

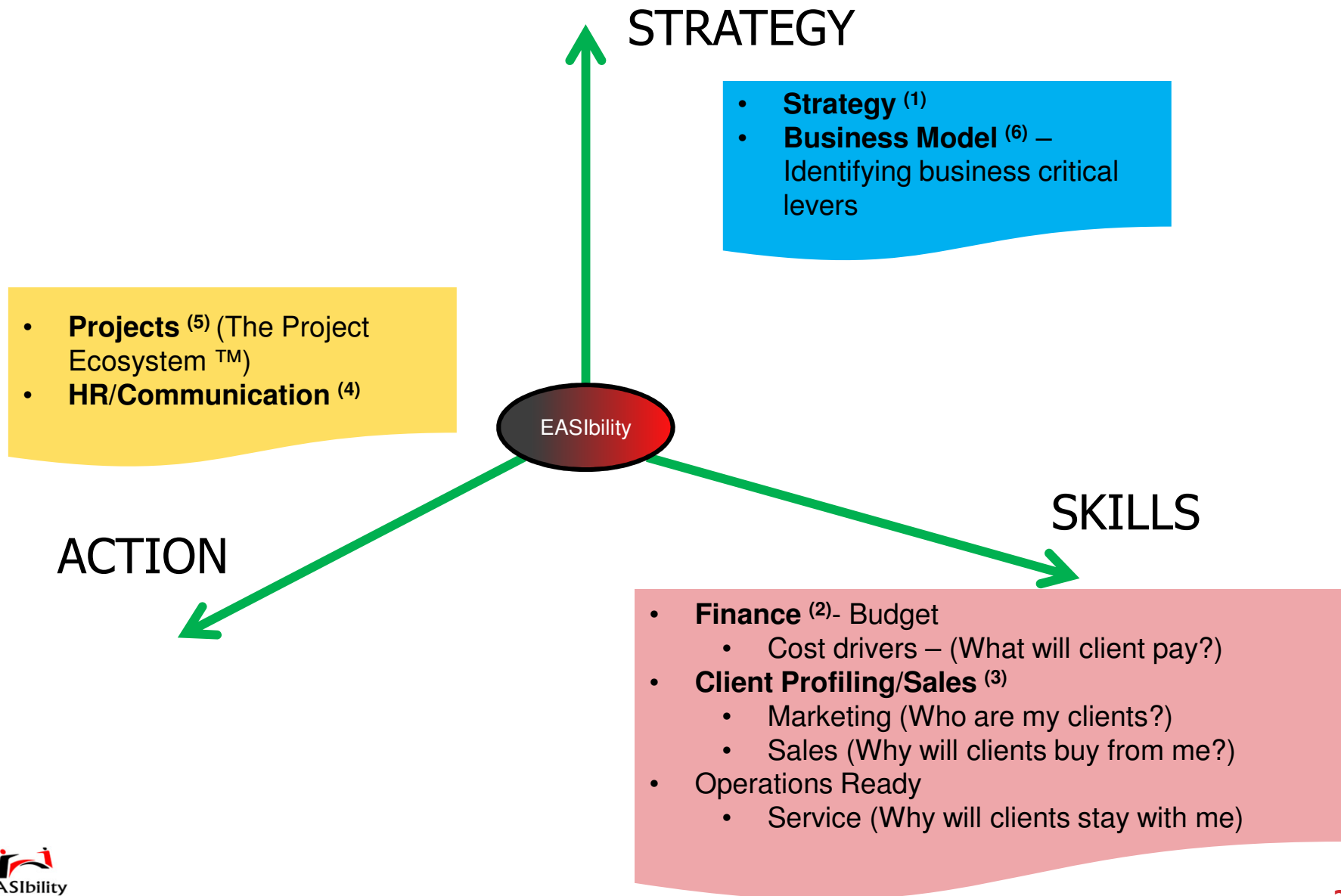


EASibility

Good...Better...EASI

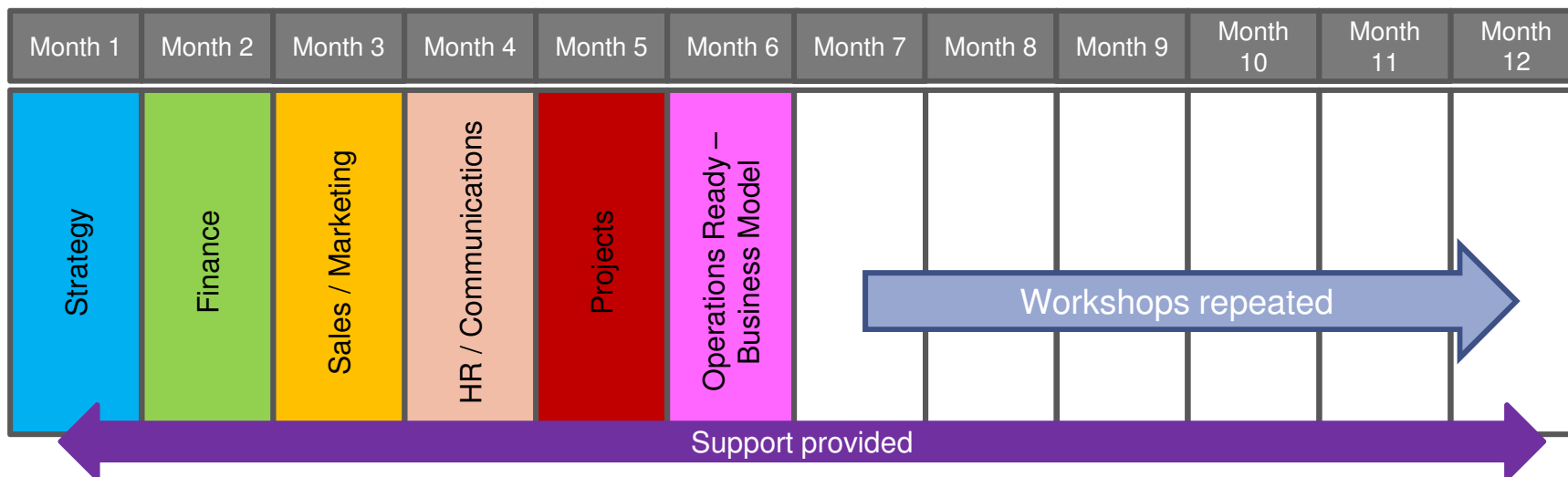


WHAT IS OUR SME STRATEGY 2 BUSINESS MODEL PROGRAM



SAMPLE CALENDAR – STRATEGY 2 BUSINESS MODEL PROGRAM

This program is completely adjustable from a time to deliver perspective



Offering	NB Notes	Additional notes
Workshop Delivery	All the workshops will follow the E.A.S.I.® style to unpack the content / theory	
Workshop Time (suggested)	Workshops delivered in morning or afternoon timeslots Not more than 2.5 hours long We believe time away from office for SME is not productive	EASibility can customize the duration to suit the clients needs
VAS (Value Added Services)	EASI® Talks, relevant topics will be made available using a Panel of Experts Talks available on website as podcasts or webisodes	Develop in conjunction with delegates/ clients
	Create opportunities for networking – aligning ourselves with existing networking offerings	
	All workshops will be available on website for delegates to use	Free to use

PROGRAM DETAIL

Strategy

- Foundational understanding of Strategy
- Be in a position to follow and apply the practical steps taught to form a Strategy using the E.A.S.I.® style

Finance

- Foundational understanding of accounting; budgets and cash flow (profit)
- Adopting the E.A.S.I.® style to finance, providing process with which to implement fiscal discipline

Sales/Marketing

- Gain an understanding of who and what a target market is (linked to chapter A in Strategy is EASI® book)
- Practical approach using the E.A.S.I.® style to Marketing and Sales aspects

HR/Communications

- Often neglected. Our intention is to partner with specialist in this field to bring a holistic view to HR and communication using the E.A.S.I.® style to underpin this vital topic. People make or break your business

Projects

- Gain an understanding of what a project is & understanding the relationships between 8 key projects components (often misunderstood by business in general)
- Completely methodology agnostic – introduce and pioneering the “The Project Ecosystem™” using the E.A.S.I.® style

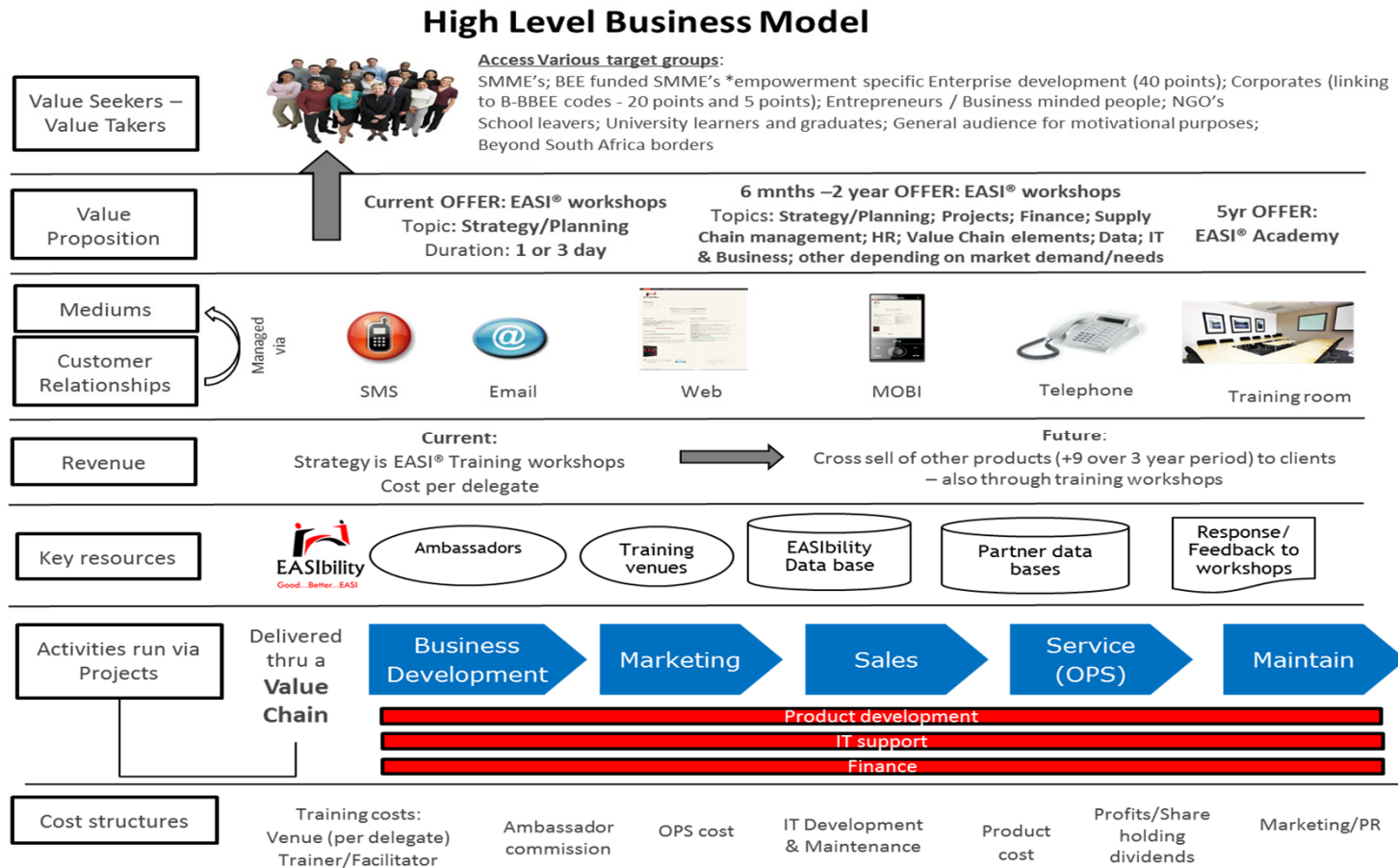
Operations Ready – Business Model

- Explore and gain an understanding of what business critical success levers are
- Work out a practical way using E.A.S.I.® in knowing how to pull or push the levers to ensure your business stays the course
- Complete a generic business model (see slide 10) – armed with this info be in a position to draw up a meaningful business plan/proposal and put it into action!

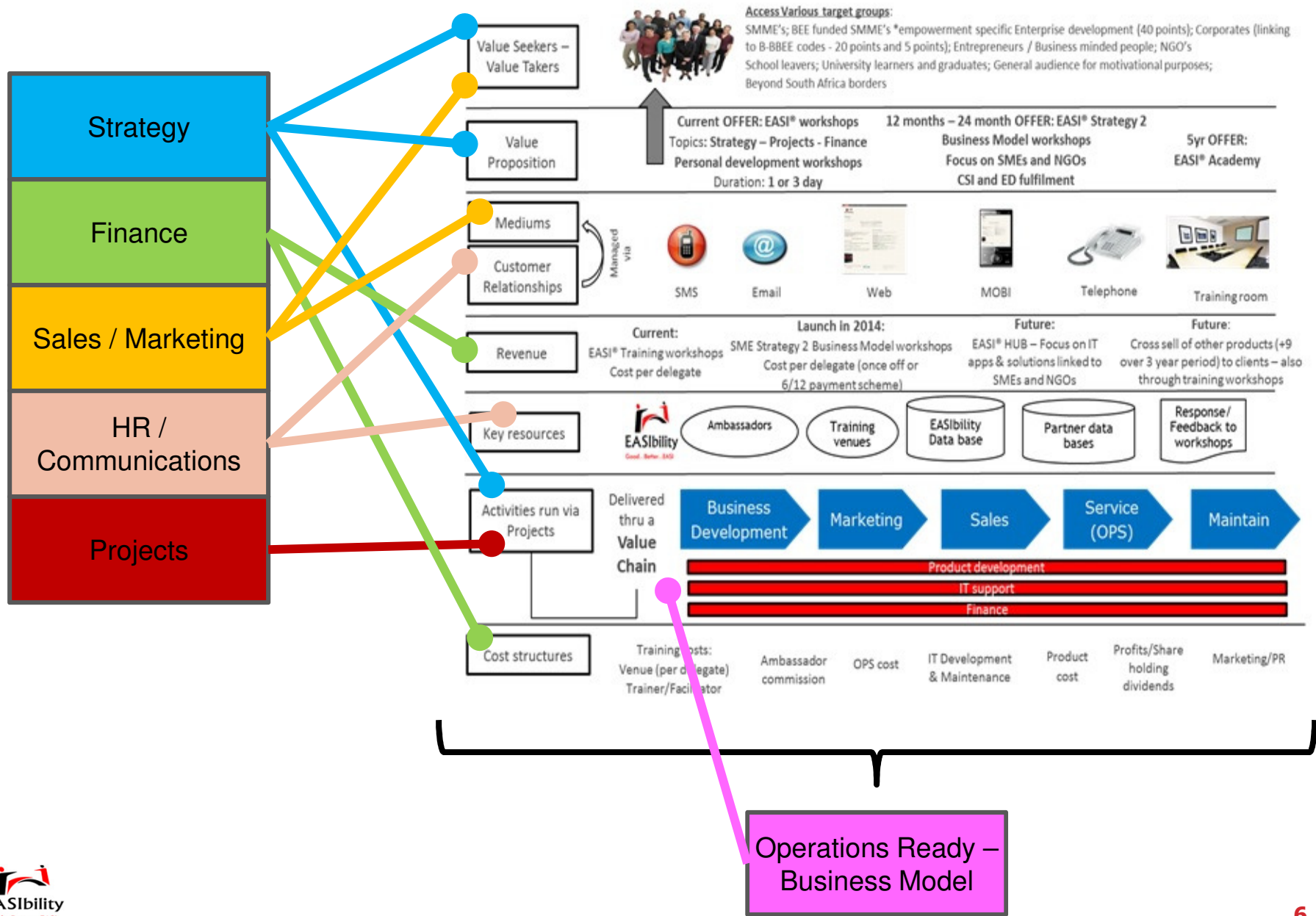
STRATEGY 2 BUSINESS MODEL – END PRODUCT - OUTCOME

By **completing** the **EASibility SMME Strategy 2 Business model program** delegates will be able to understand and put the **Business Model together** (see below);

This will form part of our **Assessment** of the delegates' **understanding** of the program itself:



PROGRAM SUBJECTS LINK TO BUSINESS MODEL



WHY CHOOSE EASIBILITY?

- ✓ Based on an Internationally published book called Strategy is E.A.S.I®
- ✓ E.A.S.I® is a unique method designed and birthed in South Africa for South Africans
- ✓ E.A.S.I® is a only proven style that can be used for business and personal
- ✓ E.A.S.I® style's main objective is to demystify complicated business topics
- ✓ Passion on empowering people through the impartation of knowledge with the right mix of practicality
- ✓ EASibility seeks to be the bridge that connects Academia to the Practical world
- ✓ It has been referred to as the “mini-MBA for SME” – Anthea Jacobs (WECBOF/ABSA Business Women of the year 2008)

CONTACT DETAILS

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