



# LITHWS Training & Consultancy

## Company Profile And Training Programs

# 2020

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# 1. Company Background

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LITHWS is a private company serving as a platform in which we act as a catalyst in becoming an agent of change by delivering the hard truth behind our environmental and societal state. What we strive to see is a TRANSPARENT individual, organizations and society, where all the values and virtues lived and experienced are really at the service of all of us. That in return, plays an undeniable and immense role to the success of a business, a nation and the world at large.

LITHWS is a company evolved from its predecessor, Glimpse Experiential Learning, which was pioneered and led by an international training facilitator Eskender Kassa. For over 10 years the company has amassed far-reaching experiences in Ethiopia, Europe, North America, Asia and Africa.

Since its establishment, LITHWS has formed a strong network of highly qualified professionals with practical experience in designing/ delivering personal development, leadership and capacity building training programs in partnership with indigenous as well as international organizations.

The specialty of the company lays upon its unique methodology called Experiential Learning Model which been appraised by 96% of its clients as “outstanding learning experience”.

# 2. Underlying Core Values

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The word LITHWS also represents our core values, implies what we stand for in promoting creative, inspired and tested methods to unleash human potentials and talents and use it for ensuring a better leadership, society and world.

- LEAD BY EXAMPLE – we walk the talk!
- INWARD LOOKING- the journey to world transformation starts from the look with in- self-awareness and assuming responsibility.
- TENACIOUS- determined to keep moving forward even when things gets tough. No matter what the challenges may be, have a strong mind-set.
- HONESTY- Going the extra mile in being honest to seek the truth and improve vitality, confidence and empower our will power!
- WIN-WIN – the individual transformation always contribute to a world transformation. Everyone benefits from the personal transformation- the individual him/herself, the environment around him and the world at large.
- SYNERGY- each of us are here to contribute our strength and create a greater sum!

## **3. Our Services**

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### **i. CORPORATE TRAINING AND CONSULTANCY**

In this time of towering competition and growing number of businesses, being fit with the respective type of talented and updated employees is not much of an option.

As a result, having excellent training programs is one of the major issues to be taken into deep consideration. LITHWS, in its mission to narrow the gap, is here to help you by organizing different types of training programs and consultancy services on a corporate level.

Our years of experience in designing developing and refining leadership and human resource development programs that granted us to work with different international, local governmental and non-governmental companies, guarantees your corporate goals achievements and celebrate success in its highest form.

In order to meet your company's training and development gaps, our programs are customized to fit specific focus areas that you would like to work by conducting pre training assessments.

### **ii. LEADERSHIP COACHING AND RETREATS**

Being an executive is highly demanding position to be at –time, expertise and energy wise. We feel you. Having a break from your busy schedules of work and have an executives business retreats and coaching sessions really benefits you- as the executive - and your company at large. By facilitating mindful meetings with like-minded executives, the amount of business and personal experience sharing and attained business opportunities is tremendously rewarding. LITHWS, with its professional coaches and expertise organizes different types of executive retreats and scheduled coaching sessions in an out of town setting (locally & internationally)

### **iii. EMPLOYMENT AND MENTORING**

Welcome! You're at the right place to fill your employment needs. LITHWS is a platform that redefines the employment and staffing process. We aim at narrowing down the gap between the needs of employers and job seekers by organizing training on variety of mindfulness and skill building tools and on-job and mentorship programs to help employees take away cutting-edge proficiency and make themselves more marketable as well as employers to cut through the at times hectic hiring process.

## 4. Training Methodology





### i. Our Learning Model




In the most conventional training platforms, there are many different methods used to teach concepts, skills, the art of behaving and doing in a certain manner. Traditionally, formal lectures are the predominant tool that features a one way channelling of knowledge or information from a single source, assuming the learner as a mere recipient.

We, however, seek to add an 'Experiential' dimension of the person to the range of learning opportunities available to this matter. The Experiential approach is an essential element of our training programs in the way that it focuses on the inner dimensions of our psyche.







In order to emphasize and explore the essential connection between the learners' humanity dynamics and their experience of living and working, this methodology introduces participants to seven 'diagnostic tools' experiential learning.











### ii. The Learning Tools






Applying Tools	Description	Learners' Engagement rate (%)
<p><b>VISUAL PRESENTATION</b></p> 	Subject matters are presented in a way that depicts vivid imagery representations of the concepts and ideas. Facilitators communicate the key learning points with participants using graphically portrayed PowerPoint and inspirational short video shows. This process of imaging abstract ideas helps to formulate an easy model of ideas in the mind of the learner throughout the learning time.	70%
<p><b>REFLECTING ON REAL LIFE</b></p> 	Reflective process' involves learning from past experience to review professional progress, evaluate concerns and improve professional practice. During the training sessions Participants are guided to reflect their own life experiences and relate the subject matter with their practical life situations.	100%
<p><b>PAIRED DISCUSSION</b></p> 	This is part of the learning where participants are paired with each other to form a friendly partnership and share each other's real experiences on the concepts raised on the stage. People mostly get involved when it comes to sharing their experiences and insights with someone else because it opens a door to give life for some of the ideas that were buried deep-down in their psyche.	95%
<p><b>GROUP ACTIVITIES</b></p> 	Group work essentially creates an environment where participants "teach" and explain concepts to each other. This reinforces the information provided by the instructor and also provides the participants an opportunity to "hear" or learn the material from a peer, who may be able to explain it in a way that makes more sense to the other Participant.	95%

<b>SIMULATED GAMES</b> 	<p>Some people have a difficulty to grasp abstract ideas released in the form of words only by listening. Therefore our facilitators bring about the concepts in the form of indoor games and challenging exercises to represent the lesson behind a certain topic of discussion.</p>	95%
<b>CASE DEMO</b> 	<p>Some people are more inductive than deductive reasoners, which mean that they learn better from examples than from logical development starting with basic principles. The use of case demonstration clearly brings lifetime experiences in the classroom using the time-lapse effect.</p>	70%
<b>SELF EXPRESSION</b> 	<p>At the end of each session participants are invited to share personal realization on the subject matter. When they voice out their understandings it doesn't only give them a sense of confidence but also translates the training contents into their own learning models.</p>	80%

## 5. Our Track Record

	Client Name	Training Programs
1.	<b>Ethiopian Airlines</b> 	<ul style="list-style-type: none"> <li>- Engagement Training Program For Top Management Team</li> <li>- Leadership Empowerment Training, for department Managers &amp; division heads</li> <li>- Personal Transformation for ET School of Marketing students (SoM 52)</li> </ul>
2.	<b>Ministry of culture and tourism</b> 	<ul style="list-style-type: none"> <li>- Organisational Transformation for top management Team</li> <li>- Emotional Intelligence for experts</li> </ul>
3.	<b>Technology and Innovation Institute</b> 	<ul style="list-style-type: none"> <li>- Change management for all staff members</li> <li>- Principles of organizational success for all staff members</li> </ul>
4.	<b>Industrial Parks Development Corporation</b> 	<ul style="list-style-type: none"> <li>- Leadership Empowerment Program</li> </ul>
5.	<b>Addis Ababa University</b> 	<ul style="list-style-type: none"> <li>- Pre-employment Training Program, for graduating students</li> <li>- Leadership For Service Excellence, For AAU Staff</li> <li>- Job Fair Event at AAU campus (<i>Event Organizing and consultancy services</i>)</li> </ul>
6.	<b>Ambo University</b> 	<ul style="list-style-type: none"> <li>- Emotional Intelligence for university management team</li> </ul>

7.	<b>Gambela University</b> 	- Leadership Empowerment Program for university management team
8.	<b>Ethiopian Roads Authority</b> 	- Leadership Transformation Training for its top and middle level management team.
9.	<b>Ethiopian Investment Commission</b> 	- Professional Team empowerment training program
10.	<b>AAU, College of Health Sciences – Tikur Anbessa Specialized Hospital</b> 	- Staff Empowerment Training Program For Admin-Staffs
11.	<b>SOS Children Villages, Ethiopia</b> 	- Youth Transformation Program
12.	<b>BGI Ethiopia</b> 	- Emotional Intelligence - Proactive Leadership
13.	<b>Berhan International Bank</b> 	- Emotional Intelligence for HR Department Staff - Customer Relationship Management for division staffs, Branch Managers, Senior Officers, Branch Accountants, Senior Customer Service Staff - Customer Service Basics & maintaining Customer satisfaction for Branch Managers, Branch Accountants & security officers
14.	<b>Bunna International Bank</b> 	- Customer Relationship Management for head office staffs & branch managers
15.	<b>Nib International Bank</b> 	- Achieving Marketing Excellence Through Business Negotiation And Persuasion Skill - Leadership In Service Excellence
16.	<b>Nib Insurance</b>  ንብ ኢንሹራንስ ኩባንያ (አ.ማ.) <i>Nib Insurance Company (S.Co.)</i>	- Emotional Intelligence & Negotiation skills for Insurance Agents - Principles Of Success For Insurance Agents - Emotional Intelligence And Excellence In Service Leadership for branch managers

17.	<b>United Insurance S.C.</b> 	<ul style="list-style-type: none"> <li>- Corporate Retreat Program for Top management team</li> </ul>
18.	<b>United Bank S.C.</b> 	<ul style="list-style-type: none"> <li>- Leadership In Customer Service for Top management and branch managers</li> <li>- Delivering Service Excellence for all branch managers in the country delivered on annual meeting</li> </ul>
19.	<b>Embrace Cooperation Ltd.</b> 	<ul style="list-style-type: none"> <li>- Advanced Leadership Consultancy</li> <li>- Organisational visioning &amp; leadership in change</li> <li>- Life dream 4All (youth empowerment program)</li> </ul>
20.	<b>Libya Oil Ethiopia Ltd</b> 	<ul style="list-style-type: none"> <li>- Business Negotiation &amp; Persuasion Skill</li> <li>- Leadership Training</li> <li>- Effective Team and Diversity</li> <li>- Customer Service &amp; Stress management</li> <li>- Excellence In Customer Service And Time Management</li> <li>- Effective Communication</li> <li>- Supervisory Leadership</li> <li>- Understanding Customer Behaviour</li> <li>- Customer Relationship Management</li> </ul>
21.	<b>People In Need (PIN)</b> 	<ul style="list-style-type: none"> <li>- Emotional Intelligence</li> <li>- Personal Goal Setting</li> <li>- Communication Skill</li> <li>- Soft Skill Training Program for Potential migrants and returnees</li> </ul>
22.	<b>H&amp;M</b> 	<ul style="list-style-type: none"> <li>- Emotional Intelligence</li> <li>- Creativity and Innovativeness</li> </ul>



# Training Programs

## 1. Self-Awareness & Emotional Intelligence

### Narrative:

People are increasingly recognising the key role that 'Self-Awareness & Emotional Intelligence' has in the effectiveness of the modern life style. This course provides techniques and knowledge for the practical application of Emotional Intelligence in their work life. It will help them to understand themselves and others better, and gives an insight into how to build productive and healthy relationships with colleagues. The contents show how emotions affect performance at workplace, and how to use practical and effective strategies to manage self and emotions in difficult situations.

### Key Learning Points

- Understanding the 'self' and 'others'
- Discovering Personal Greatness and specialty
- The Art of Letting Go
- How the brain operates to create disempowering attitudes and how to change them into empowering ones
- Emotions and How to Manage Them in the Workplace
- Skills in Emotional Intelligence: Self-Regulation/Managing Emotions

### Key Learning Outcomes

#### At the end of the session participants will be able to

- Demonstrate compassion and concern by putting themselves in customers' shoes and acknowledging the discomfort associated with their issues
- Have a better understanding of the origins of emotions that sabotage personal awareness, acting non proactively and come up with decisions to improve them
- Start applying Emotional Intelligence at work, including: developing, maintaining and applying Self Awareness; Social Awareness; Self-Management and Relationship Management.
- Deal more confidently and professionally with emotions in themselves and others
- Handle difficult inter-personal issues more confidently and effectively
- Build better self-awareness that gives way for stronger self confidence



## 2. Proactive Leadership

### Narrative:

Leadership Training is an intensive and experiential-based program designed for organizations so as to enable them to fully utilize their human capital and organizational potentials. The training offers an opportunity to investigate leadership challenges and limitations with an aim to discover individual and organizational solutions.

The training syllabus is constructed on the principle that everyone has endowed with innate talents with unlimited learning capacity from the surroundings to make him/her an ideal leader that can be exploited on demand. Any individual can make a difference on his own sphere of influence as long as given the opportunity to develop and sustain those leadership qualities and skills on every day basis.

### Key Learning Points

- Proactive Leadership
- Identifying real challenges - The iceberg theory
- The 10X rule of success
- Setting the right and the biggest goals
- The “Being – Doing – Having” Model
- Discovering Personal Greatness and specialty
- Build Trust, Credibility, and Respect
- Team leadership

### Key Learning Outcomes

#### At the end of the session participants will be able to

- Effectively and efficiently utilize and manage their professional talents and leadership qualities
- Develop and maintain work morale regardless of challenges and crisis
- Explore and apply individual talents in their daily managerial operation
- Establish configuration between professional role and corporate governance
- Clarify and prioritize their objectives and goals, by creating more planning time.
- Use practical techniques for organizing work.
- Choose assertive responses to different time management situations
- Identify what is important and what is urgent for identifying clearly one’s own priorities
- Improve internal & external communication especially when confronted with deadlines & pressure.

### 3. Business Negotiation & Persuasion Skill

#### Narrative:

All human interactions are a form of communication. In the business world, nothing can be achieved without effectively communicating with influencing employers, employees, clients, suppliers, and customers. Improved negotiation skills are an investment that will prove value throughout your life. This short course in negotiation is designed to develop and sharpen professional skills, new tactics for negotiating and ensure they get the most out of a discussion, deal, or sale.

#### Key Learning Points:

- The Power To Influence
- Outcome Based Thinking
- Laws Of Persuasion
- Persuasion Techniques
- Communication Styles
- Instant Rapport

#### Key Learning Outcomes: at the end of the session participants will be able to

- Understand the states and motives of people or clients and respond to those fundamental elements in the negotiation process.
- Set goals using OBT (outcome-based-thinking) and keep them in mind all through the negotiation process.
- Determine a hierarchy of values for self and the client whom one are in communication with.
- Effectively deal with emotionally charged conversations in the course of negotiations.
- Encode the message in the client's general communication style based on the parameters of Logical, analytical, director, emotional
- Successfully generate a rapport at the early stage of their communication process with a client.

## 4. Effective Communication Skills

### **Narrative:**

No matter what industry a person works in, the ability to communicate effectively with superiors, colleagues, and staff is very essential to succeed throughout his/her career. Workers in the digital age must know how to effectively convey and receive messages in person as well as via phone, email, and social media. This practical training course focuses on interpersonal skills for business by improving employees' verbal and non-verbal communication style.

### **Key Learning Points**

- Fundamentals and principle of communication ,
- How effective communication can satisfy customers and work colleagues
- Basic communication techniques and how to adapt self for effective communication with different clients,
- The various types of communication and how to identify own communication styles
- Using Humor as effective tool for communication
- Knowing own strength and effectively use it and identify weakness and complement it,
- The most important interview skills
- What are the most common question and effective answers
- Communication skills that helps resolve conflicts

### **Key Learning Outcomes**

#### **At the end of the session participants will be able to**

- Demonstrate poise and authenticity in every customer communication
- Use Humor as a means to convey messages having threatening subjects in a non-threatening way.
- Identify their personal strength and weakness as well others so that they are careful in their interaction
- Have the skill how to resolve miscommunication and conflicts
- Have a skill to handle challenging situations without being emotional
- Have confidence in being a better communicator and leader in the future
- Initiate Communication a plan and exercise in improving ones present communication skill

## 5. CUSTOMER SERVICE MANAGEMENT

### Narrative:

This program introduces the different facets of customer experiences to the staff and shows them how to identify their real customer segment. It also analyses the key components of CSM and explain how it is integrated within the company's goals and objectives framework.

### Key Learning Points:

- Fundamental service principles
- Tools and skills for effective service
- Role of the individual, team, department and Organization for effective client service.
- Understand exiting challenges how to be prepared to overcome those challenges
- Initiate personal goals and take proactive steps to manifest desired goals

### Key Learning Outcomes: at the end of the session participants will be able to

- Create a broader understanding of client service themes and how it is applicable to our organization
- Exercise a discretionary decision making abilities on increasing bank's clientele base Identify the current challenges and find workable solution as a team
- Focus on the evaluation of the critical satisfaction dimensions and the determination of customer groups with distinctive preferences and expectations.
- Develop a new paradigm of viewing clients that is empowering for the staff and give a happy experience to the clients
- Set up a mutual value for all the parties involved in their work process for long lasting customer relationship

## 6. SERVICE LEADERSHIP

Narrative:

It is naturally expected, the leadership at service giving sector continuously aspires to see its staff perform at the highest possible professionalism and often leave no stone unturned to achieve this goal. The program inspires the leadership to have a better understanding of working principles how to handle the staff in a way that empowers and bring the best out of them as well support those who are not meeting the set standards.

Key Learning Points:

- Proactive Leadership
- Problem identifying and Solving
- Paradigms in service leadership
- Expanding the definitions of service
- Discovering human values in giving service
- Internal and external customers
- Professional Qualities in Customer Service

Key Learning Outcomes: at the end of the session participants will be able to

- Exercise a discretionary decision making abilities on increasing company's clientele base
- Explore innate leadership values and qualities as effective problem solving mechanisms.
- Exercise the universal leadership principles.
- Lay down their massive action plan that meets the actual challenges
- Develop suitable approaches to go the extra mile in serving, and being a customer advocate.
- Creatively exercise managing meaningful and effective solutions within the leadership function.

## 7. Goal Setting

### **Narrative:**

Successful life is all about visioning and goal setting. Everyone wants to achieve or attain certain things; successful people know how to turn those wants into achievable or attainable goals. Setting long term goals and drawing a lifetime visions pulls them into behaviours aimed at achieving the goals. This course helps participants systematically explore goal setting on day-to-day objectives as well as on a grander scale on life mission statements, career goals and long-terms goals. Sessions are designed to help delegates explore goal setting from many angles, using associations, visual techniques, roles, mind maps and so on. They also participate in exercises on goal formulation to learn about the best ways to express their goals and therefore increase their chances of achieving them.

### **Key Learning Points:**

- Importance of Goal Setting
- Identifying real challenges - The iceberg theory
- Visualization: The art of visioning
- Goal Formulation: Setting the right and the biggest goals
- The “Being – Doing – Having” Model
- Autosuggestion:

### **Key Learning Outcomes**

#### **At the end of the session participants will be able to:**

- Gives a conducive opportunity and platform for participant to recognize and acknowledge the inner most aspirations that makes his or her life meaningful and purposeful.
- Help individuals to identify their sense of purpose in their career and current responsibilities
- Infuses the importance of having a vision to be achieved in personal and professional field.
- Shows a clear line of purposeful life so that people know where to go in the future.
- Facilitates the construction of visions in a visual material

## 8. Time Management / Self Organisation

### **Narrative:**

In order to really effect positive change in personal and professional life, we need to reorganise the way we spend our TIME; based on the concept of importance - not urgency.

This training is designed integrating the famous Time Management Matrix technique developed by Steven R. Covey. Using matrix of time will help participants to come to realise that for most people, the problem is that we are continually doing the urgent stuff, at the expense of the important. Giving this course for so many years it proved to be the most effective way for self-organization.

### **Key Learning Points:**

- Time and Thoughts management
- The Time Matrix
- Analyzing your daily activities
- How to value a tasks and assignments
- Prioritizing and Planning.
- Delegation
- putting these into practice in your workplace

### **Key Learning Outcomes**

#### **At the end of the session participants will be able to**

- Identify their own particular time wasters and adopt strategies for reducing them.
- Recognize the variety of causes of procrastination and apply relevant techniques to overcome these.
- Clarify and prioritize their objectives and goals, by creating more planning time.
- Adopt appropriate strategies for dealing with interruptions and anything else which 'steals' their time.
- Choose assertive responses to different time management situations
- Identify what is important and what is urgent for identifying clearly one's own priorities



## 9. Workplace Ethics

### Narrative

Ethical conduct and a vibrant attitude demonstrated by all employees is the basis for long-term success in any organization. The main objective of this training is to create awareness of ethical issues in workplace and maintaining a positive attitude always ensures a long-lasting effect on the working atmosphere. By the time this session is over, participants will be able to recognize the importance of work ethics, identify ethical problems on the job, make ethical decisions and adopt new habits that promote positivity.

### Key Learning Points:

- Ethical decision making and conduct is required of every employee.
- Make sure you understand and follow our ethics policy at all times.
- Examine your actions and decisions carefully and look for ethical issues.
- If something doesn't feel like it's the right thing to do, it probably isn't.
- Consult with your boss any time you think you may have an ethical problem.
- Attitudes - the what, why, and how
- Looking at Successful People
- Four typical phases of attitude at work: Excitement, Frustration, Looking, Recommitment
- 10 positive attitude principles

### Key Learning Outcomes: at the end of the session participants will be able to

- Examine their actions and decisions carefully and look for ethical issues
- Exercise ethical conducts on the daily use of resources, money & time
- Put their efforts into productive activities rather than diverted for wrong purposes or personal gain.
- Follow ethical standards which promotes a strong public image for the organization
- Assist the organization to comply with laws and regulations by following the legal work ethics
- Understand where attitudes come from and how they grow
- Identify characteristics of successful people
- Realize how situations affect your attitude if you let them
- Control one's own attitude every day
- Use specific actions to turn around others' bad attitudes

## 10. Effective Team Working

Narrative:

A high-performance team is one that works harmoniously, with its members communicating effectively and striving for the same goal.

This is a two days course designed for people who work in teams that need to improve their collaborative and communication skills to produce better results. The course is a combination of theory, self-assessment, reflection and practical exercises. It provides opportunities for teams to collaborate, understand each other and forge better working relationships and practices that will improve performance.

### Key Learning Points

- The different personality types required in a balanced team
- The differing roles required in effective teams
- How individual talents contribute different skillsets to a team
- What makes a high performance team?
- Sharing a team vision
- Defining individual and team scope and expectations
- Identifying your own preferred team leadership style
- Identifying specific action to improve your team leadership

### Key Learning Outcomes: At the end of the session participants will be able to

- Have an understanding of team roles, individual behavior in a team
- Establish configuration between professional role and institutional governance
- Recognize how a cohesive, motivated, positive team working effectively produces better results.
- Identify situation in which they may need to get things done without authority.
- Communicate with the approach to cooperation than competition.
- Work with the organization up and down to reach common goals.
- Use the techniques of influence effectively.
- Build effective alliance that encourage others to work with them.
- Rally people through teamwork and positive energy.

## 11. Problem Solving Skills

### Narrative:

Knowledge is a fantastic means for aiding advancement but it is not a solution in itself. In this new creative era, the power is inevitably shifting to the people who can look things differently, who can think imaginatively and objectively to deliver new values, ideas and solutions. The people who progress in their personal and work success will be those who can make fresh connections and discoveries, generate original ideas, solve problems creatively and break the rules of to overcome sameness. They will be true 'whole brain thinkers' harnessing both analytical and creative skills to make optimal decisions.

By going through this training people are fundamentally setting themselves up to be one of those people who makes a difference instead of following the same cycle of habit of action.

### Key Learning Points:

- Understand problem solving skills and how to harness others potential for a win-win solutions
- Generating thoughts and ideas in a constructive and purposeful manner
- Reacting to existing influences and ideas
- Analyzing ideas to reach a solution for a specified problem
- Validating and implementing a potential solution
- The proactive mode of thinking

### Key Learning Outcomes: at the end of the session participants will be able to

- Define opportunities, challenges and problems
- Generate varied and unique ideas for dealing with selected problems using appropriate creative tools and strategies
- Evaluate ideas and determine the most promising solutions
- Strengthen their chosen solution and plan for successful implementation

## 12. Financial Management for workers and small business owners

### **Narrative:**

Workers in industrial areas receive a low income and require basic finance knowledge and awareness to support and increase their income if they have to look forward for a more sustainable employment with incremental growth in their finances. Healthy attitude towards money and having knowledge of the available opportunities to augment their salary to aspire for a more safe and comfortable financial income is paramount importance for such labourers. It is important to help them acquire a motivated and committed Mind-set to create a healthy future for them and family with money management and inspire them to overcome the short term sight for a long and empowered money generating opportunities. Managing cash flows and accounts properly is as important as getting new business. Finance training will look at the critical aspects that underpin the financial management aspect of their income and potential small businesses.

### **Key Learning Points:**

- What is financial management
- How to set financial goals and outcomes
- Preparing a budget
- Cash flow management
- Understanding available opportunities and create a mind set to optimize such prospects
- Business Budgets – an important tool to manage small business finances
- Software and platforms to make life easy

### **Key Learning Outcomes: at the end of the session participants will be able to**

- Examine the key elements of financial planning
- Identify opportunities to improve profitability
- Discover tools to make managing their business finances easy
- Uncover ways to make numbers align to your business goals
- Understand how to get the best deals from their suppliers
- Uncover the role that outsourcing plays in small business money management

## 13. Entrepreneurial Skills

### Narrative

Taking a training program in entrepreneurship can provide skills and inspiration to get the beginners as well experienced entrepreneurs on their way. Generating an entrepreneurial mind-set can improve how they think about business opportunities whether it's for a small or large business, family-owned or venture-backed, or a social media entrepreneurship venture. This beginners' entrepreneurship training helps expose trainees to fundamental concepts and analytical tools such as the lean start-up process to help improve their chance for success. Learn case studies from successful entrepreneurs who will inspire them and teach valuable lessons on how to grow a business from non-profits to large corporations.

### Key Learning Points

- Entrepreneurship: Content, definitions, theoretical approaches
- Entrepreneurial Intention
- Early stage entrepreneurial activity and established entrepreneurship. Opportunity and necessity
- Implementation of business idea. Business Plan
- Start-ups strategy: Analysis of market and competition.
- Finance & accounting program of start-ups.
- Marketing program of start-ups.

### Key Learning Outcomes

#### At the end of the session participants will be able to

- Understand the importance of entrepreneurship as a tool for development, the basic principles of Entrepreneurship, the concept and basic principles of innovation
- Describe and distinguish the typologies of entrepreneurship, the financial sources for start-ups, the modes of business networking
- Design business plans
- Develop capabilities and skills necessary to assume entrepreneurial activity
- Implement theoretical knowledge acquired by designing a small virtual enterprise

# Our Clientele

## Governmental organisation



## Non-Governmental organisation



## Universities



## Banks and Insurances



## Private Business Companies

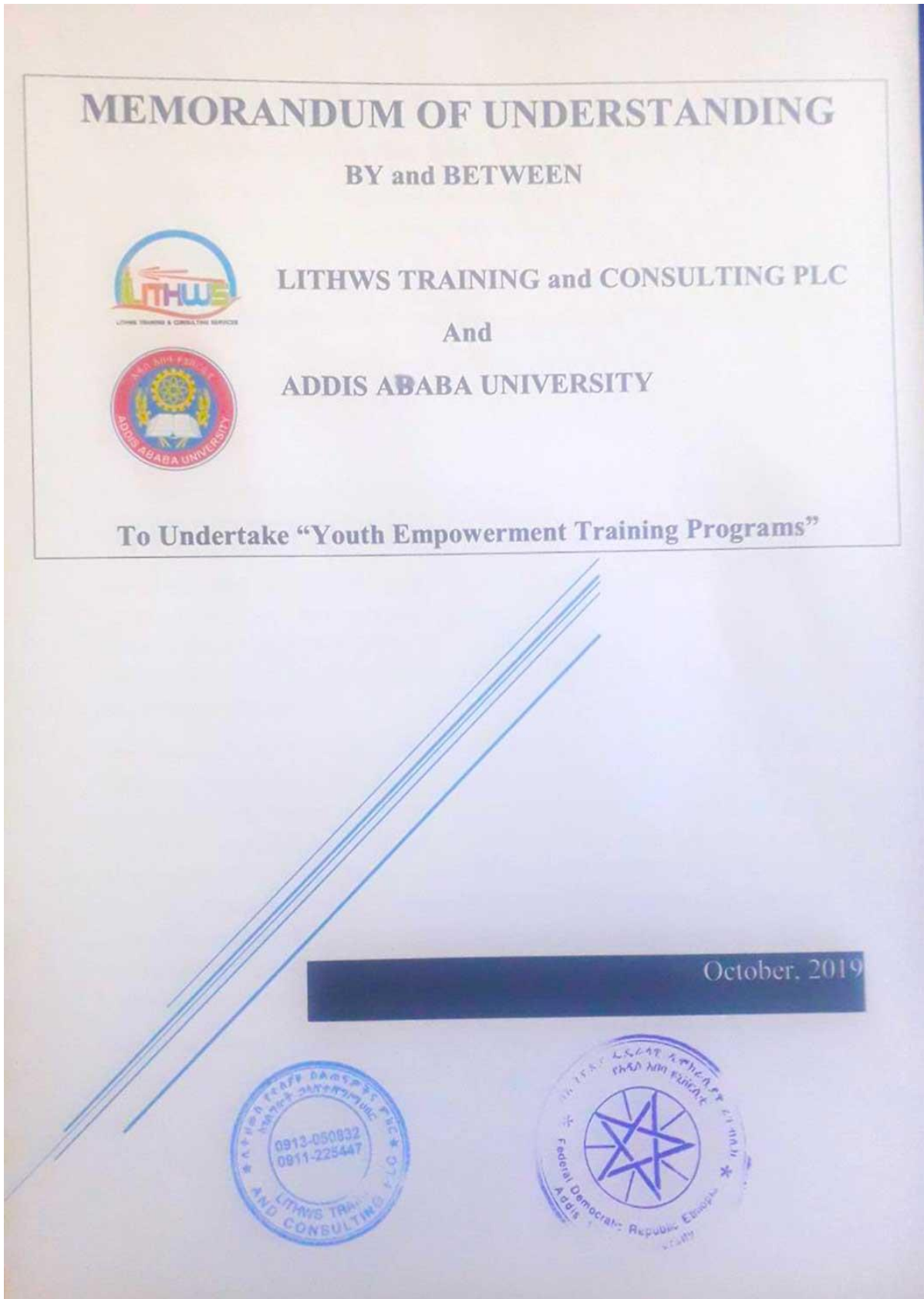


## Overseas

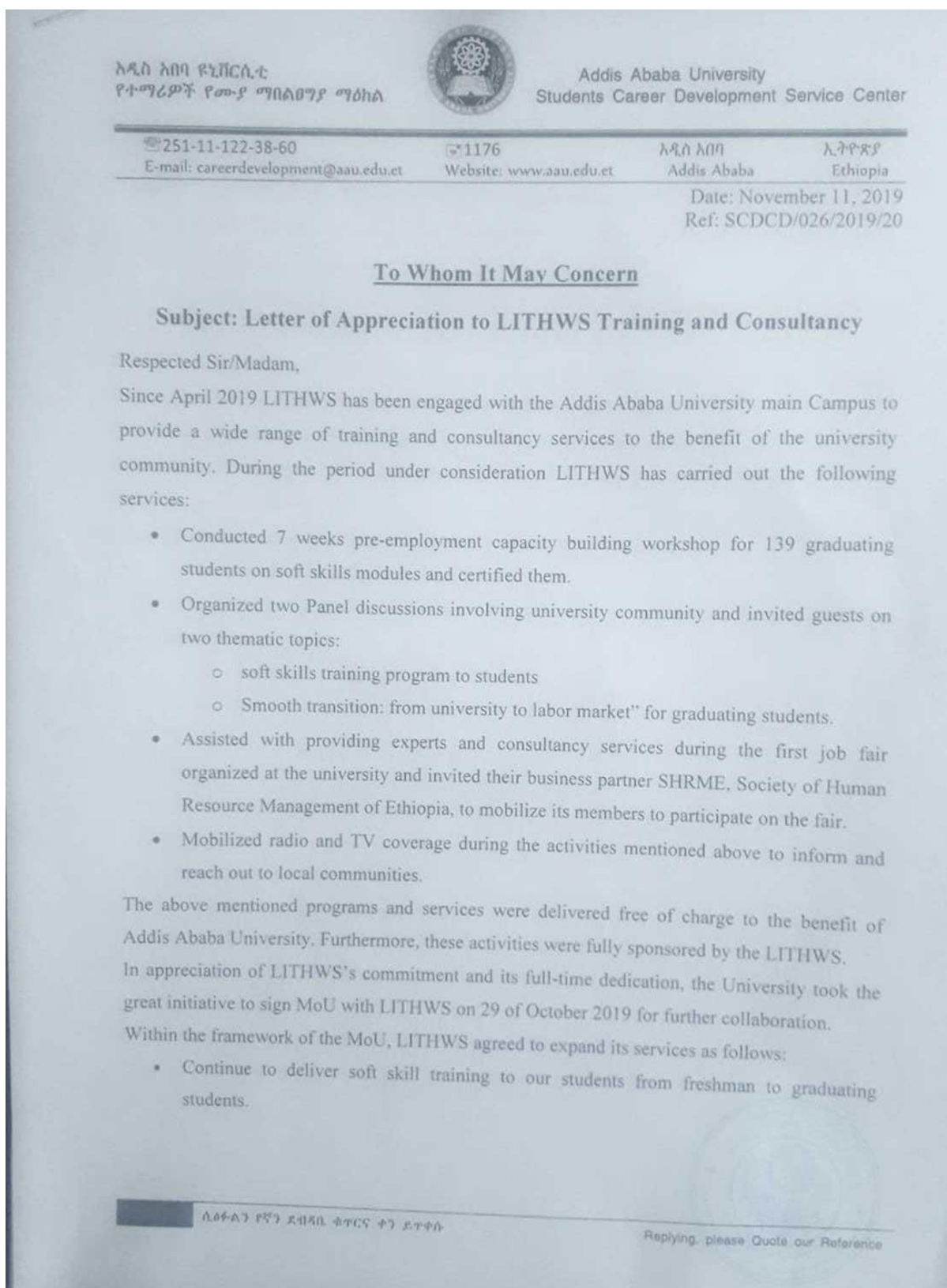




# Testimonials







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Website: [www.aau.edu.et](http://www.aau.edu.et)

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Addis Ababa

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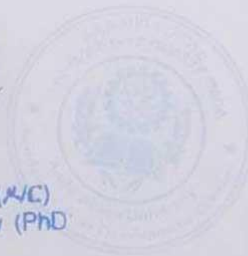
Ethiopia

- Organize leadership programs to the benefit of senior members of the university.
- Conduct training programs on empowerment as well as workshop on experiential learning methodology.
- Organize seminars and panel discussions in collaboration with the university in order to support and improve the quality in service and in education.
- Organize and participate in Job fairs and mobilize employing companies to connect with job seeking graduates within and outside the university campus.

To this end, while we renew our commitment for the smooth and successful accomplishments of the projects, we would like to encourage and invite your good office to do its level best in supporting LITHWS with effectiveness in its initiatives and performance of its activities.

We are pleased to be available for any further clarification and support.

Sincerely,



ካሱ ጃልቻ ሲላየው (ዶ/ር)  
Kassu Jilcha Sileyew (PhD)

የተማሪዎች የሙያ ማበልፀገያ  
ዳይሬክተር  
Director, Students Career  
Development Center

ለፊት ለፊት የሽን ደብዳቤ ቁጥርና ተን ይጥቀሱ

Replying, please Quote our Reference





የኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ሪፐብሊክ  
የባህልና ቱሪዝም ሚኒስቴር  
The Federal Democratic Republic of Ethiopia  
Ministry of Culture and Tourism

ቁጥር 1 | አ-6 / 89  
Ref.No. 05 ግንቦት 2011  
ቀን  
Date

### ለሚመለከተው ሁሉ

ላይት ሀውስ የስልጠናና የማማከር አገልግሎት ኃ/የተ/የግ/ማ ከ04/08/2011 ዓ.ም - 05/08/2011 ዓ.ም ለሁለት ቀናት ለሚኒስቴር መስሪያ ቤቱ መካከለኛ የስራ አመራር /ዳይሬክተሮች/ አባላት "አርጋናይዜሽናል ትራንስፎርሜሽን" በሚል ርዕስ፣ እንዲሁም በ13/08/2011 ለሰራተኞች "ኢሞሽናል ኢንተሊጀንስ" በሚል ርዕስ በአዳማ በከተማ ስልጠና ሰጥቷል። በነዚህ የስልጠና መርሀ ግብሮች ላይ በጠቅላላ ከ110 በላይ ተሳታፊዎች የተገኙ ሲሆን በፕሮግራሙ ማጠናቀቂያ ላይ በተሠጡት ግብረ-መልሶች መሰረት ስልጠናው እጅግ ውጤታማ እንደነበር ለመረዳት ተችሏል።

የስልጠናዎቹ ይዘት በዋናነት የተዛባ አመለካከትን በመቀየር ተፈጥሮአዊውን እምቅ ችሎታ አንዲጠቀምበት የሚያበረታታና በስራ ቦታም ይሁን በግል ህይወት ውስጥ ልዩነት መፍጠር የሚያስችል ሆኖ አግኝተነዋል። የስልጠናው አቀራረብም የሁሉንም ተሳታፊ የአረዳድ አቅምን ያገናዘበና ከግል ስብዕና ጀምሮ ወደ ሙያዊ በመቀጠልም ወደ ተቋማዊ ደረጃ እያደገ የሚሄድ ስነ-ዘዴን በመከተል ሰራተኛው ተግዳሮቶቹንና መፍትሔዎቹን ለመለየት የሚያስችለውን አጋጣሚና መድረክ ያመቻቸነበር።

በመሆኑም የኢ.ፌ.ዲ.ሪ ባህልና ቱሪዝም ሚኒስቴር ለዚህ ልዩ የስልጠና ፕሮግራም አድናቆቱን እየገለፀ ሌሎች መስሪያ ቤቶችም በስልጠናው ተጠቃሚ ቢሆኑ ወቅቱ ለሚጠይቀው የሰራተኞች የአመለካከት አቅም ግንባታ ስራዎቻቸው እና ለተቋማዊ የለውጥ ጥረቶቻቸው በእጅጉ ያግዛል ብለን እናምናለን።

ከሰላምታ ጋር !

የመ.ጣ.ቁ } 1907      ስልክ } +251-011-551 7020      ፋክስ } +251-011-551 2889      ኢ-ሜይል } tour-com@ethionet.et  
P.O.Box }      Tel }      Fax }      E-mail }

መልስ በሚጻፉልን ጊዜ እባክዎን የእኛ ደብዳቤ ቁጥር ይጥቀሱ  
PLEASE QUOTE OUR REF.NO.WHEN REPLAYING



ቢ. ጂ. ኢ. ኢትዮጵያ ኃ.የተ.የግ.ኩባንያ  
**B. G. I. Ethiopia Private Limited Company**

Ref.No. BGE 1104/19

Date 15 MAY 2019

TO WHOM IT MAY CONCERN

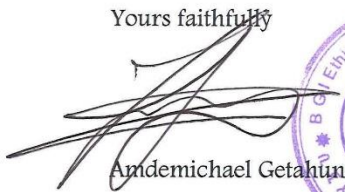
We hereby like to confirm that LITHWS Training and Consultancy Services plc, had given an experiential staff empowerment program on **EMOTIONAL INTELLIGENCE & LEADERSHIP** from April 4 to 5, 2019.

The training provided a platform for a deeper insight and understanding in personal and organisational responsibility within the leadership framework.

The entire program was designed and conducted professionally by well experienced facilitator in an interactive, reflective and engaging way. Our staffs were satisfied with the contents and the methodology used.

BGI Ethiopia appreciates the training service as it contributes to the staff's motivation and new realisation to be used in their operation, and we recommend such training programs without any hesitation.

Yours faithfully



Andemichael Getahun

Sales Manager



**BGI ETHIOPIA PLC**

Addis Ababa: Head Office:

Mexico Square Sub City: Lideta Woreda: 08 H.No.:017 P.O.Box: 737 Addis Ababa

Tel.: +251-11-551-51-96 Fax:+251-11-551-17-11 Email: headoffice@bgiethiopia.com

Registered in Ethiopia / No. MT/AA/2/0006598/2004





**World Health  
Organization**

Country Office for Ethiopia, P. O. Box 3069, Addis Ababa, Ethiopia; Tel: 251 1155 31550 / 251 11553 4777/ GPN34664;  
Fax 251 1155 14037, E-Mail: [alwcoet@who.int](mailto:alwcoet@who.int)

In reply refer to: ETH/WRO/1019/2019

21 May 2019

Dear Mr. Eskender,

**Subject: Letter of appreciation for the LITHWS**

I whole heartedly would like to extend my gratitude towards **LITHWS** for successfully completing our staff retreat on the 22<sup>nd</sup> of November 2018 and that too in an efficient way. The professionalism and sincerity exhibited by you and your team is commendable and deserves appreciation.

We wish that WHO country office will go a long way creating pillars of success. I, once again would like to congratulate your team for their wonderful job and wish that the same spirit will continue in our future projects also.

Yours Sincerely,



Dr Aggrey Bategereza  
Acting WHO Representative

Mr. Eskender Kassa  
CEO,  
LITHWS Training and Consulting PLC  
Addis Ababa



ሊቢያ ኦይል ኢትዮጵያ ሊሚትድ  
Libya Oil Ethiopia Limited  
Debrezeit Road  
P.O.Box 3174  
Addis Ababa  
Tel: +251-11 440 4040  
Fax: +251-11 442 3017  
E-mail: oilbyaethiopia@ethionet.et

Our Ref.: PTT/3

Date: 30<sup>th</sup> April 2019

**TO WHOM IT MAY CONCERN**


We hereby confirm that LITHWS Training and Consultancy Services plc was contracted as our corporate trainer and conducted two training programs for two different staff groups on the following topics:

1. *'Business Negotiation and Persuasion Skill'* - delivered on March 20 & 21, 2019
2. *'Effective Communication'* - delivered on April 10 & 11, 2019

The company had explicitly accomplished the training programs for the participants in terms of quality and professionalism, and we are deeply grateful for their services.

Yours faithfully,

For: LIBYA OIL ETHIOPIA LIMITED

  
Abiy Shiferaw  
HUMAN RESOURCES MANAGER



Plan International African Union Liaison & Pan Africa Program

Tel./Fax + (251) 116610182  
P. O. Box 5696  
Addis Ababa  
ETHIOPIA

[www.plan-international.org](http://www.plan-international.org)

**Date: December 4<sup>th</sup>, 2018**  
**Ref. No.: PI-PAP/0461/18**

**To Whom It May Concern**

This is to confirm that, Eskender Kassa, a Senior Facilitator and Managing Director of Glimpse experiential learning, conducted and led a two days (May 30-31, 2018) staff retreat program including self-leadership and organizational goal setting. The training and facilitation was given to 13 staff members of Plan International Pan Africa Program and African Union Liaison office (Plan PAO).

The program was designed and delivered professionally in an interactive manner and using different participatory methodologies.

Plan PAO appreciates the training given by Eskender as it contributed positively to staff development and team building, and we strongly recommend him to conduct such trainings for other organizations.

With best regards,

**Yodit Zenebe Mekuria**  
**Acting Director**

**Plan International AU Liaison and Pan Africa Program Office**



**National Organisations** Australia Belgium Canada Denmark Finland France Germany Japan Korea Netherlands Norway Spain Sweden Thailand United Kingdom United States; **Program countries** Albania Bangladesh Benin Bolivia Brazil Burkina Faso Cambodia Cameroon China Colombia Dominican Republic Ecuador Egypt El Salvador Ethiopia Ghana Guatemala Guinea Guinea Bissau Haiti Honduras India Indonesia Kenya Malawi Mali Nepal Nicaragua Nigeria Niger Pakistan Paraguay Peru Philippines Senegal Sierra Leone Sri Lanka Sudan Tanzania Thailand Togo Uganda Vietnam Zambia Zimbabwe



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የጋምቤላ ዩኒቨርሲቲ



Federal Democratic Republic of Ethiopia  
Gambella University

ቁጥር: 11946/2019/2/012  
Ref. 08/03/012  
Date

Gambella University,  
Gambella Regional State,  
Ethiopia,

Subject: Letter of Testimony to LITHWS

To whom it may concern

LITHWS Training & Consultancy Plc. has delivered successful experiential workshops on **Emotional Intelligence** and **Leadership Empowerment** for the University's leadership team on November 11&12, 2019 and the Gambella Regional state's top leadership officials on November 13<sup>th</sup>, 2019.

Their specialization on soft skills based training designs, exceptional delivery and professional experience coupled with their collaborative and innovative spirit make them the go to expert. The feedback from all participants was very impressive.

We decided to engage LITHWS on constant basis in our endeavors to ensure quality of education by equipping academic staff and students with the necessary soft skills and unleash their innate potentials.

I feel confident in recommending LITHWS for any training and consultancy related services since we found them to be well organized, dedicated and detail oriented which is praiseworthy as well as makes our business relationship both effortless and pleasant.

With best regards

Dr. Ujulu Okock

Gambella University President

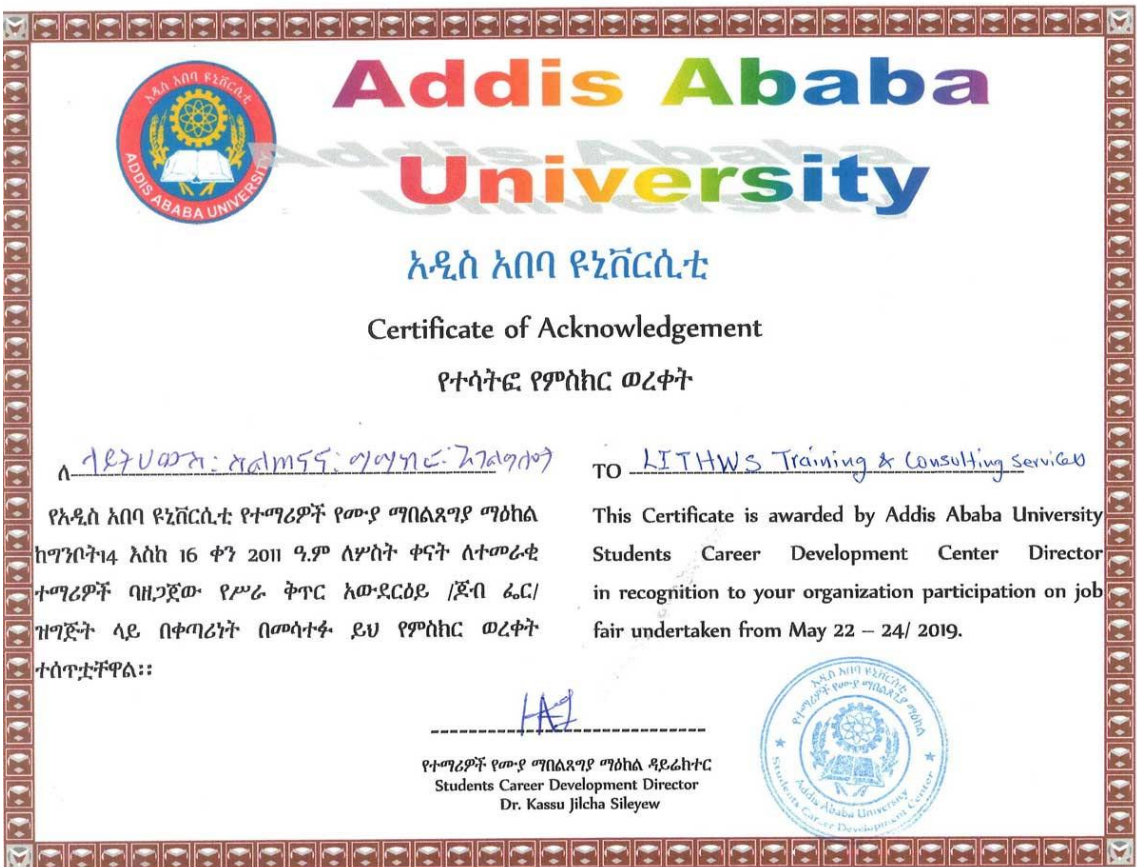


Tel:-251-047-551-0421  
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Fax :-251-074-551-0421

P.o.Box 126 Gambella,Ethiopia







Date 05/08/2018

### To whom it may Concern

Dear Sir/ Madam

People in Need /PIN/, as lead, together with Volontariato Internazionale Per Lo Sviluppo /VIS/, Concern Worldwide/CWW/, and CHADET were implementing a project titled '**Job Creation for Potential Migrants in Addis Ababa**' in four sub cities (Yeka, Arada, Addis Ketema and Kirkos). The project is part of Stemming Irregular Migration from Northern and Central Ethiopia /SINCE/ Programme, which is funded by the European Union Trust fund for Africa and is implemented by the Embassy of Italy in Ethiopia. PIN has sourced LITHWS Training & Consulting Services plc. for designing and conducting workshops for 220 participants. The workshop was conducted for **three** days for a group of 75 participants in each sessions covering the following modules:

- Module 1: **EMOTIONAL INTELLIGENCE**
- Module 2: **PERSONAL GOAL SETTING AND WORK ETHICS**
- Module 3: **COMMUNICATION SKILLS**

Prior to delivering the programs LITHWS had taken the preparation and initiatives to consult the project team and then conducted a pre-training survey with the participants and their vocational guidance councillors to design the workshop.

We have conducted post- training assessment on the trainees after the program and very impressed with the visible transformation of the participants. We have witnessed their decisions to take more responsibility, to be a proactive, they have become more focussed, punctual and showed better interest for their work.

We have to underscore that LITHWS experiential delivery of the workshop , their sheer commitment to help the students , their patience, adaptability to the nature of the audiences are some of the quality for the great success of the program.

While we will look forward to work with this dedicated training and consultancy organization, we highly recommend LITHWS for similar projects with confidence.

Sincerely,

Lemawok Deksiso  
Project Manager



People in Need | Addis Ababa, Yeka Sub City, Kebele 13/14, house no. 904 | Hawassa, Hayik Dar Sub City, 05 Kebele, Gudumale, (Directly behind Central Hawassa Hotel Building) | Ethiopia  
Addis Ababa office: +251116 62 05 03 – Hawassa office: +251462 12 31 35 w peopleinneed.cz

