



**ENABLE
GROWTH
CONSULT**

Empowering Growth through People, Process & Technology

Company Profile

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Company Overview

Enable Growth Consult is a consulting firm specializing in the Growth Trinity: People, Process, and Digital Technology. Established in 2017, we are committed to driving sustainable growth and transformation for businesses and organizations across various industries by optimizing these three core pillars.

Our approach is holistic, ensuring that our clients not only achieve their growth targets but also build resilient and future-ready organizations.



Growth Trinity

1. People Development:

- Leadership training and development
- Talent acquisition and retention strategies
- Organizational culture transformation
- Employee engagement and performance management
- Workplace culture

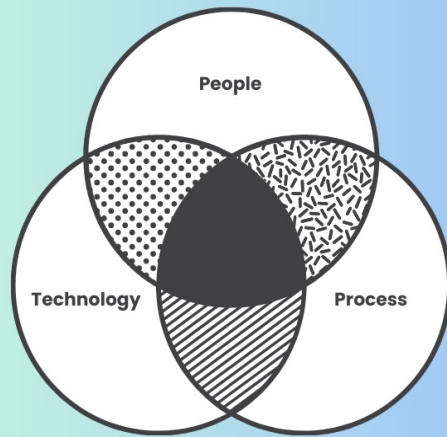
2. Process Optimization:

- Business process re-engineering
- Process Review & Validation
- Operational efficiency improvement
- Lean and Six Sigma implementation
- Change management and process automation

3. Technology Enablement:

- Digital transformation strategy
- IT infrastructure and systems optimization
- Technology adoption and integration
- Data analytics and business intelligence

Please contact us to discuss your needs and for a bespoke proposal.



The Growth Trinity



Mission Statement:

To enable organizations to unlock their full potential by aligning their people, refining their processes, and leveraging cutting-edge technology for sustainable growth.

Vision Statement:

To be the leading consultancy firm known for creating growth-driven organizations that excel in the dynamic business landscape.



Our Core Services Include...

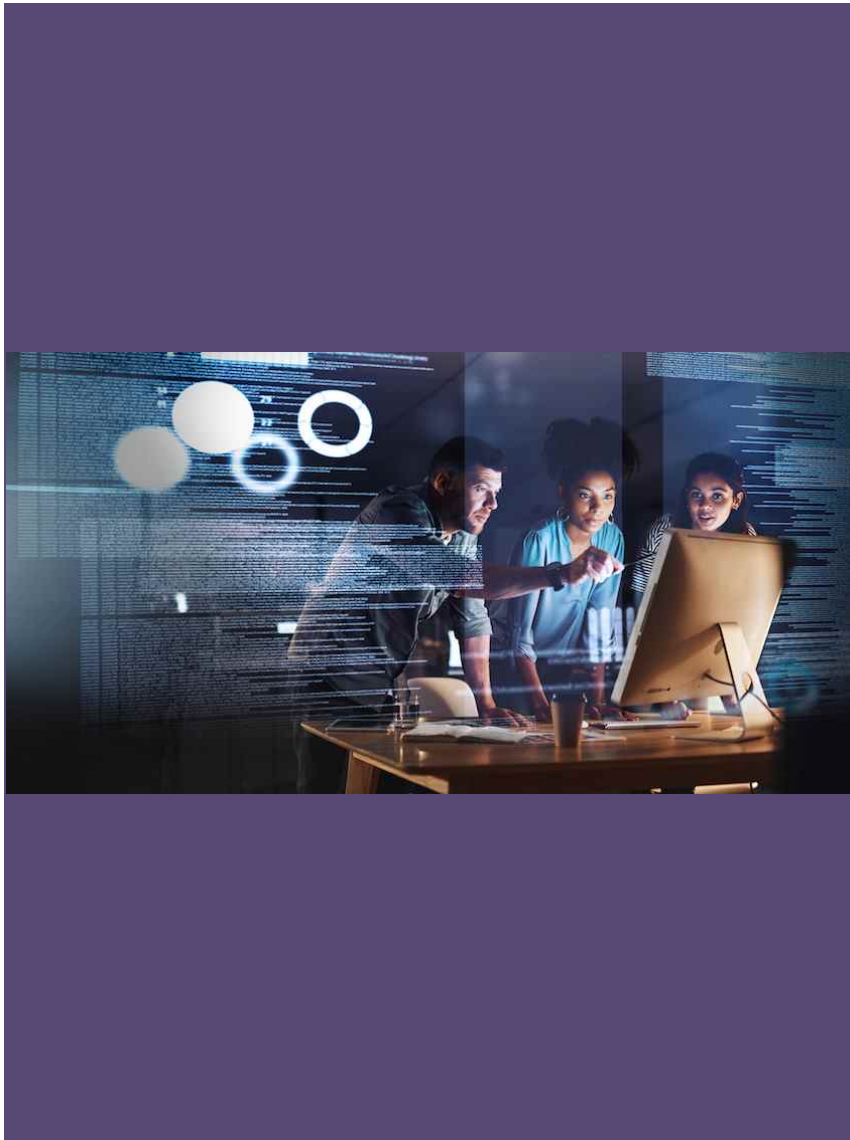
- Employee Capacity Building (Training & Coaching)
- Crisis Management
- Performance Management
- Assessment Tools
- Marketing Strategy & Toolkit Development
- Marketing Campaign Planning & Execution
- Digital Marketing
- Online Community Management
- Content Creation
- Public Relations Management
- Media Buying (Online, Radio, TV, Print, Outdoor)
- Media Monitoring
- Social Listening
- Software & Apps Development
- UX Design
- Corporate Strategy Development
- Website Development
- Process Review & Validation



We Provide Training & Coaching in...

- Digital Marketing & Communication
- Marketing & Communication
- Project Management
- Business Development
- Public Relations
- Public Speaking
- Performance Management
- Workplace Crisis Management
(Harassment, Intimidation, Bullying etc.)
- Diversity, Equity and Inclusion (DEI)
- Effective Communication
- Customer Service
- Change Management
- Time Management
- Team Building
- Effective Supervision
- Leadership Skills
- Partnership Selling
- Effective Negotiation
- Corporate Etiquette and Core Values
- Audience Research

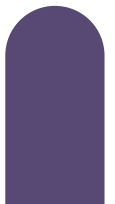




Target Industries

We have expertise and experience in providing services to the following core target industries:

- Financial Services
- Healthcare
- Manufacturing
- Retail
- Technology and IT Services
- Government and Public Sector
- Real Estate
- Media
- PR & Marketing
- Churches
- Politics
- Education



Key Differentiators

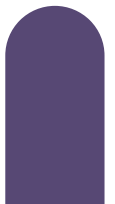
Here are the things that set us apart and ahead of our competitors:

- **Holistic Approach:** We integrate people, process, and technology seamlessly to ensure comprehensive solutions.
- **Industry Expertise:** Our consultants bring deep industry knowledge and experience to tailor strategies that fit unique business needs.
- **Proven Track Record:** We have a history of delivering measurable growth and transformation for our clients.
- **Client-Centric Focus:** We work closely with our clients to understand their challenges and co-create solutions that drive success.



Our Clients include...

- Vivo Energy Ghana
- Enterprise Group
- MTN, Ghana
- The Automation Group Ghana
- JL Properties
- Vanguard Properties
- Robert Bosch
- Ghana Revenue Authority
- DW Akademie
- Media Foundation West Africa
- Ministry of Education, Ghana
- Center for Democratic Development, Ghana
- Media General, Ghana
- Old Mutual Ghana
- Prudential Bank Ghana
- Secure Pensions Trust Ghana
- NP Gandour
- Glams Makeup
- UniBank Ghana
- PZ Cussons Africa
- White Sands
- Ghana Gas
- Promasidor Ghana
- Opportunity International
- Leapworld Nigeria
- OilServ, Nigeria
- Chrisaach Carpets
- UBA, Ghana
- TDI Global
- Daraja Plus, Kenya
- Nation Media, Kenya



Case Studies

Old Mutual 175

- **Client:** Old Mutual, Ghana
- **The Task:** Celebrate 175 Years of doing great things (business) in Africa.
- **Our Solution:** Two months influencer marketing campaign with 8 carefully selected influencers sharing content to create awareness and generate conversation about the 175 Years Anniversary and 'doing great things'.
- **Results:**
 - 6.2 million impressions on Instagram and Twitter
 - 3.9 million people reached
 - 300.2K Video views

#BeatTheChallenge

- **Client:** UBA, Ghana
- **The Task:** Execute a campaign to create awareness and position UBA as the partner bank for beating your banking challenges (in the immediate post COVID-19 era).
- **Our Solution:** Online Video Campaign featuring Bernard Avle, delivering a passionate and reassuring message.
- **Results:**
 - 13.77ml Impressions
 - 4.53ml Reach
 - 22.7K Clicks to Campaign Website
 - 283.6K Video Views



Case Studies

Daraja Plus Digital

- **Client:** Daraja Plus, East Africa
- **The Task:** Increase capacity of digital marketing team and position Daraja Plus as a leader in the market.
- **Our Solution:**
 - Training and coaching of digital marketing team.
 - Evaluation of Daraja Plus competencies and opportunities for strategic advantage.
 - Redesign of www.darajaplus.com with new features and content to increase online presence, search visibility, thought leadership and attract new business.

Performance Management System

- **Client:** Prudential Bank Ghana Ltd.
- **The Task:** Provide an effective system to manage the performance of all employees.
- **Our Solution:** Developed a comprehensive Performance Management System with a toolkit to manage all employee objectives, provide a feedback and evaluation system, facilitate appraisals, promotions and manage employee development and capacity building.

Results:

- All supervisors, managers and directors were trained to use this system and it was launched successfully.



Case Studies

Optimal Ahof3 Promo

- **Client:** NP Gandour, Ghana
- **The Task:** Increase distribution, penetration, encourage trial, convert and reward users of Optimal Haircare Kit.
- Our Solution: Scratch and Win Campaign.
- **Results:**
 - 150K Kit boxes sold in 3 months
 - 13% increase in sales

mVest Campaign

- **Client:** Old Mutual, Ghana
- **The Task:** Educate audience about mVest Investment product, generate leads and investment.
- **Our Solution:** Video and Display Campaign.
- **Results:**
 - 1.3 million impressions.
 - 945K million people reached.
 - 153.2K video views.
 - 1,030 leads generated.



Case Studies

UB Hair Relaxer, Uncomplicate Your Hair

- **Client:** NP Gandour, Ghana
- **The Task:** Create awareness about new UB Hair Relaxer with Argan Oil, Increase Penetration and Sales.
- **Our Solution:** Video and Display Campaign.
- **Results:**
 - 6.2 million impressions.
 - 3.9 million people reached.
 - 300.2K Video views.
 - 200K New UB jars sold in 3 months
 - 11.7% increase in sales

UBA Solutions

- **Client:** UBA
- **The Task:** Educate the public about key UBA products and services.
- **Our Solution:** YouTube and Facebook Video campaign to educate the audience about each product/service as a solution, the key features and how to use them.

Results:

- 500.7K impressions on Instagram and Twitter.
- 357.05K people reached
- 253.2K Video views



Client Testimonials

"Enable Growth Consult helped us streamline our operations and harness the power of technology, leading to a 30% increase in efficiency within six months." - CEO, Daraja Plus.

"Their people-centric approach to consultancy has transformed our company culture and empowered our teams to perform at their best." - HR Manager, Robert Bosch.

"Their data-driven approach to campaign management enabled us to exceed our campaign target by 63%" - Head of Marketing, Old Mutual Ghana.

"Their e-commerce solution has enabled us to enabled us to increase revenue by over 33% in the past 12 months." - Head of Sales & Marketing, TAGG.

Our Core Team

Stephen Osei Boadi
(Lead Enabler)

Divine Puplampu
(Lead Technology
Enabler)

Pearl Annoh Boadi
(Lead People
Enabler)

Anderson Baiden
(Lead Process
Enabler)



Contact Us

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