond Our Control](#)

WK 5 | [Business Design & Action Plan](#)

WK 6 | [Wrap Up & Workshop Prep](#)

1

There are 12 core tasks in this workbook spread across six weeks.

Each task is an adaptation of well-known strategy tools. We have tried to simplify them.

2

3

Spending 30 minutes a day on each slide should help you finish in 24 days or less.

Be as honest and strict with yourself as possible. Face your reality in each task.

4

5

Additional research may be necessary as part of the learning process; assignments are included to support you.

Push yourself hard but it is not a do or die affair; make notes where you get stuck and move to the next assignment.

6

WEEK 1

The Customer is the BOSS

This section focuses on emphasizing the role of the **customer as the boss**. Without the customer, there is no business. The customer must be recognized, respected, and empathized with. Your task in this section is to understand the customer and give them their place in your business – the most important place. Three tools will be used to achieve this:



PERSONA | Describe Your BOSS



TASK 001



Target Market

In the boxes provided, describe your ideal customer across the following five dimensions. Your description does not imply you will not have *outliers*. It simply means if you were to really focus, this is the kind of person you are looking for.

Age



What is the desired age range?

Gender



Are they mostly male or mostly female?

Location



Where can you find them most of the time?

Social Status



What is their level of influence and wealth?

Aspirations



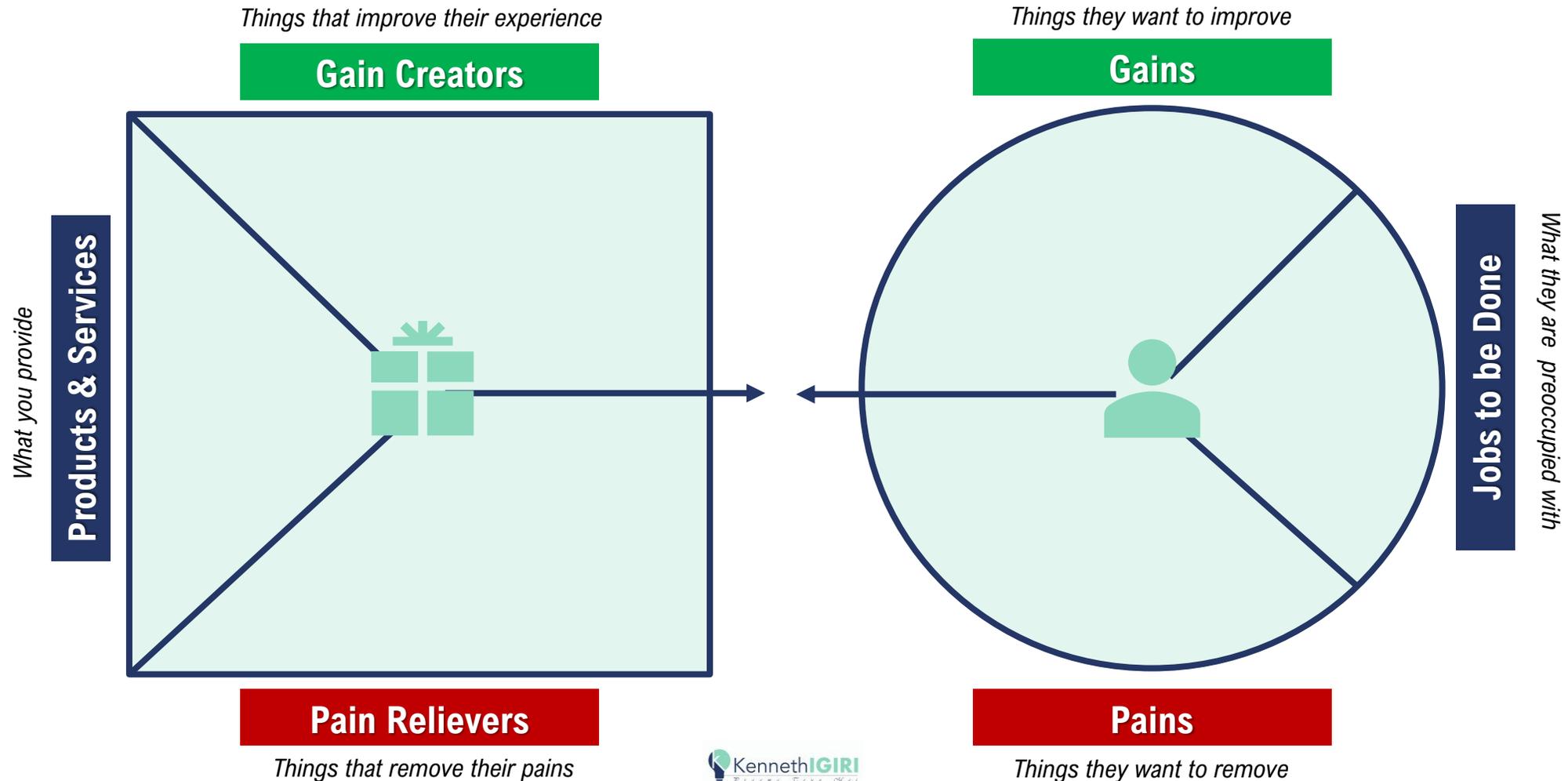
What do they want and what do they want to go away?

VALUE | What is Your Promise to Your BOSS?



TASK 002

In the respective spaces provided, indicate how your core product addresses the needs of the BOSS.



JOURNEY | How Does Your BOSS Reach You?

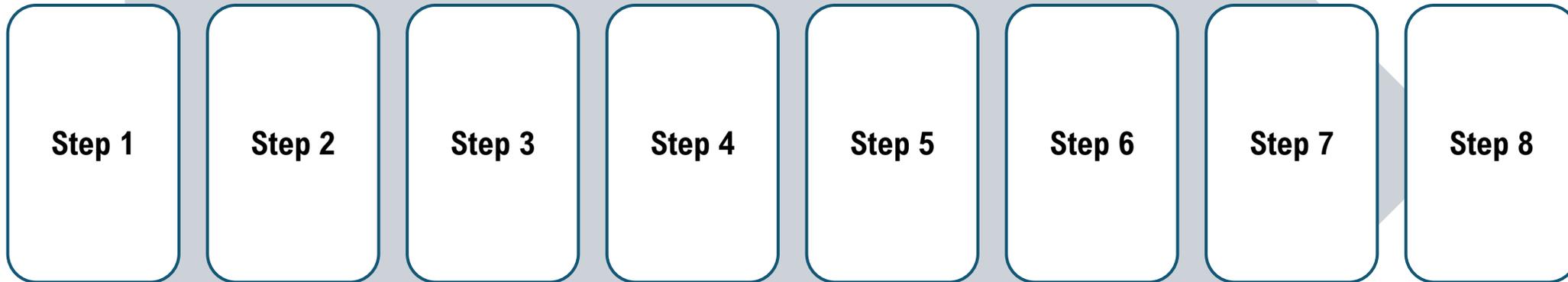


TASK 003

In the respective spaces provided, indicate how your BOSS gets to your product. Try to limit the number of steps in the journey to eight.



Customer Journey



WEEK 2

Focus is the First Law

This section attempts to identify the **areas where you are currently making more progress** than others and explore ways to amplify that progress to your advantage. Focusing on the areas where you are most likely to win ensures you are making the best use of your resources. It does not necessarily mean abandoning other areas. Think of your venture as a tree with a huge trunk and many branches.



PARETO | Identify Your Top Threes



TASK 004

In the spaces provided, indicate the *top three* of the respective elements of your business.

List the number 1 item from each section below:

- 1.
- 2.
- 3.
- 4.



PLAN | Align Your Resources



TASK 005

In the spaces provided, outline an action plan in the three areas mentioned based on your findings from the previous slide.

Focus Your Marketing

- Draft a social media campaign copy for your most profitable and most popular product.

Refine Your Talent

- Identify a free online training for the product or service you have the best capacity to deliver.

Segment Your Customers

- Create a loyalty program that rewards you most committed customers.

Segment Your Customers

- Create an engagement plan that upsells to your least committed customers.



Focus Your Marketing



Refine Your Talent



Segment Your Customers

WEEK 3

We are Designed to Create Value

This section will help you **understand yourself well enough** to make the right decisions about where you should be playing. It is important to play to win. To win, you must be leveraging your greatest strengths in the most conducive environment possible.



SWOT | Getting to Know YOU



TASK 006

Complete the section of the box below with respect to your business using the definitions provided



SWOT Analysis

Strengths			Weaknesses
Opportunities			Threats

SWOT

Strengths

What your business does well or what gives you an **advantage**.

Weaknesses

What your business lacks or struggles with **internally**.

Opportunities

Chances to grow or improve from **outside** the business.

Threats

External things that could harm your business.

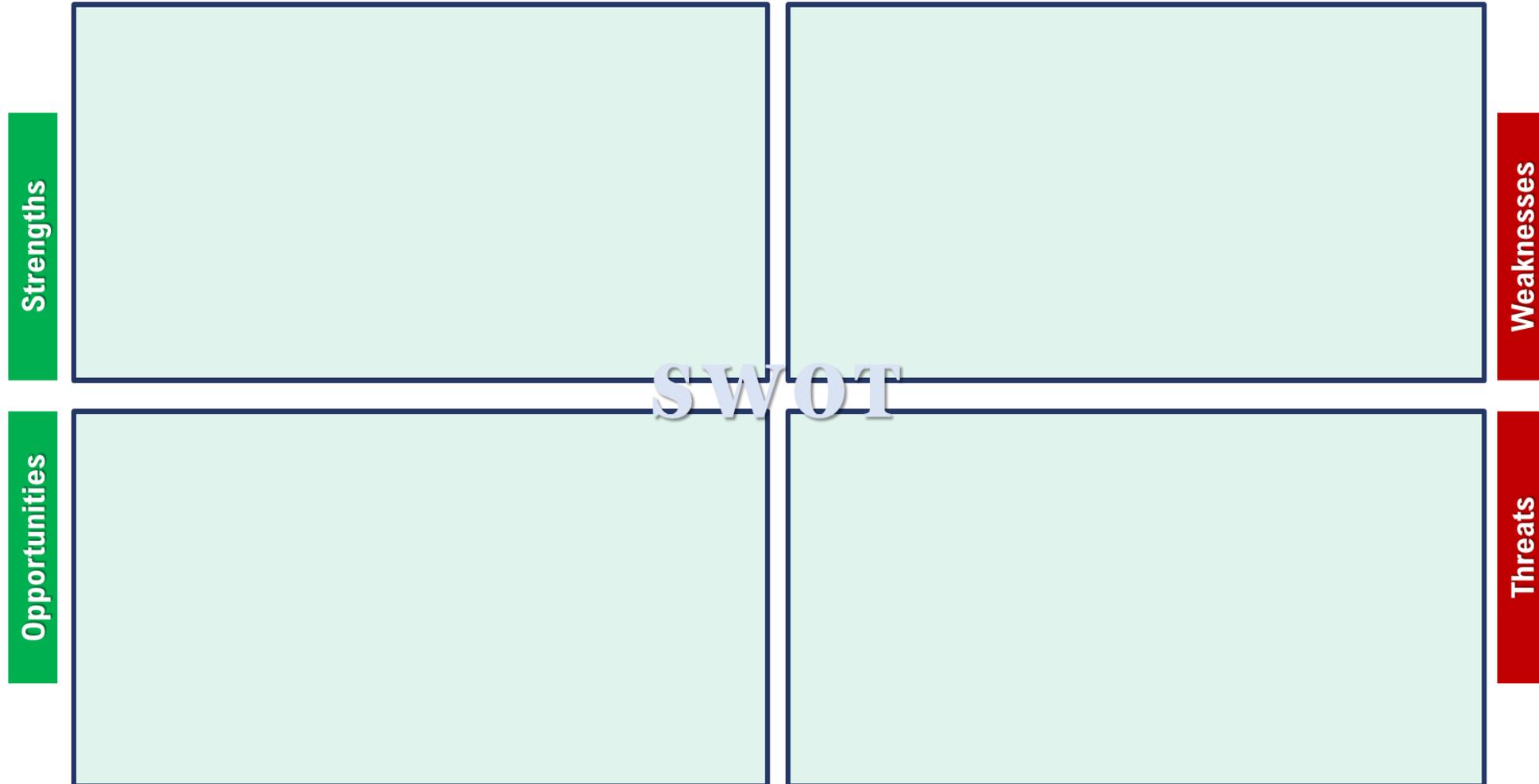
SWOT | Making the Connections



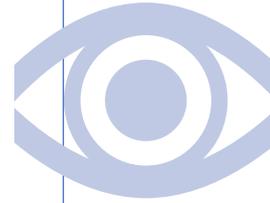
TASK 007

Go further by drawing a line from elements in one box to related elements in other boxes that may be related in a way that gives you an advantage.

Think about strengths that you can use to take advantage of opportunities. Think about opportunities you can harness to overcome weaknesses.

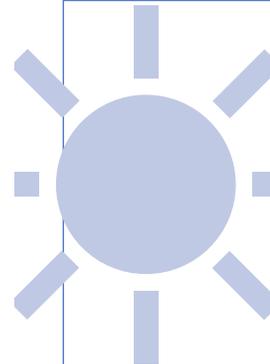


Module Assignment & Research



Optional: Read the Following Article

- **ARTICLE** - <https://www.atlassian.com/work-management/strategic-planning/mission-and-vision>



Optional: Develop a Pitch Deck

- **Read the Following Articles:**
 - [How to Create a Pitch Deck](#)
 - [How to Design a Pitch Deck](#)
- **Develop your pitch deck** using the guidance from these and other resources



WEEK 4

Components Beyond Our Control

This section focuses on elements external to us and outside our control that are likely to impact our venture. These elements are classified as *political, economic, socio-cultural and technological*. This section is an expansion of the lower quadrants of the SWOT analysis and may require a little research. Please include BOTH positive and negative factors.



PEST | Reflect on External Factors



TASK 008

Using the boxes provided, outline key factors that may affect your business in the respective areas

Political Factors

- e.g., Government policies, political parties in power.

Economic Factors

- e.g., Inflation rate, exchange rate, minimum wage.

Socio-Cultural Factors

- e.g., Social class, gender inequality, taboos.

Technological Factors

- e.g., New discoveries like GenAI.

Political Factors

Empty box for Political Factors

Economic Factors

Empty box for Economic Factors

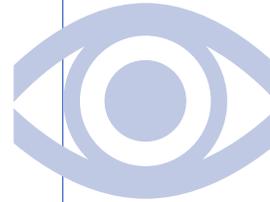
Socio-Cultural Factors

Empty box for Socio-Cultural Factors

Technological Factors

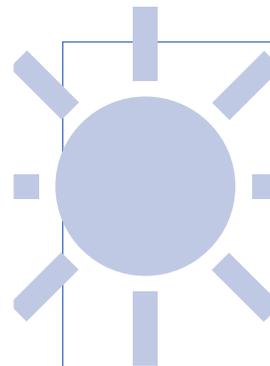
Empty box for Technological Factors

Module Assignment & Research



Watch this video:

- **VIDEO** - <https://youtu.be/54VW3tBYJqU>
- **Discuss** Key elements impacting small business in Africa



Read up on the Business Model Canvas

- **Read** <https://canvanizer.com/new/business-model-canvas>
- **Read** <https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>



WEEK 5

Business Design & Action Plan

This section focuses on **action points** framed from diverse viewpoints based on the understanding you have articulated of yourself, your customers, your business and your environment. It is very important to stay mentally connected to what you have done before. Refer to previous slides if you need to; it is a living document.



BUSINESS MODEL | Plan on a Page



TASK 009

Make your first attempt at putting together your business model using this template. It does not have to be perfect, and you can skip components you do not fully understand yet.

1. Kenneth Igiri		1.		1.
	Key Activities		Customer Relationships	
Key Partners	Key Resources	Value Propositions	Channels	Customer Segments
5.				
Cost Structure		Revenue Streams		

GOALS | Quarterly Outline



TASK 010

Reflect on what you have **uncovered** using this template. Write down what you will do in the next one year to transform your business. Outline three tasks per quarter.



GOALS | Rephrase with a Structure



TASK 011

Outline your goals for this year in a structured fashion based on the areas shown e.g., Acquire 2000 paying customers by July 2026 (\$100/customer/month) so I can resign from my day job



STRATEGY



STRUCTURE



SALES



SIZE



SCHOOLING

- S

SPECIFIC

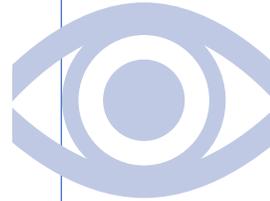
MEASURABLE

ACHIEVABLE

RELEVANT

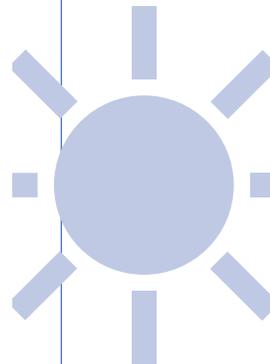
TIME-BOUND

Module Assignment & Research



Optional Graphics Assignment

- **Create** a Business Model Canvas for your business using Canva. Send to consultant@kennethigiri.com



Read up on the Business Model Canvas

- **Read the following articles:**
 - [Business Plan](#)
 - [How to Write a Winning Business Plan](#)
 - [How to Write a Business Plan \[2024 Guide\]](#)
- **Draft a business plan** based on these articles and the *Business Model Canvas* developed in this module



WEEK 6

Wrap Up & Workshop Prep

Here you are expected to put together your thoughts in your own way and then prepare for further conversations during the in-person workshop in August.



REFLECT | Personal Notes & Questions



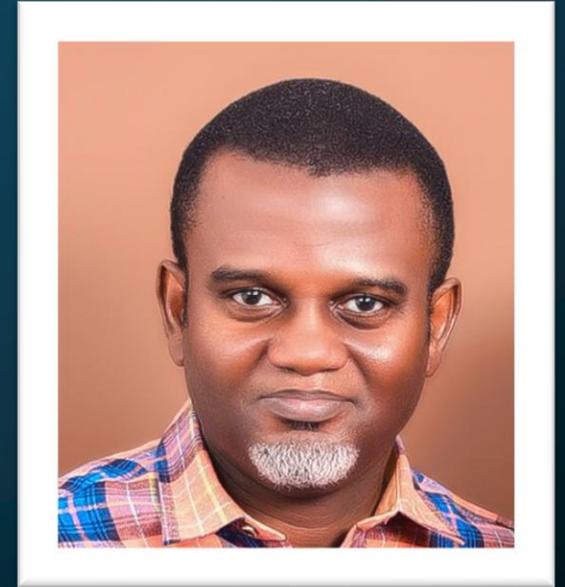
TASK 012

Outline your **takeaways** from this exercise and **questions** you may want to ask during the workshop.

Takeaways

Questions

THANK YOU



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