

# IGNITE PROGRAMMES CATALOGUE



COACHING



STRATEGY CONSULTING



ORGANIZATIONAL EFFECTIVENESS



TRAINING



WORKSHOPS

Learn. Apply. Live



# Executive Coaching

The Ignite Executive Coaching Program follows the Ignite overall mission by impacting the individual, teams and your entire organization. All of our coaching is customized to the individual and organizational needs, and includes a focus on these areas:

- Use of data and facts, including 360 degree feedback.
- Analysis of current challenges.
- Re-framing problems as opportunities for solutions.
- Intentional “Use of Self” to impact your work environment.
- Expansion of choices and options.
- Action planning and drive for results.
- Supportive and accountable approach.
- Individual coaching or Company-wide programs to fit your needs.

Individual coaching is available for executives seeking to achieve better results quickly and effectively.

Ignite also provides coaching programs for entire teams and organizations. We work with your leadership team to develop a customized coaching approach that will get results throughout your company.

Our coaching is supported by customized 360 degree surveys.

Ignite coaches use the Triple Impact approach designed to first achieve success with the individual, then with their teams, and finally throughout the whole organization by developing a “coaching culture” system-wide.

Ignite coaches have coached leaders and managers in Kenya, Tanzania, Nigeria, Saudi Arabia, Canada, and elsewhere.



# Life Coaching

The Ignite Life Coaching Program helps individuals in their personal life challenges, including personal relationships, goal setting, financial management, conflict management and other challenges. Our coaching sessions are customized to individual needs, and include a focus on these areas:

- Goal setting and action planning for personal accomplishment.
- Implementation of action plans.
- Managing difficult relationships.
- Personal financial planning.
- Developing and using personal support systems.

The Ignite Life Coaching approach was developed by the Ignite Partners to address the real-life challenges we all face. Offering a supportive perspective that is also objective, we help you design and achieve realistic stretch goals that have personal relevance for you.



# Strategic Conversations: Scenario Development for Comprehensive Strategies

## Strategic Conversations: Scenario Development for Comprehensive Strategies

Company leaders seeking to break through old ways of thinking and gain strategic advantage in highly competitive markets can benefit from Ignite's high impact scenario development approach.

Ignite leaders will take your leadership team through an intensive workshop exploring the very core of your business or organizational focus. We will investigate the key factors and forces shaping your market, and challenge your thinking on what these factors mean for your business in the medium and long term. We will support you in developing detailed alternative versions of the future of your business environment using logical structures.

Building on these frameworks, Ignite leaders will work hand-in-hand with your team to develop strategies to achieve your companies goals, including market share acquisition, profitability, revenue creation, new product or business line development, and other objectives. The end result is a robust strategy ready to implement.

### Key Components:

- Deep and robust analysis of the factors and forces driving your industry.
- Creative, challenging approach to understanding future possibilities.
- Logical structures for scenarios.
- Clear link between analysis and action.
- Full strategy document developed by end of intervention.
- Knowledge transfer: we work with your team as a partner, and all contribute to the results.

Ignite Consulting Managing Partner and lead scenarist, C. Ross van Horn, is trained in scenario development by the Global Business Network, the world's premier scenario development institution.



## Strength-Based Strategy Development

Companies and other organizations seeking to breathe new life into old and tired strategy development processes will benefit from Ignite's Strength-Based Strategy approach.

Many company initiatives begin with the standard refrain of “what’s wrong here, and how do we fix it”. Ignite turns this ineffective approach on its head and asks “what is working here and how can you build on your success to make your company stronger?”

The strength-based intervention typically begins with a large “summit” event that re-ignites the passion and energy of all levels of staff. This summit generates ideas and action plans that leverage positive thinking.

Far from being a feel-good exercise without impact, the Ignite strength-based strategy intervention focuses on follow-through and drive for results. The difference is that staff and leadership are aligned from the beginning, with clear roles and responsibilities that everyone can agree to and act upon.

### Key Components:

- High energy, positive, and actually fun.
- Gets buy-in from all levels of staff and management.
- Results-focus.
- Sustainable, effective strategy.
- Knowledge transfer: your staff will learn about the method, and will be able to implement some aspects of it on their own for future challenges.

Ignite Consulting Managing Partner, C. Ross van Horn, is certified by Case Western Reserve University in the Appreciative Inquiry method that is at the core of strength-based strategy development.



# Customer Care Strategy Development and Implementation

Ignite provides strategy consulting services in several front-line business areas. The Ignite Customer Care Strategy Development consulting service helps clients identify, articulate, cascade and implement the customer service strategy that will get the best results for them. Our method includes:

- Robust identification of customer needs
- Thorough dialogue and definition of customer service/product offering
- Development of service/product offering sales & delivery process
- Capturing customer details, value, interests, dislikes, etc.
- Categorization of customers based on value proposition and service level agreements
- Identification of customer relationship management competencies.
- Development of a reward system for good high spending customers and plan to groom small ones
- Consistent evaluation of customer needs and opportunities for value-adding services.
- Customer surveys and focus groups to keep the interaction and information/feedback flow
- Full cycle of strategy, implementation and training for knowledge transfer.



## Sales Process

The Ignite Sales Process consulting approach will help your sales teams achieve their targets, align on methods, and develop an innovative spirit. This service will help you:

- Understand customer needs through various methods
- Develop prospect lists based on these needs
- Capture customer details, value, interests and dislikes
- Develop approach and value proposition for each prospect and how to present to customers
- Determine sales cycle for each customer process to close and bring money to the bank
- Engage all key players in the sales and delivery process, measure performance of the sales cycle and determine additional needs
- Align the sales delivery cycle with other stakeholders in the business; technical, finance, logistics, customer care etc
- Develop KPI's that are benchmarked to the delivery cycle and customer satisfaction index for the term the customer is within the business
- Constantly evaluate customer needs and up sell services and offer value proposition
- Make sure all sales team members have a prospectors list that is valid regularly



## The Re-Ignite WorkOut

For companies seeking to achieve greater efficiency, cost reduction, and overall effectiveness, the Re-Ignite WorkOut is one of the highest impact programs available.

The Re-Ignite WorkOut is based on the famous GE WorkOut responsible for numerous cost saving initiatives and other innovations in the General Electric Corporate turnaround in the 1980's. Our leaders have re-designed the process to be flexible and effective in various business and cultural environments.

This intervention mobilizes your leadership and staff by merging the interests and ideas of all stakeholders, and creating cross-functional teams to solve immediate and relevant business challenges that directly affect the bottom line. The end result is a series of improvements to business processes that save costs and surface the innovative spirit already present in your company.

### Key Components:

- Very strong drive for results.
- Time-bound team cycles.
- Real business challenges addressed in real time.
- Greatly improved cross-functional behavior.
- Structured process supported by persistent follow-through.
- New ways of thinking and doing.



## New Manager Transition Process

When a new executive or director takes charge, the leadership team usually breathes a sigh of relief now that the position is filled and the company can move forward on critical issues. But what is often forgotten is the time and understanding necessary for a new leader to assimilate and start making a lasting impact in his or her team of direct reports. Typically this process can take three to six months, and at times even longer when cross-cultural challenges are also present.

Ignite's New Manager Transition Process is a high-impact one-day session designed to focus the new leader and his/her team on both the critical issues most important to success, and also to the trust-building that is essential for effective teams. The session is usually held during the first 20-30 days that a manager resumes work, but can be modified for managers that have been on the job longer.

### Key Components:

- Brief the new manager on critical business issues requiring action.
- Alert him/her to the political minefields that may exist.
- Identify and understand the relationships with internal and external stakeholders to the business.
- Provide direct reports with the opportunity to get to know the new leader quickly in a dynamic environment.
- Accelerate trust-building.
- Begin to build a shared vision of the future for the business unit.



# Negotiation Consulting

Ignite can be a helpful ally to your organization in dealing with its most intractable conflicts and negotiations. We use the interest-based negotiation platform made famous in the widely-known book, “Getting to Yes”.

Our negotiation leaders are supportive, focused, and creative. We will work with you to develop your negotiating stance, develop your alternatives, strengthen your options, and finally reach an agreement that is acceptable and even embraced by all parties.

## Key Components:

- Supportive consulting experience.
- Deep and thorough analysis.
- Advisory services on your own negotiating style and approach to conflict.
- Develop and expand options.
- Learn active listening skills to better understand stakeholders to the negotiation.
- A proven negotiating tool.
- Learn how to ask (and how to answer) difficult questions.

Ignite negotiation leader C. Ross van Horn is formally trained in international mediation at Erasmus University (Netherlands), and holds an MA in International Policy from the Monterey Institute of International Studies (USA), with a specialization in international negotiation. He has trained, coached, and consulted on negotiation techniques with a range of organizations and individuals.



## Effective Change Processes

When faced with insurmountable challenges, or significant changes in the market, most company leaders seek to find some way to manage all of the necessary changes through ad-hoc means. Some turn to consulting firms offering the elusive service of “change management”.

Ignite can assist your company in implementing large-scale change. We differentiate ourselves by offering an intense and focused experience, staying with you all the way from start to finish. We will work with leadership and staff to design and implement the most effective change processes, and we’ll help you create and deliver your message of change in the organization from the first day to the last.

Our change leaders are experienced in several change processes, including Kotter’s well-known “Eight Critical Success Factors” and the Appreciative Inquiry approach that brings high energy to change right from the start.

### Key Components

- Intense and focused; you get our full effort and support from Day 1.
- Process-based, with room for flexibility based on your situation.
- Create the change plan collaboratively with your leadership team.
- Numerous tools to use within the change process.
- We help you create and deliver your change message.
- Always high energy, always results-oriented.
- We use qualitative and quantitative data to make recommendations, to evaluate, and to measure success.



## Team Alignment

The Ignite team alignment approach helps you quickly achieve understanding and team spirit within your business and organizational units. We have several tools designed to tackle tough team issues or to build on strong teams for bigger successes in the future.

Many team-building exercises in the region use an outdoor “challenge” format. This is often a useful approach, and Ignite will sometimes partner with companies offering that experience. Ignite’s core alignment technique uses a different approach to ask the tough questions, challenge assumptions, and ultimately build trust and an effective way forward. In some cases we will use our range of survey and psychometric tools as starting-point data sources.

### Key Components:

- Diagnostic and professional.
- Supportive approach.
- Drive for understanding and alignment on real issues.
- Customized to fit your team challenges.
- Survey and data-based technique.
- Drive for results – we want you to be a better team by the end of the exercise.



## The Ignite Open Space Experience

Sometimes the sheer number of business problems faced by company leadership seems too large to ever successfully solve. Sometimes the challenges all seem interrelated, and other times they seem completely independent of each other.

The Ignite Open Space Experience is designed to meet many of these challenges in a single, energy-charged event setting with participants selected from throughout your organization. This format has been used in groups ranging from remote villages to the largest corporations in the world, and everything in between.

The key to the success of an Ignite Open Space Experience is the collaboration among all levels of a company to tackle the challenges deemed most important by group consensus. Teams are self-forming based on interest, and teams self-organize around challenges, setting their own work processes and timelines.

### Key Components

- Highly collaborative.
- Teams are guaranteed to be interested and committed to the work. They self-select!
- Designed to go after the challenges people care about.
- Holistic team-building environment.
- Creative and engaging.



# Effective Meeting Management

Designed for working on a single business issue over a day, Ignite will use our range of meeting design and facilitation skills to help your teams understand a key challenge, analyze it, and take decisions ready for implementation.

We ask the difficult questions and probe the ingrained assumptions that often get in the way of building sustainable solutions. By the end of a day with one of our leaders, you will have experienced the full cycle of issue management and will have solutions developed and documented for use.

## Key Components

- Structured methods.
- Different methods available for different kinds of meetings.
- Results-oriented.
- Simple, short session.



# Negotiation

The Ignite Negotiation Training teaches the theory and actionable implementation techniques of interest-based negotiation. This negotiation approach will help your leaders and staff reach satisfactory, and even superior, negotiation results with your colleagues, competitors, customers and other stakeholders. Participants will come away from this training with the ability to immediately begin to apply what they have learned, including:

- Your own conflict style, and how to modify it for success.
- How to understand and articulate your key interests.
- How to move from a “positional” stance to an “interest-based” approach.
- How to surface and understand the interests of your counterparts in a negotiation.
- How to expand and develop your options.
- How to strengthen your influence and choices.
- How to build coalitions.

Participants will also have the opportunity for the following:

- Work with other workshop participants in live-action negotiation role-plays.
- Observe and discuss various sample negotiations.

Ignite Negotiation Workshop facilitator C. Ross van Horn is formally trained in international mediation at Erasmus University (Netherlands), and holds an MA in International Policy at the Monterey Institute of International Studies (USA), with a specialization in international negotiation. He has trained, coached, and consulted on negotiation techniques with a range of organizations and individuals.



## Coaching and Mentoring: How to impact yourself, your team, and your organization.

Coaching and Mentoring: How to impact yourself, your team, and your organization.

This training is designed to assist leaders in understanding how to enhance the “Coaching Culture” in their organization for increased effectiveness, clarity and trust. Prior to running the training, an Ignite consultant will complete a short assessment of the “coaching-readiness” of your organization, and will customize the training to suit your organization’s specific needs.

In this course, participants will learn:

- The “Use of Self” model for increased individual awareness and influence.
- How to reframe perceptions about behaviors and actions of staff.
- How to create and maintain one’s own personal Support System.
- Simple tips to bring a structured approach to coaching in your organization.

Ignite Coaching facilitator C. Ross van Horn has coached executives and managers on three continents using a range of approaches. He has received training in Executive Coaching through the Gestalt International Study Center in Cape Cod, USA.



# Motivation

Motivation in corporate settings is usually understood to be a function of incentives, bonus structures, benefits, and other tangible rewards for high performance. These are all valuable tools in motivating staff and leadership.

Ignite brings a new and fresh approach to motivation by training your teams on the various intangible aspects of motivation, including such elements as having fun, goal orientation, being part of a team, focusing on competence, and other factors.

Ignite will train your staff and leadership on how to understand intangible motivational tools, and how to implement them for effective results. In this training, participants will:

- Complete a self-assessment of their own motivational profile.
- Contribute to group activities to understand how these motivations emerge in daily organizational life.
- Develop action plans to impact the motivation of their teams.
- Work with each other for greater mutual understanding of motivational styles in the workplace.

Ignite motivation trainer C. Ross van Horn is a Qualified Practitioner of the Apter Motivational Style Profile (AMSP) and the Apter Leadership Profile System (ALPS), cutting edge tools used in some of the world's most successful organizations.



## Leadership Skills

Leadership is at the core of Ignite's philosophy, and this course on leadership is our most flexible training session. Ignite leaders will assess your organization's leadership needs and will design a one or two-day session to have a high impact on the leadership capacity of your managers and staff.

In this course, participants will learn about and practice a selection of leadership skills, including:

- Strategic Thinking
- Managing Change
- Communication
- Developing others
- Character and Trust-Building
- Applying Technical Competence Effectively
- Issue Management
- Re-framing business challenges
- Innovation

This course is taught by all of Ignite's leaders. Please see our bio page to learn more.



## Customer Care

Ignite's Customer Care training provides top quality knowledge transfer of the most effective customer care techniques. This one or two-day course will help your staff learn how to:

- Identify customer needs
- Define customer service/product offering
- Capture customer details, value, interests, dislikes, etc.
- Categorize customers based on value proposition and service level agreements
- Identify customer relationship management competencies.
- Develop a reward system for good high spending customers and plan to groom small ones
- Evaluate customer needs and opportunities for value-adding services.
- Design and implement customer surveys and focus groups to keep the interaction and information/feedback flow



## Sales Process

Ignite's training on the Sales Process focuses on delivering knowledge to participants that will be immediately applicable in their real-life work environment. Participants will learn how to:

- Understand customer needs through various methods
- Develop prospect lists based on these needs
- Capture customer details, value, interests and dislikes
- Develop the approach and value proposition for each prospect and how to present to customers
- Determine the sales cycle for each customer process to close and bring money to the bank
- Engage all key players in the sales and delivery process, measure performance of the sales cycle and determine additional needs
- Align the sales delivery cycle with other stakeholders in the business; technical, finance, logistics, customer care etc
- Develop KPI's that are benchmarked to the delivery cycle and customer satisfaction index for the term the customer is within the business
- Constantly evaluate customer needs and up sell services and offer value proposition
- Make sure all sales team members have a prospectors list that is valid regularly



## Workshops : Discover Your Purpose

Discover Your Purpose is a fun, energetic single-day session that challenges participants to reinvent themselves for greater life success. This is one of Ignite's first courses to be developed, resulting in numerous satisfied participants who have changed their life approach in just one day. It's appropriate for entrepreneurs, professionals in transition, and anyone seeking to make a structured, positive change in their life.

In this course you will:

- Explore and articulate your life dreams.
- Participate with fellow attendees for better understanding of life approaches.
- Develop concrete action plans for your life.

It is possible to continue your work from a Discover Your Purpose session with Life or executive coaching, depending on the focus of your action plans.

This course is facilitated by Ignite Founder and executive Director, Njeri Rionge. Ms. Rionge is a self-made leader, entrepreneur and business owner.



# Effective Leadership

The Effective Leadership workshop is a three-day course offering a broad overview of the numerous challenges leaders face, and the leadership skills they must develop to be effective.

In this course you will:

- Develop your personal brand as a leader.
- Participate in dialogue and learning on vision, mission and core values.
- Learn the 8 Management Principles.
- Understand perspectives on relationship management.
- Develop a personal leadership road map.



# Entrepreneurship and Money

Entrepreneurship and Money is a single-day session that will help participants learn and apply the innovative approach essential to being a successful entrepreneur, and then combine this with the “money-savvy” necessary to support a start-up. The course is appropriate for entrepreneurs newly in the field and for employed professionals seeking to branch out and try something new.

In this course, you will:

- Learn and practice key entrepreneurial thinking processes.
- Learn how to focus your passion on your vision while managing the administrative challenges of entrepreneurship.
- Learn the importance of a feasibility study and how to do one.
- Learn the financial components, including funding, budgeting, reporting and preparing for growth.
- Learn how to focus on operations once your plan and structure are in place.

Entrepreneurship and Money is taught by Ignite Founder and Executive Director, Njeri Rionge. Ms. Rionge is a successful entrepreneur who founded and built the Wananchi Online Company.



# Negotiation Workshop

In the Ignite Negotiation Workshop, you will learn the theory and actionable implementation techniques of interest-based negotiation. This negotiation approach will help you reach satisfactory, and even superior, negotiation results with your colleagues, competitors, customers and other stakeholders. You will come away from this workshop with the ability to immediately begin to apply what you have learned, including:

- Your own conflict style, and how to modify it for success.
- How to understand and articulate your key interests.
- How to move from a “positional” stance to an “interest-based” approach.
- How to surface and understand the interests of your counterparts in a negotiation.
- How to expand and develop your options.
- How to strengthen your influence and choices.
- How to build coalitions.

You will also have the opportunity for the following:

- Work with other workshop participants in live-action negotiation role-plays.
- Observe and discuss various sample negotiations.

Ignite Negotiation Workshop facilitator C. Ross van Horn is formally trained in international mediation at Erasmus University (Netherlands), and holds an MA in International Policy at the Monterey Institute of International Studies (USA), with a specialization in international negotiation. He has trained, coached, and consulted on negotiation techniques with a range of organizations and individuals.



## Coaching and Mentoring: How to impact yourself, your team, and your organization.

This workshop is relevant for anyone in a leadership position who wants to enhance the “Coaching Culture” in their organization for increased effectiveness, clarity and trust.

In this course, you will learn:

- The “Use of Self” model for increased individual awareness and influence.
- How to reframe your perceptions about behaviors and actions of staff.
- How to create and maintain your own personal Support System.
- Simple tips to bring a structured approach to coaching in your organization.

Ignite Coaching workshop facilitator C. Ross van Horn has coached executives and managers on three continents using a range of approaches. He has received training in Executive Coaching through the Gestalt International Study Center in Cape Cod, USA.



## Strategic Conversations: How to Develop and Use Scenarios for Effective Strategies

This is a five-day course designed for executives, corporate planners, economists, and other professionals with significant strategic responsibilities. Entrepreneurs will also benefit from the course.

Scenarios are alternative descriptions of the future that are useful in developing strategies in highly competitive and uncertain environments. They are equally relevant for business, government and NGO strategies. Scenarios have been used in Fortune 500 companies, major government transitions, and even in small community settings.

Over the five-days, participants will deeply experience the Scenario Development process through an exciting mix of lecture, group work and participatory exercises. By the end of the course, all participants will have completed all of the steps of the scenario process, and will be competent to use the process in their organizations.

Ignite Scenario workshops each centre around a specific theme to maintain focus and to develop content of interest to participants. The theme of the next workshop is: The Global Financial Crisis; implications for Africa.

In this course, you will learn:

- The full cycle of the scenario development process.
- How to brainstorm and analyze the driving factors and forces that shape the future of an industry or issue.
- How to explore and create logical scenario frameworks for use in strategy development.
- How to fill your scenario frameworks with relevant, useful data.

By the way, this is a highly participatory course. You will meet new colleagues and might also even have fun.



## Developing and Using Personal Support Systems

In professional and personal life we all need and use our colleagues and friends for support. This Ignite workshop teaches participants how to take a structured and proactive approach to their support network, to enable goal achievement.

In this workshop, participants will:

- Learn how to categorize their network of relationships for targeted use.
- Learn how to identify when and how to work with colleagues and friends.
- Understand how to use their network for both goal achievement and personal emotional support.
- Understand how to reciprocate support and assistance in appropriate ways.



# Mergers and Acquisitions

In a fast-paced business environment, companies are often faced with new relationships arising from strategic mergers and acquisitions. There are numerous books and studies on how to “best” manage these transitions as either a leader faced with an entirely new strategic and organizational environment. There are also many conceptual models advocating for the best way to plan and assess the value of a merger or acquisition as a leader in the process.

This Ignite Workshop eliminates the fluff, and addresses the key issues in a no-nonsense format of lecture and participatory dialogue. It is appropriate for any business leader, from SME to corporate, who is either considering or already managing a business transition involving a merger or acquisition. Areas covered include:

- Understanding the business being acquired in regards to culture, governance and value proposition
- Due diligence process
- Human resource and customer survey process
- Understanding the management challenges
- Staff integration from both merged companies
- Managing integration between key players in the businesses and developing performance benchmarks that will create deliverable capabilities within the merger process
- Change management as a strategically planned agenda
- Using due diligence findings as part of the new manager transition process
- 3-year merger and acquisition evaluation action plan
- Management and board strategy alignment