

BUILDERS OF ENTERPRISE • COURSE BRIEF

Leadership skills for founders and business owners

Make better decisions under the pressure of running a business.

A practical leadership course for founders, business owners and enterprise leaders. It helps them manage pressure, protect ethical standards and build working habits and relationships that can support the business over time.



Conceptual campaign artwork from the supplied programme presentations. Not a photograph of course participation.

Why this course is useful

Cash flow, customers, staff and growth put pressure on the person running a business. This course helps founders examine how they make decisions, set boundaries and seek advice. It complements business and technical training with the personal skills needed to carry the responsibility.

Who this is for

Founders, SME leaders and owner-managers carrying enterprise decisions. Associations, funders and enterprise-development partners may commission aligned groups.

A practical short course from The Greatness Project. It builds life and leadership skills alongside academic or technical education.

CURRICULUM

What you will practise.

Six areas of learning. Each includes a practical exercise linked to the responsibilities participants face.

01 Know what drives your business

Connect the business to values and the value it should create for others.

In practice: Draft a Founder's Charter: what you are building, for whom and on what principles.

02 Manage pressure and isolation

Recognise reactive patterns, isolation and depleted attention. Build habits and support that sustain leadership.

In practice: Map a realistic routine and people who can challenge and support you.

03 Manage your energy and delegate

Examine how energy, delegation and attention affect decisions and relationships.

In practice: Change one demanding working pattern to protect capacity.

04 Make ethical commercial decisions

Make financial and moral trade-offs explicit before shortcuts become habits.

In practice: Explore the Tender Trap: a contract appears to require an improper payment.

05 Handle conflict and feedback

Distinguish wounded pride from a values or accountability problem. Clarify expectations.

In practice: Create a trust map or partnership covenant and rehearse a difficult conversation.

06 Build a business that supports people

Consider what the business replenishes or depletes in people, trust and its environment.

In practice: Develop a Regenerative Enterprise Manifesto and continuity commitment.

The examples and emphasis are adapted to the group. The course supplements academic and technical education.

ACTIVITIES AND OUTCOMES

What participants practise and take away.

A guided workshop, private reflection and practical exercises. Follow-up support depends on the option selected.

What happens during the course

Participants work through realistic situations in a guided workshop (Leadership Lab), use a private reflection workbook (Red Sea Journal) and rehearse a responsible response. Guided group discussions (Crossroads Dialogues) and follow-up practice are included according to the chosen option.

Skills and practical tools to take away

- A Founder's Charter.
- A private reflection workbook and personal leadership routine.
- An Enterprise Operating Blueprint focused on judgement, trust and sustainable practice.
- A Regenerative Enterprise Manifesto and legacy reflection.
- Peer challenge and integration in the chosen journey.

What the organisation is investing in

- Support founder continuity and enterprise resilience.
- Strengthen ethical decisions and people leadership.
- Complement incubation and finance with formation for consequence.

A situation participants could practise

Cash-flow pressure threatens payroll and trust.

Ask: What is happening? What am I assuming? Who could be affected? What is the responsible next step, and who should I speak to?

How results develop

These are skills the course is designed to build. Lasting change depends on participation, practice, support and the conditions people return to. Employment, business and leadership results are not guaranteed.

OPTIONS AND BOOKING

Choose the course and level of support.

Before booking, the proposal confirms who will attend, the dates, facilitators, hours, format and price.

Workshop and next steps - Ignition

A guided workshop uses practical dilemmas and a private reflection workbook to help participants plan their next actions. Workshop length is agreed before booking.

Workshop + 90-day practice - Formation

The workshop is followed by 90 days of practice, guided group discussions, scheduled check-ins and a basic review. Participants apply what they learn in their everyday responsibilities.

Workshop + 180-day support - Stewardship

The workshop is followed by 180 days of deeper practice and agreed support. This can include reviewing progress, helping the organisation use the programme and preparing future groups. The exact scope depends on the course; certification is not automatic.

Who arranges the course

Founders, business associations, enterprise-development organisations and ecosystem partners.

What this course does and does not include

The course complements business support. It is not an accelerator, an investment guarantee or a clinical service.

Is this an accelerator or investment-readiness programme? It focuses on the person carrying the enterprise. It complements business support without promising investment, a complete business plan or commercial success.

Ask about this course

Email tapiwa@nojobsjustwork.com or WhatsApp +263 772 315 121.

thegreatnessproject.quest/programmes/builders-of-enterprise