

**MSM FORESIGHT HUB**  
BEYOND LEARNING BORDERS.

Advisors



**MSM FORESIGHT HUB**

SUPPORTED BY MSM GIA

# **CORPORATE TRAINING PROPOSAL**



## ABOUT US

The MSM Foresight Hub is the unit of MSM Global Investment Advisors (MSM GIA), whose mission is to facilitate access to high-level professional and entrepreneurial training in Africa through the integration of modern digital tools. We position ourselves as a forerunner by offering training courses developed with international actors to ensure excellence, while ensuring accessibility both to the general public and to a wide range of different actors (executives, entrepreneurs, NGOs).

Through its Corporate Training Program, MSM GIA offers African companies practical and targeted training courses aimed at strengthening their internal capacities, improving their governance and increasing their competitiveness in regional and international markets. These trainings, focused on governance, financial structuring, digital transformation and sustainability (ESG/CSR), are designed to generate a concrete impact on organizational performance and investment readiness.

### **Overall objective:**

Form high-performing, autonomous and results-oriented teams capable of driving internal transformation and ensuring sustainable and competitive growth within their company.



## 2. CONTEXT AND JUSTIFICATION

African companies are evolving in a rapidly changing economic and technological context, marked by accelerated digitalization, the opening up to new markets, and growing competitive pressure – both local and international.

Despite this potential, a large number of organizations still face structural limitations that hinder their performance and attractiveness :

- Lack of professionalization of management and governance, often focused on daily management rather than strategic vision.
- Poor financial and strategic planning, limiting the ability to anticipate, innovate, and position oneself sustainably.
- Difficulty in attracting partners, investors or lenders, due to lack of transparency, structuring or appropriate reporting.
- Under-exploitation of digital and technological tools, yet essential for productivity and global competitiveness.

Faced with these challenges, the Corporate Training Program of MSM Foresight Hub / MSM GIA is positioned as a strategic solution for capacity building.

It aims to equip African companies with high-level operational, managerial and financial skills, adapted to their local realities while meeting international standards of performance and governance.



## 3. PROGRAM OBJECTIVES

The Corporate Training Program of MSM GIA was designed to support African companies in their evolution towards more performance, transparency and competitiveness. It is part of a pragmatic approach, focused on skills development and sustainable organizational transformation.

**Its main objectives are:**

### **Strengthen managerial skills and governance**

→ Train leaders capable of driving performance, establishing strong governance and aligning teams with the company's strategic objectives.

### **Optimize financial performance and access to investment**

→ Equip companies with modern tools for better planning, effective resource management and preparation for fundraising or partnerships.

### **Accelerate innovation and digital transformation**

→ Foster the adoption of digital solutions and innovative practices to increase productivity, transparency and competitiveness in regional and international markets.

# 4. Target audience

This program has been specifically designed to meet the needs of organizations that wish to strengthen and develop the skills of their internal talents. It is aimed at a wide range of economic and institutional actors, each of whom can benefit from a tailor-made approach for the development of skills and the strengthening of leadership within their structure.



# THEY ARE THE FOLLOWING



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## 1. Large enterprises and structured SMEs

The programme targets large enterprises as well as SMEs with a clear organisational structure and defined processes. These companies often need tailored solutions to:

- Identify and advance their internal talents.
- Strengthen the managerial and technical skills of their teams.
- Increase performance and operational efficiency through targeted and strategic training.



## 2. Financial institutions, banks and microfinance

Institutions in the financial sector, including banks, microfinance companies and investment institutions, represent a key audience. These organizations seek:

- Programmes to improve strategic decision-making and risk management.
- The development of leaders able to navigate complex regulatory environments.
- Solutions to optimize talent management in a highly competitive sector.



### 3. Leaders, executives, managers and operational managers

Finally, this program directly targets key individuals within organizations: leaders, executives, managers and operational managers. These profiles benefit from:

- Development of strategic and decision-making skills.
- Strengthening the capacity to manage complex teams and projects.
- Acceleration of professional growth and leadership.



### 4. Sectoral organizations, chambers of commerce and professional federations

This programme is also aimed at structures representing specific sectors, including chambers of commerce and professional federations. These organizations seek:

- Tools to develop the skills of their members.
- Programmes promoting leadership and sectoral innovation.
- Initiatives that strengthen the competitiveness and economic growth of their sectors.

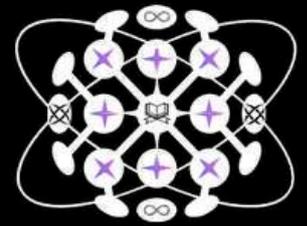
### 5. Public and parapublic enterprises

Public or quasi-public entities, such as Crown corporations or government agencies, require:

- Training programs to modernize management practices.
- Strengthening the skills of their executives and operational managers.
- Improving organizational efficiency and performance of public services.

In summary, this program is designed for all those who wish to invest in the human capital of their organization, develop sustainable internal skills and create a significant impact on overall performance.





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# 5. TRAINING MODULES

The programme is structured around five complementary modules, designed to cover the set of key competencies necessary for the strategic and operational development of organisations and their talents. Each module combines theory, case studies and practical workshops to promote applied and concrete learning.

# MODULE 1 – CORPORATE GOVERNANCE & LEADERSHIP EXCELLENCE

This module aims to strengthen the capacity of leaders and executives to lead in a strategic and responsible manner. Participants will learn to:

- Understand and apply corporate governance principles, including legal and regulatory compliance.
- Develop transformational leadership capable of mobilizing teams and establishing a culture of sustainable performance.
- Promote ethics, transparency and accountability in strategic decision-making.



# MODULE 2 – FINANCIAL MANAGEMENT & INVESTOR READINESS

This module prepares companies for sound financial management and effective interaction with investors. The participants will be able to:

- Mastering financial planning, modeling and risk management to optimize business performance.
- Structure projects in a way that makes them attractive to investors and financial partners.
- Develop the skills necessary for fundraising, including preparing financial documents and presenting them to stakeholders.



# MODULE 3 – SUSTAINABILITY & ESG STRATEGY

This module raises participants' awareness of sustainable development issues and the integration of ESG (Environment, Social and Governance) criteria into corporate strategy. Participants will learn to:

- Implement social and environmental responsibility practices in their organizations.
- Develop an ESG strategy aligned with the company's growth objectives and mission.
- Communicate effectively on sustainable initiatives to strengthen the credibility and attractiveness of the company among investors and clients.



# MODULE 4 – DIGITAL TRANSFORMATION & INNOVATION

This module focuses on technology adoption and innovation to improve efficiency and competitiveness. Participants will learn to:

- Integrate digital tools adapted to operational processes to optimize productivity and service quality.
- Foster managerial innovation and encourage a culture of adaptation to change within the organization.
- Identify the opportunities offered by digitalization to create new sources of value and strengthen the strategic position of the company.



# MODULE 4 – STRATEGIC COMMUNICATION & BRAND POSITIONING



This module develops communication and institutional image management skills. Participants will be able to:

- Develop and implement effective corporate communication with internal and external stakeholders.
- Build and manage a strong brand image, including the employer brand to attract and retain top talent.
- Develop communication strategies consistent with the company's strategic objectives.



# 6. METHODOLOGY

The program adopts a dynamic and results-oriented approach, aiming to maximize the impact of the training on the participants and their organizations. The methodology is based on several complementary pillars, combining theoretical learning, practical and individualized support.

## 1. Interactive workshops and real case studies

- The participants are immersed in concrete situations and real business issues.
- The workshops promote group exchange, collaboration and problem-solving.
- This practical approach allows for the immediate application of the concepts and tools presented, ensuring sustainable and directly useful learning.

## 3. Hybrid format (face-to-face & digital learning)

- The program combines in-person sessions and online modules, offering flexibility and accessibility to all participants.
- The hybrid approach combines direct interaction and autonomous learning, while integrating innovative digital resources.
- Participants can progress at their own pace while benefiting from the collaborative experience of in-person workshops.

## 2. Personalized coaching sessions for leaders and managers

- Each participant benefits from individual support to strengthen their specific leadership and management skills.
- Coaching allows for the identification of each leader's strengths and areas for improvement, while developing a concrete action plan to be applied in their professional environment.
- Personalized sessions promote rapid skill development and a tangible impact on individual and collective performance.

## 4. Post-training follow-up to support the implementation

- Support is planned after the training to ensure the concrete application of acquired knowledge and tools.
- This follow-up includes mentoring sessions, checkpoints and regular exchanges to evaluate the impact of the actions implemented.
- The objective is to ensure that the skills developed are translated into tangible results within the organization, contributing to performance and sustainable transformation.



# 7. Délai et format

The program was designed to adapt to the needs, availability and specific objectives of each organization. It offers optimal flexibility in terms of duration, learning mode and location, to ensure an efficient, accessible and high value-added training experience.



## 1. Duration and pace of learning

Each module lasts 3 to 5 days, depending on the theme and the level of depth desired. The training alternates theoretical contributions, case studies and practical workshops to ensure effective and immediately applicable learning. Modular formats can be proposed to adapt the pace to the availability of participants.

## 2. Flexible and adapted formats

The program is available in-person, remotely or in a hybrid format, offering maximum flexibility. Face-to-face promotes group interaction and dynamics, while digital learning allows autonomous and accessible learning. The hybrid format combines both to combine efficiency, flexibility and engagement.

## 3. Custom language and localization

Training is provided in French or English, with the possibility of adaptation to cultural and sectoral context. They can be held within the company for a personalized approach, or in the form of regional seminars promoting the sharing of experiences among participants.

# 8. Expected impact

The program aims to produce a concrete, measurable and sustainable impact on the overall performance of participating organizations. Beyond individual development, it contributes to strengthening the governance, competitiveness and institutional visibility of partner companies and institutions.

## 1. Strengthened performance and governance

The program directly improves operational efficiency, management quality, and internal transparency. Organizations become more agile, accountable and results-oriented, with strong and credible governance.



## 2. Increased competitiveness and attractiveness

Companies develop strategic, financial and digital skills that strengthen their position in the markets. They gain in productivity, innovation and the ability to attract investors and partners.

## 5. Enhancement of the institutional image

Organizations strengthen their image with investors and partners through exemplary governance and a clear strategic vision. They are becoming reference players, credible and attractive on the regional and international economic scene.





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# Conclusion and call to action.

The Corporate Training Program of MSM Foresight Institute / MSM GIA is much more than a training: it is a strategic lever for transformation for African companies. By developing the skills, governance and leadership of their teams, organizations strengthen their efficiency, attractiveness and resilience.

Through this program, MSM Foresight Institute/ MSM GIA supports the creation of more efficient, responsible and competitive companies, able to meet the challenges of the continent and seize the opportunities of a rapidly changing economy.

By training today the talents of tomorrow, MSM Foresight Institute/ MSM GIA contributes to building a strong, innovative and sustainable economic Africa.





# THANKS

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