



THE
MOSRON COMMUNICATIONS
UPSKILLING PROGRAM(MC-UP)
Communication for Professionals, Business Executives and Public Officials



Executive Summary

The Mosron Communications Upskilling Programme (MC-UP) is an intensive onsite and virtual business and leadership communications training project. Its mission is to educate, upskill and retool visionary professionals and business executives in Sub-Saharan Africa with modern skills to support their career growth and business expansion plans. The MC-UP is also targeted at public office holders and governmental organisations that desire to leverage digital communication channels for citizen education and engagement.

From our propriety research findings, where 57.6% of respondents were service entrepreneurs - 100% agreed that the ability to communicate effectively is important in business. All respondents also confirmed that they will get better business results if they were able to communicate more effectively. Where more than 50% of respondents did not know what [social selling](#) is, 63.6% confirmed that they would rather their business focus on organic marketing which is aided by social selling. Again, all respondents agreed that learning how to prospect online, i.e. social selling, will boost their business' profitability.

With the Mosron Communications Upskilling Programme, delivered by a team of public relations and business communications professionals with multi-sectoral experience, our aim is to impact **2,500 entrepreneurs, 1,750 professionals** and **750 public office holders** over the next **five (5) years**.

The MC-UP is a program designed to support the achievement of **Sustainable Development Goals 4**: to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all; **and 8**: to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. To this end, we are looking to partner with impact driven organisations looking to support the attainment of the SDGs and also drive organizational growth in new markets.



Introduction

Clear, strategic and consistent communication is essential in every organisation and sector in an economy. According to [Nextiva](#), organizations with connected employees have a spike in productivity of up to 25%. Effective Business Communications does not only affect employees, it also delivers better customer service that contributes to business outcomes. For professionals, becoming effective communicators contribute to their career advancement goals and make them valuable team members.

In recent times, there has been increased citizen participation on social media where users demand better governance from their leaders and are interested in the day-to-day workings of government. In 2020, 189 countries were represented through an official presence on Twitter, either by personal or institutional accounts run by heads of state and government, and foreign ministers according to a [report by Statista](#). In the wake of the COVID-19 pandemic, leaders of government relied heavily on social media to disseminate information to the public and allay the fears of the citizens.

Data of Entrepreneurs in SSA



According to the [World Bank](#), MSMEs represent about 90% of businesses and more than 50% of employment worldwide. Formal SMEs contribute up to 40% of national income (GDP) in emerging economies which include the countries in sub-Saharan Africa.

Data From Entrepreneurs in Nigeria

Do you think your business will do better if you are able to communicate effectively?



● Yes
● No

According to its Ministry of Industry, Trade, and Investment, Nigeria has over 37.07 million micro, small and medium-scale enterprises, MSMEs, and they account for more than 84 percent of total jobs in the country.

We carried out a survey amongst entrepreneurs in Nigeria to understand their business needs and determine the role/state of communications in their businesses. Our findings revealed that:



100% of the respondents agreed that the ability to communicate effectively is important in business



66.7% do not know how their customers behaviours because they have never created a customer persona



100% of the respondents want to learn how to prospect online to improve their business profitability

Over the next five (5) years, our aim is to impact **2,500 entrepreneurs, 1,750 professionals** and **750 public office holders**. As a pilot test, we held the LinkedIn Optimisation training for Professionals and Entrepreneurs in 2019 where we have reached a combined total of 100+ professionals and entrepreneurs, and got 56,000+ impressions in a Twitter thread teaching LinkedIn Optimisation to youths across sub-Saharan Africa.

 **56,295**  **1,585**
 Impressions Total Engagements

 **Mosron Communications** @MosronComms · Nov 18, 2019

Glad to announce that 57 people have been shortlisted for the #LinkedInTraining for Professionals happening Saturday November 30.

Please look out for our email in you inbox tomorrow morning - there's a short survey in it 😊

P.s: this means we have space to take 13 more people!



**LINKEDIN
OPTIMISATION
FOR PROFESSIONALS
AND ENTREPRENEURS**

POWERED BY MOSRON COMMUNICATIONS

 **Tweet Analytics**

 **Tolulope Olorundero** @Tolucmms

Good evening, Tweepers.

As promised, here is my 2019 year end gift to everyone who indicated interested in the tweet - a step-by-step process of how to optimise your #LinkedIn page, network effectively, get jobs and deals.

Please RT this first tweet.

BTY: @MosronComms
<https://twitter.com/Tolucmms/status/1189225451115183138> ...

Impressions
 times people saw this Tweet on Twitter

56,295

Total engagements
 times people interacted with this Tweet

1,585

MC-UP STREAMS*

MC-UP for Entrepreneur S



The MCUP for Entrepreneurs stream is a 5-day intensive training for business owners looking to achieve their business objectives by improving their business communications processes and leveraging on digital communication channels to drive growth.

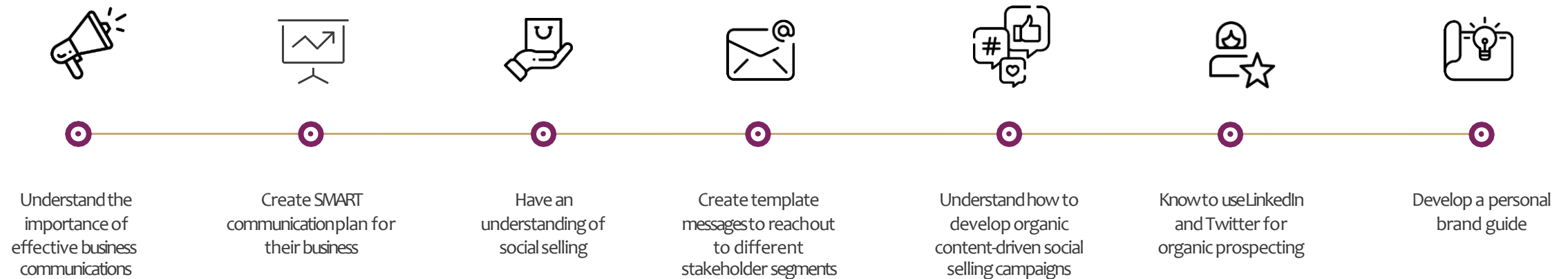
According to a report by [Blue Corona](#):

- Studies show that between 70-80% of people research a company online BEFORE visiting the small business or making a purchase with them
- Almost 90% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic

Without effective and strategic presence online, as well as efficient internal business communications processes, entrepreneurs limit the revenue generation potentials for their businesses, miss out on opportunities for global collaborations and impair their ability to hire the best staff.

* Streams are delivered independently and can happen concurrently in different locations

By the end of the MC-UP for Entrepreneurs stream, participants are expected to:



See the video recap of our flagship LinkedIn Optimisation for Entrepreneurs Training which held in 2019.

MC-UP for Professionals

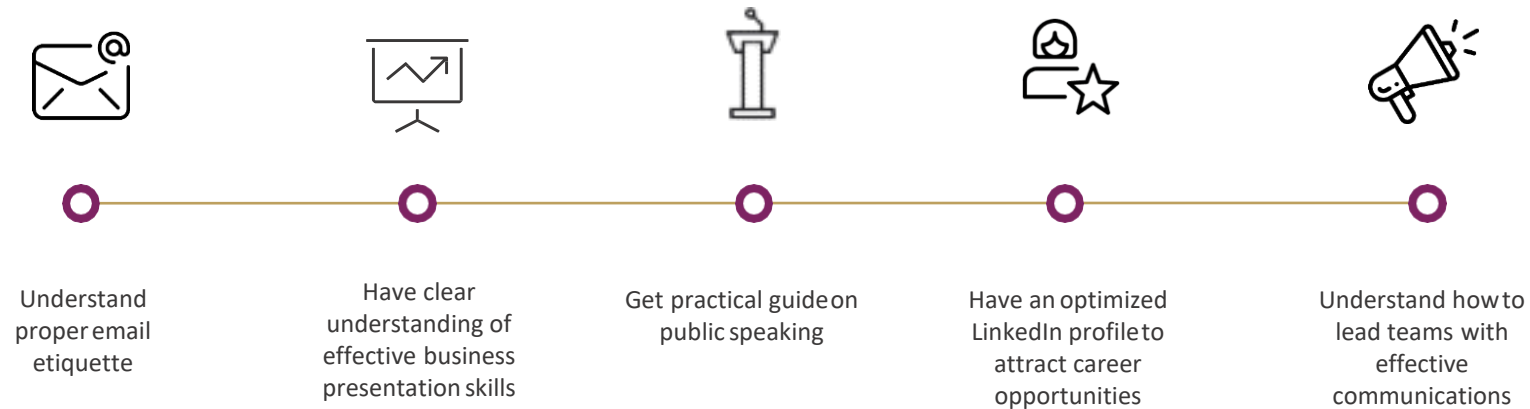


The MC-UP for Professionals stream is an intensive one-day training for working professionals looking to improve their business communications skills and harness the vast opportunities for career growth available communication channels.

Professionals in across industries will benefit greatly from business communication skills. Professionals who are not business communicators will:

- Reduce their opportunities for job prospects and career growth
- Lack the skills to effectively lead a team and demonstrate their suitability for a role
- Lack understanding of how to purposefully deliver messages to achieve specific goals
- Lose opportunities to forge more positive relationships that will profit their companies
- Lack organisation that can waste their company's time and resources

By the end of the MC-UP for Professionals stream, participants are expected to:



[See the video recap of our flagship LinkedIn Optimisation for Professionals Training which held in 2019.](#)

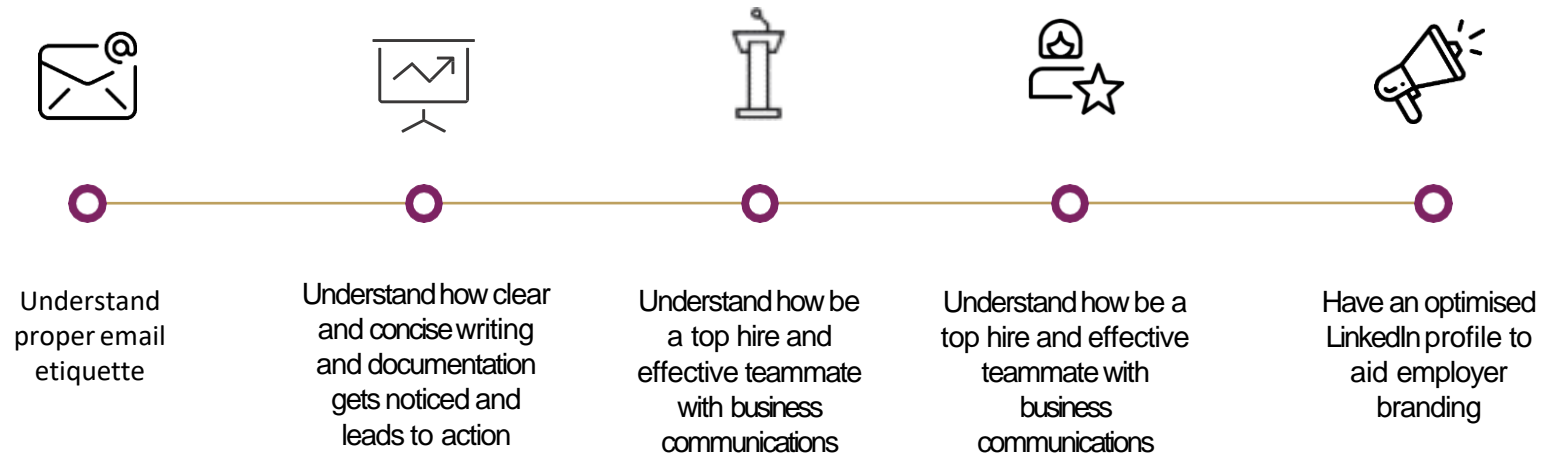
Mosron Communications Internship Programme

The Mosron Communications Internship Programme (MCIP) is an intensive in-house scheme designed to be delivered as part of the Graduate Internship Programmes of organisations. Its goal is to help recent graduates understand effective communications in a corporate environment and also become workplace ready.

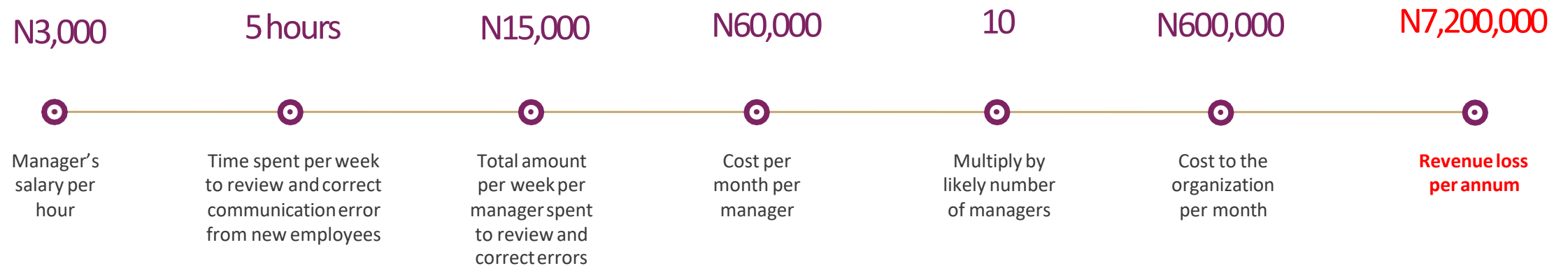
Getting professional tutors to teach an intensive communication module will save future costs for organisations. Managers will be able to focus on core business objectives instead of spending valuable time reviewing and correcting communication errors from new employees.



By the end of the Mosron Communications Internship Program, participants are expected to:

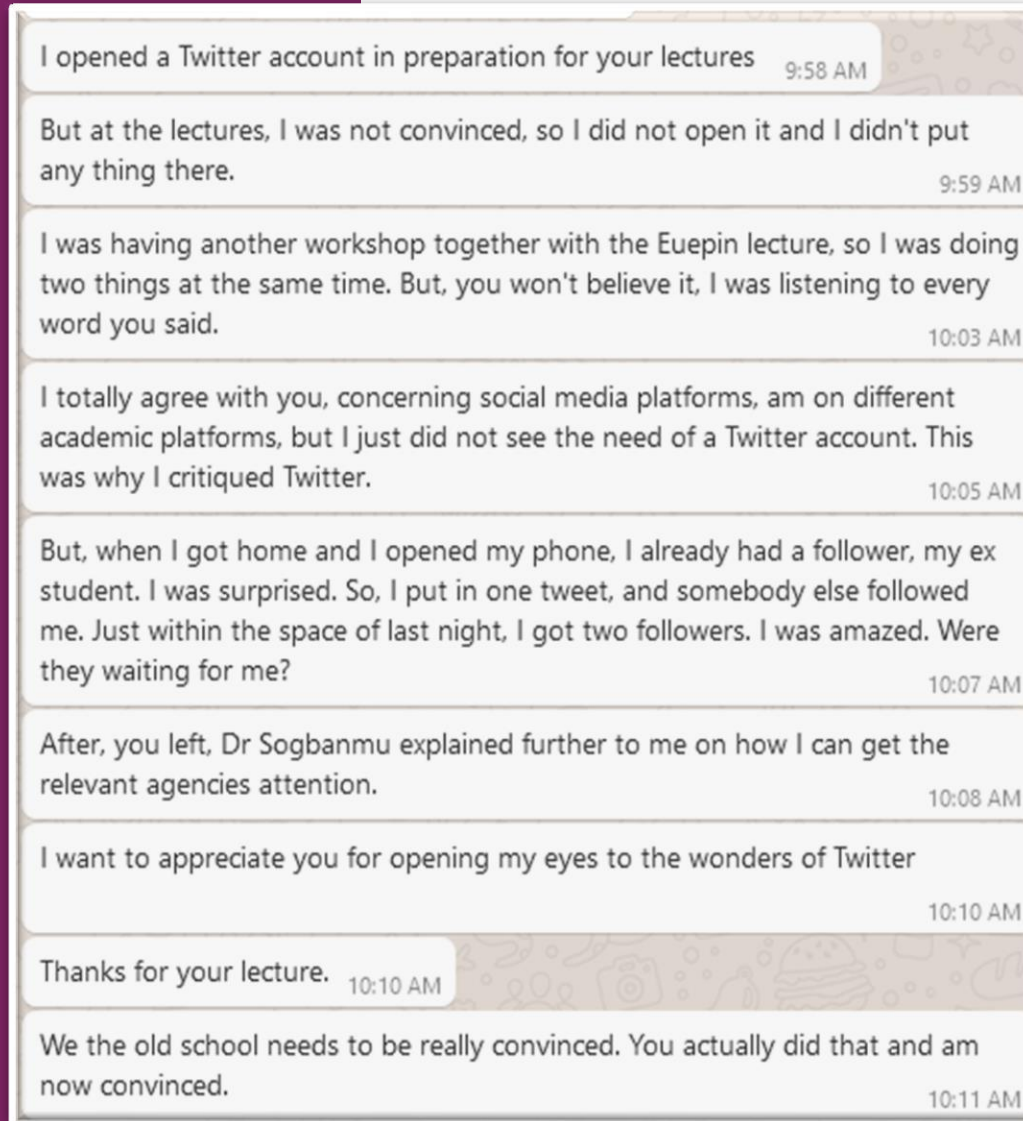


Annual Revenue Loss to Organisations without Dedicated Business Communication Trainings



*This calculation is for an average medium scale organization in SSA.

MC-UP for Public Office Holders



The MCUP for Public Office Holders stream is an intensive training for public officials who need to learn and improve citizen education and engagement via digital communication channels. This stream is also designed to help government organisations and ministries learn the art of leadership communication as they engage citizens across various levels.

Feedback from our practical session on *Promoting your Evidence & Policy Activities: Blogs, Social media (Twitter, Facebook, LinkedIn) for policy [researchers and evidence users at the EUPIN Knowledge Translation Workshop](#) which held in December 2020.*

By the end of the MC-UP for Public Office Holders stream, participants are expected to:



Have clear understanding of the rules of public engagement



Understand leadership communications



Understand how to use selected social media platforms to educate citizens and effectively disseminate information



Understand public engagement pitfalls to avoid when using digital communication channels



Create options for feedback from the public using selected platforms

At the end of each training, participants in the MCUP streams will receive:



Sponsorbranded certificate of Participation



A copy of the *Business Communication Strategies for Digital Entrepreneurs* e-book



A copy of the *LinkedIn Optimisation for Professionals* e-book

Training Delivery Methodology:

Trainer-led
facilitation:

60%

Practical
sessions:

30%

Individual
Practice:

10%

About Us



From being an exclusive and well-respected content development and editorial organisation, working with creatives and business executives, [Mosron Communications](#) has evolved to become a full-fledged bespoke public relations consultancy practice.

We specialise in providing tailored public relations guidance, particularly in the area of corporate and digital communications, to business-2-business service organisations operating in sub-Saharan Africa and those looking to enter the SSA market.

At Mosron Communications, our team of PR and digital communications professionals deliver bespoke communications plans and deploy campaigns designed for maximum impact across all touch points.

We are specially equipped to serve medium and large sized organisations as well as multinational brands looking to gain entry into the Nigerian market. Over the years, Mosron Communications has confronted business challenges with innovative strategies and result-driven implementation tactics that delivered the desired impact.

Ours is a story of deep-rooted growth, evidenced by our strong network both in public and private sector circles and in the diversity of clients we have served.



Tolulope Olorundero
Programme Lead & Facilitator

[Tolulope](#) is a strategic public relations and communications consultant as well as board advisor, having exceptional skills in crises management, strategy development with an intuitive sense for commercial viability. She is the Founder and Principal Consultant at [Mosron Communications](#), a boutique public relations consulting practice in Lagos, Nigeria. Amongst their impressive clientele, Tolulope has led the Mosron team to sign on and consult for Landmark Africa, Flying Doctors Healthcare Investment Company, Outsource Global, The Sahara Centre, and many others.

Having worked across several sectors of the economy, she has founded and expanded three businesses over the last 15 years with an appreciable level of success. Tolulope is a strong advocate of customer-centric brand positioning and content-led strategies for customer acquisition and conversion.

She has facilitated trainings at the Nigerian Publishers Association, African Women in Media Conference as well as the School of Media and Communications, Pan Atlantic University. She also teaches, writes and facilitates trainings on crises management for organisations, business communication strategies, executive/personal branding for C-suites, LinkedIn optimisation as well as writing and communication skills. Tolulope is the Founder of [Nigerian Women in Public Relations](#), an independent social impact organisation set up to support, inspire and empower female PR professionals of Nigerian descent across the world. Its mission is to build a robust network of competent and qualified Nigerian Women in PR & Communications, while improving access to opportunities in the industry and beyond.

Tolulope Olorundero is an alumna of the prestigious School of Media and Communications and a certified Public Relations professional in Nigeria. She is the author of two e-books: LinkedIn Optimisation for Professionals and Business Communication Strategies for Digital Entrepreneurs and Sales Professionals. She recently emerged as Second Finalist in the Entrepreneur/Consultant Category for West Africa in the Gender Mainstreaming Awards in South Africa, YNaija Powerlist 2020 as one of [the Most Powerful Young Professionals in Corporate Nigeria](#) and [Emerging Female Public Relations Professional](#) by WIMCA, 100 Most Influential Young Nigerians 2020 by Avance Media, and 40 Under 40 Women in Marketing and Communication by Brand Communicator.

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