



Kenneth Igiri

Strategy Coach

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# Interactive Ideation Session

*with*

*First Last*

# AGENDA

## Module I

1. 2-Minute Pitch
2. Vision & Mission
3. SWOT Analysis Pt. I
4. Assignment I

## Module II

1. External Factors
2. PESTEL Analysis
3. SWOT Analysis Pt. II
4. Assignment II

## Module III

1. Value Proposition Canvas
2. Business Model Canvas
3. Business Model Summary
4. Assignment III

## Module IV

1. Smart Goals
2. Strategy
3. Roadmap
4. Next Steps





- Enterprise Architect
- Strategy Coach
- Self-Published Author
- <https://kennethigiri.com>



**Active on Social Media**



YouTube



clubhouse

# Module I

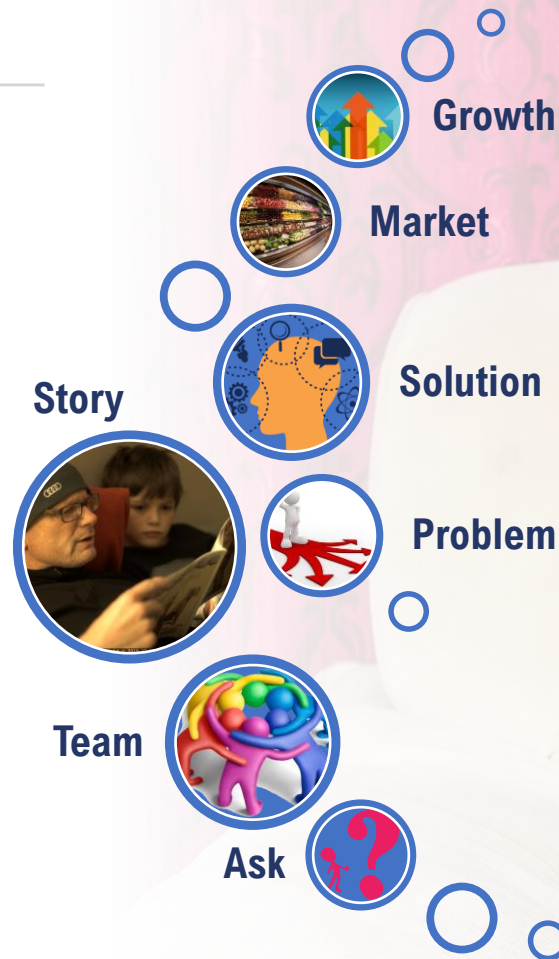
- ❖ 2-Minute Pitch
- ❖ Vision & Mission
- ❖ SWOT Analysis Part I



# 2-Minute Pitch

Let's pretend I am a Venture Capitalist. Convince me in a minute to give you an appointment that could earn you **\$100,000**.

**TAKEAWAY** – *Clarity.*  
Develop a succinct way of presenting your business.



# Vision & Mission

**TAKEAWAY** – *Clarity*. Establish your vision and mission statements.

Paint the perfect picture of your business **in a perfect world** in less than 20 words

In less than 20 words, **what will you be doing** to paint that picture?



# SWOT Analysis Part I

**TAKEAWAY** – *Awareness.* Document the factors for establishing a strategy.

Strengths

Weaknesses

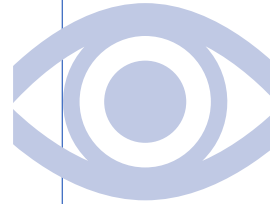
Opportunities

Threats

SWOT

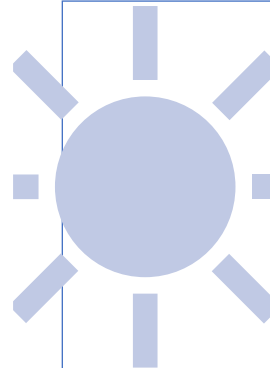


# Module I Assignment



## Read the following blog on vision and mission:

- **ARTICLE** - <https://www.atlassian.com/work-management/strategic-planning/mission-and-vision>
- Write a *1000-word* article detailing your review of the vision and mission of five global companies of your choice; tag @tscafrica



## Take the Pitch Further – 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

We will NOT PROCEED to the next module if you do not complete your assignments

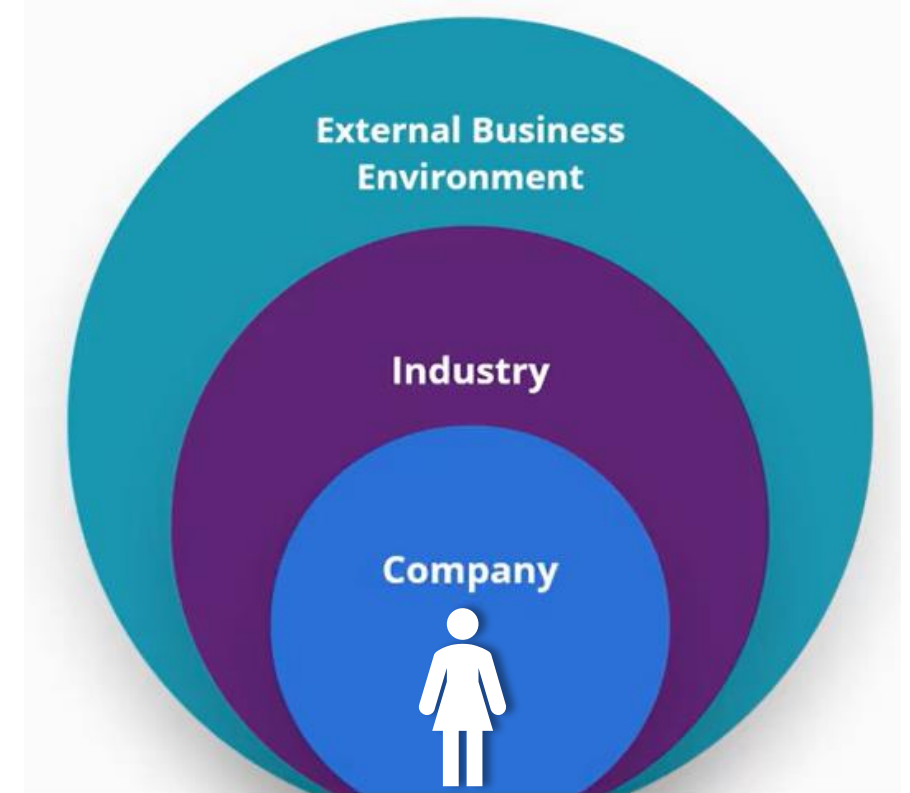


# Module II

- ❖ External Factors
- ❖ PESTEL Analysis
- ❖ SWOT Analysis Part II



# Overview of External Factors



# PESTEL Analysis

**TAKEAWAY** – *Context.* Capture the impact of external factors.

**Political**

**Economic**

**Social**

**Technological**

**Environmental**

**Legal**



# SWOT Analysis Part II

**TAKEAWAY** – *Awareness*. Document the factors for establishing a strategy.

Strengths

Weaknesses

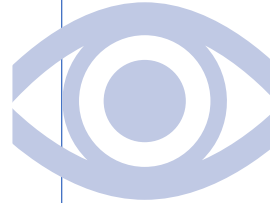
Opportunities

Threats

+ PESTEL

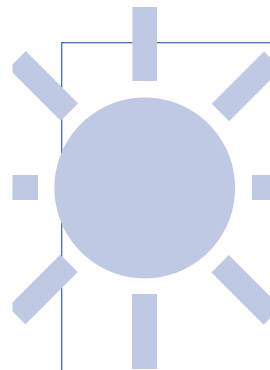


# Module II Assignment



## Watch this video:

- **VIDEO** - <https://youtu.be/54VW3tBYJqU>
- **Discuss** Key elements impacting small business in Africa
- **Post** summary of your understanding of **PESTEL** on social media; tag **@tscafrica**



## 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>



# Module III

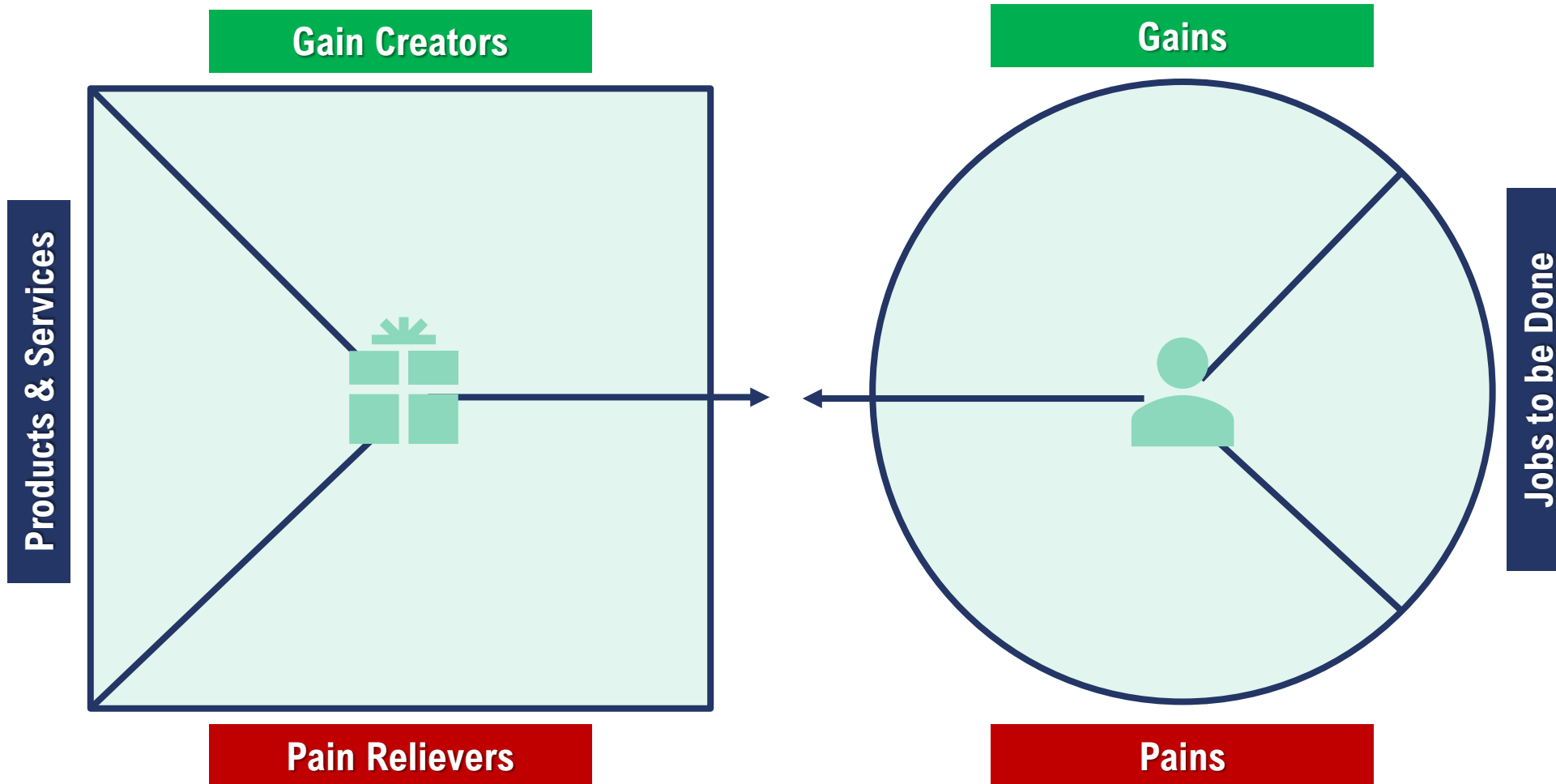


- ❖ Value Proposition Canvas
- ❖ Business Model Canvas
- ❖ BMC Summary



# Value Proposition Canvas

**TAKEAWAY** – Target. Value & Pain Points Addressed.



## Customer Data

1. First Name
2. Last Name
3. Phone Number
4. Delivery Address
5. Preferred flavour
6. Family size
7. Any health issues, allergies
8. Important dates



# Business Model Canvas

**TAKEAWAY** – *Clarity.* Articulate a Business Plan.

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

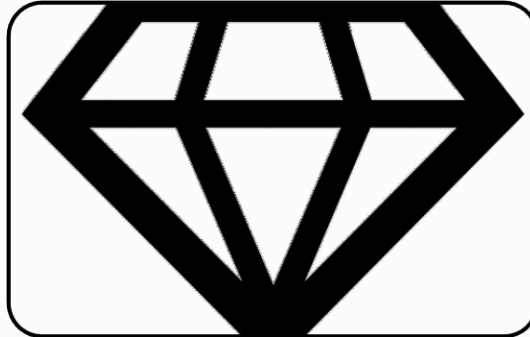


# WHY | BMC Summary

**TAKEAWAY** – *Clarity.* Summarize  
Business Plan.



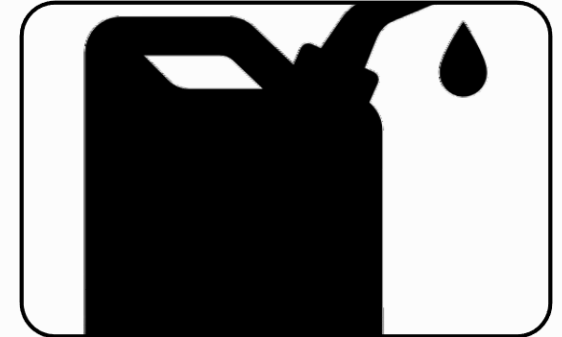
**Where Do We Compete?**



**What Unique Value Do  
We Bring?**



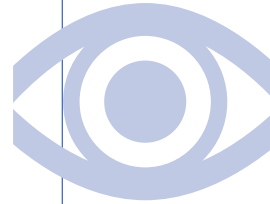
**What Resources and  
Capabilities Do We  
Utilize?**



**How Do We Sustain Our  
Value?**

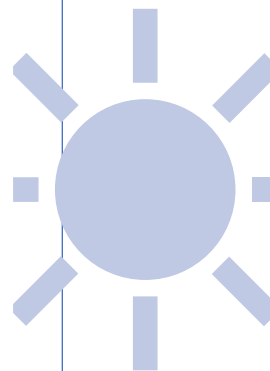


# Module III Assignment



## Watch this video:

- **VIDEO** - <https://youtu.be/KtgQpAoShK8>
- **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 \[2024 Guide\]](#)
- **Write a business plan** based on these articles and the *Business Model Canvas* developed in this module



# Module IV



- ❖ SMART Goals
- ❖ Strategy
- ❖ Roadmap
- ❖ Next Steps



# WHAT | SMART Goals

## SAMPLE STRUCTURE

Acquire 2000 paying customers by December 2024 (\$100/customer/month) so I can resign from my day job



STRATEGY



STRUCTURE



SALES



SIZE



SCHOOLING

- S

SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

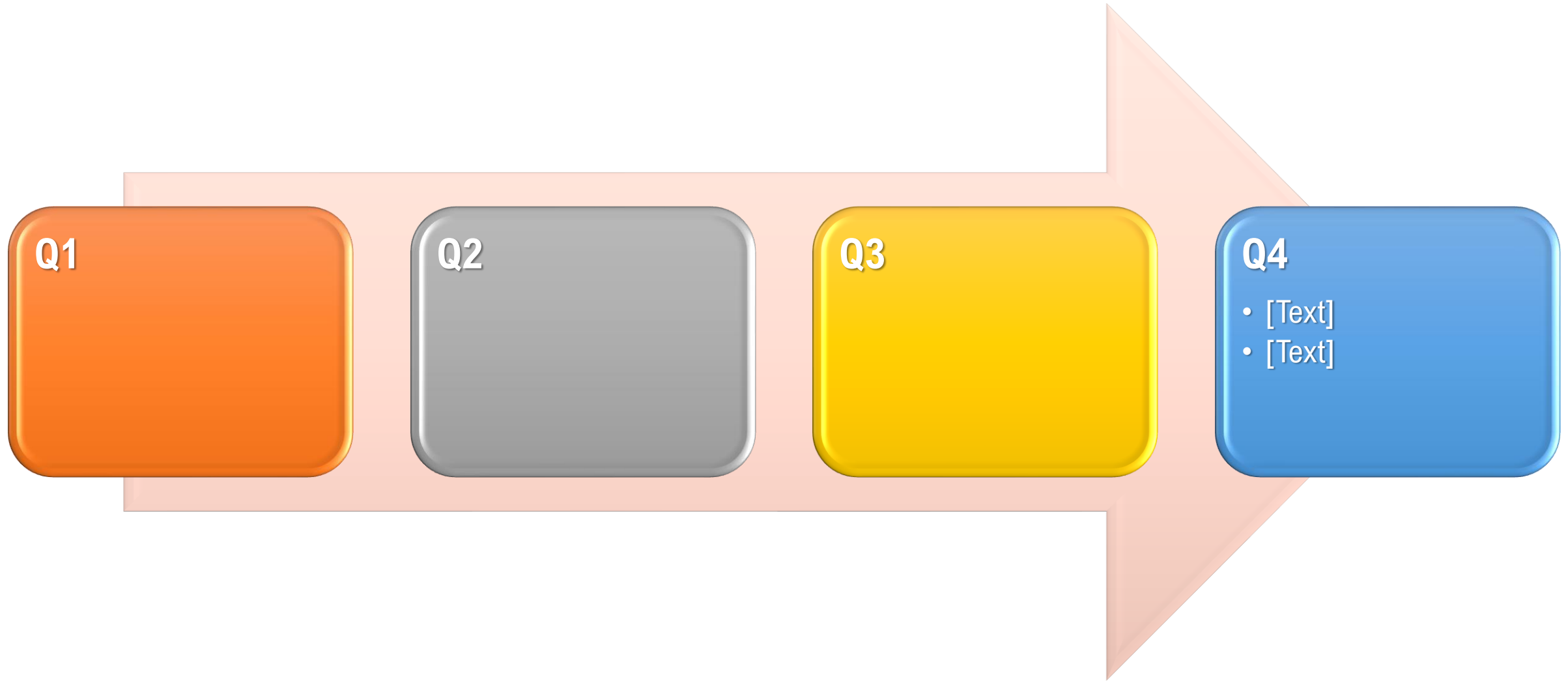
TIME-BOUND



# HOW | Strategy



# WHEN | Roadmap



# Next Steps

The Strategy Club –  
[tscafrica.com](https://tscafrica.com)



Choose your three  
branding artifacts



Choose your Iwineti  
Africa slot



# One Programme, Two Audiences

## Emerging Entrepreneurs

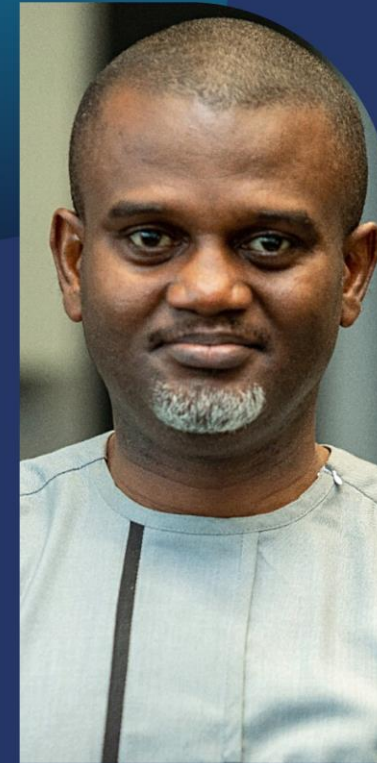
- Gain Clarity
- Develop a strategy
- Launch Predictably

## Career Professionals

- Get refined
- Get noticed
- Get hired



BESPOKE  
EXECUTION  
STRATEGY



## The INTERACTIVE IDEATION SESSION

The **Interactive Ideation Session** is a Strategy Session which will help you properly articulate your next move. Using strategy tools and techniques, Kenneth works with four types of people to demonstrate his philosophy of *thinking before doing* in real life.

### EMERGING ENTREPRENEURS

Gain clarity. Develop a strategy. Launch predictably. Especially if you are operating in Africa.



### CAREER PROFESSIONALS

Get refined, get noticed, get hired. Especially if you are in the Information Technology space.



### START THIS WEEKEND

"You are already smart. We just help you put your great ideas together in a holistic and structured fashion using strategy tools and techniques" - **Kenneth Igiri**

READY TO SOAR?

**LEARN MORE**

<https://kennethigiri.com/iis>

