



Exeleadmen

International Consulting



Maximizing Financial Returns
for Greater Social Benefits

Global Localization



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PRESENTATION

EXELEADMEN (Executive Leadership, Management and Entrepreneurship) is a social enterprise where entrepreneurs and leaders learn to better navigate existing constraints through a venture creation ecosystem of specialized support including :

- Customer development
- Financial markets
- Shared value creation
- Environmental sustainability
- Professional services
- Lean start-up process
- Innovation-based ventures
- Solicitation of investors
- System designers

EXELEADMEN was created in 2011 by **Pape Samb**, a global social entrepreneur, along with professional partners to show their commitment to social purpose in entrepreneurship.

The primary distinguishing characteristic of EXELEADMEN is its commitment to creating shared value through social purpose and earned income.

VISION

EXELEADMEN envisions a global economy in which social and economic progress go hand-in-hand to drive the next wave of social innovation and productivity growth.

MISSION

The mission of **EXELEADMEN** is to provide leaders and entrepreneurs with the knowledge, tools, and networks to create economic value by way of creating societal value and enabling a strong entrepreneurship ecosystem for youth, women, and underprivileged communities. Our goals are :



Goal 1

To speed the conversion of ideas into market-ready enterprises by linking knowledge creation and social venture creation.



Goal 2

To pair managers and leaders across sectors and industries to promote the growth and success of small and midsize companies and revitalize large corporations through partnerships with innovative community enterprises.



Goal 3

To improve the match between education and employment opportunities through apprenticeships and other education-industry links, including new structures for schooling.



Goal 4

To link leaders and managers across sectors to develop regional strategies and conceive products and markets that build on local assets and attract new investment.

► PHILOSOPHY

EXELEADMEN believes that financial returns should be maximized to create greater social benefits, and that a company's financial success should be measured not only by its financial performance but also by its impact on the community where it operates.



► APPROACH

To create shared value partnerships through synergy, sustainability, and success stories. The world is a living system. System thinking teaches us that the whole is greater than the sum of its parts and an isolated approach to problem solving may lead to unintended consequences. This leads to the question of how to build a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace.

Although most people have good intentions in addressing a local community's problems, they often do not think about how best to approach these issues. Due to the increasing conflict of interests between consumers of services and service providers, EXELEADMEN proposes using :

- **Creating Shared Value (CSV)** et
- **3S Approach** (Synergy, Sustainability, and Success Stories) as new ways of addressing societal challenges.

We at EXELEADMEN believe that CSV and the 3S Approach will bridge the gap between services, consumers, and service providers, and the rich and poor, and will facilitate to build social enterprises, for-benefit enterprises, and self-sustainable community-led programs all over the world.

► OUR BUSINESS

To turn job seekers into job creators by providing assistance with lean start-up processes, innovation-based ventures, the solicitation of investors and services for the local community and professional organizations whose members reside in high-need, limited resources, and rural areas.

To train prospective and current entrepreneurs and leaders in innovative venture creation, business and financial management, entrepreneurship, leadership, resources mobilization, sustainable value creation, strategic communications, and cross-cultural management.

To forge strong partnerships between profit and non-profit organizations, public and private sector entities to leverage their unique resources, expertise, and skills to create economic value by building societal value.

To deliver programs and training services to youth entrepreneurs, women, professionals, and minority groups to create a strong entrepreneurship ecosystem and develop more self-sustainable, community and youth/women-led enterprises.



TRAINING

We develop curricula and deliver training services to youth entrepreneurs, women, students, professionals, and minority groups to grow socio-economic enterprises and community initiatives. Our curricula include innovation-based venture creation, customer development, lean start-up process, social venture strategic nodes, shared value creation. We offer training classes on small business and financial management, entrepreneurship, leadership, project management, organizational diagnosis/change, resource mobilization and shared value creation, cross-cultural communications.

We provide a myriad of entrepreneurship and leadership learning opportunities such as seminars and training modules, workshops and discussions, speaker series and talks, conferences and competitions, publications and articles. We develop training manuals, management tools, sample feasibility and marketing studies, proposal-writing templates, and forms for evaluating potential clients and other materials.



Leadership

For companies and organizations that want to become internationally competitive, culturally diverse, socially responsible, educationally relevant, and fiscally sustainable, Exeleadmen offers a variety of workshops and trainings to their staff, clients, partners, and suppliers. Based on surveys and interviews, investing in the following capacity building workshops will generate an immediate substantial return.

- ▶ **Asset Based Community Development**
- ▶ **Building Communities :** *A path toward finding and mobilizing a community's assets*
- ▶ **Business Writing**
- ▶ **Creating and Implementing Your Strategic Plan**
- ▶ **Getting the Right Work Done**
- ▶ **Human Resource Management for Entrepreneurs**
- ▶ **Making Every Meeting Matter**
- ▶ **Organization Diagnosis and Change management**
- ▶ **Marketing and Strategic Communications**
- ▶ **The Collaboration Challenge :** *How Nonprofits and Businesses Succeed Through Strategic Alliances*
- ▶ **Understanding Action Learning :** *Theory into Practice*
- ▶ **The Research Process: A Complete Guide and Reference for managers**
- ▶ **Getting New Hires to Hit the Ground Running :** *Orientation for staff and facilitators*



Entrepreneurship

For companies and organizations that want to become internationally competitive, culturally diverse, socially responsible, educationally relevant, and fiscally sustainable, Exeleadmen offers the following workshops and trainings to their staff, clients, partners, and suppliers. Based on surveys and interviews, investing in the following capacity building workshops will generate an immediate substantial return.

- ▶ Being A Global Entrepreneur : *How to Think, Act, and Lead in a Transformed World*
- ▶ Budget and Financial Management
- ▶ Building Social Business
- ▶ Community Social and Economic Literary
- ▶ Coaching Social Entrepreneurs
- ▶ Entrepreneurs Writing Clarity
- ▶ Entrepreneurship Innovative Fundraising Strategies
- ▶ Entrepreneurship Problem Solving
- ▶ Ethics for Social Entrepreneurs
- ▶ Failure to Communicate : *How conversations go wrong and what you can do to right them*
- ▶ Finance Basics for Entrepreneurs
- ▶ Debt collection
- ▶ Leadership for Entrepreneurs
- ▶ Managing Leadership Transition for Entrepreneurs : *Passing the Torch to Sustain business*
- ▶ Marketing and Strategic Communications
- ▶ Public Speaking: Developing Persuasive Presentations
- ▶ Understanding Action Learning : *Theory into Practice*
- ▶ The Discipline of Market Leaders : *Choose your Customers, Narrow Your Focus, and Dominate your Market*



Management

For companies and organizations that want to become internationally competitive, culturally diverse, socially responsible, educationally relevant, and fiscally sustainable, Exeleadmen offers the following workshops and trainings to their staff, clients, partners, and suppliers. Based on surveys and interviews, investing in the following capacity building workshops will generate an immediate substantial return.

- ▶ Politics, Policy Making and Business Administration
- ▶ Public Managerial Economics
- ▶ Understanding Action Learning :
Theory into Practice
- ▶ Global Shared Value Leadership
- ▶ The Board that Make a Difference designed for
Leadership in Nonprofit and Public Organization

- ▶ Managers as Facilitators :
Getting work done in a changing workplace
- ▶ Managing Difficult Interactions
- ▶ Managing Up and Across
- ▶ Program Evaluation
- ▶ Project Management

DEBT COLLECTION & LITIGATION

Debt Collection

- Prévention
- Repayment supervision
- Field visits
- Follow-up letters
- Summons
- Identification, agreements, repayment
schedule, appointments
- Monitoring the repayment schedule
- Recalls maturity SMS
- Information sessions and reports



Pre-Litigation and Litigation

- Payment orders
- Court cases
- Business litigation monitoring and finalization



PROJECT DESIGN & MANAGEMENT

- ▶ Market study and analysis
- ▶ Business plan
- ▶ Staff supervision
- ▶ Monitoring and evaluation activities

FINANCIAL ACCOUNTING & MEDIATION

- ▶ Analysis and accounting assistance
- ▶ Preparation of financial statements
- ▶ Payroll and Human Resources
- ▶ Research assistance credit
- ▶ Financial analysis
- ▶ Management consulting

PRESTATION IT SOLUTIONS

Council and Consulting

- ▶ Council E-business strategy
- ▶ E-marketing
- ▶ Council acquisition of ERP

Applicative solutions

- ▶ ERP
- ▶ CRM
- ▶ Accounting
- ▶ Treasury
- ▶ Sales Management
- ▶ Payroll and HR
- ▶ Immobilization
- ▶ Financial Statement
- ▶ Tax system

WebSite design and implementation

- ▶ Website design
- ▶ E- commerce site
- ▶ Application design trades

Professional SEO

- ▶ SEO audit
- ▶ SEO
- ▶ Design development plan traffic

Community Management

- ▶ Electronic communication plan on social networks
- ▶ Creation , improved Facebook page and follow
- ▶ Creating and Managing on twitter
- ▶ Accompanying events online :
management and publication contained live

Custom developments

- ▶ Custom developments
- ▶ Development of sites under the drupal CMS
- ▶ Application specific business
- ▶ Development of databases and CRM
- ▶ Application Drupal
- ▶ Trade : *Cataloging online payment solutions*

Web hosting

- ▶ Cloud hosting
- ▶ Domain Names

OUR CLIENTS



AMERICAN UNIVERSITY



OUTWARDS EXPORTS



UNICEF



CEDEAO - ECOWAS



CENTRE FOR ENTREPRENEURSHIP
EDUCATION AND DEVELOPMENT



UNITED NATIONS



INTERNATIONAL FUND FOR
AGRICULTURAL DEVELOPMENT



ARIZONA STATE
UNIVERSITY



ALTERED ATTITUDES



COLUMBIA BUSINESS
SCHOOL



SUSTERRA



WORLD INNOVATION SUMMIT
FOR EDUCATION



CONNECTIMASS



DIAMOND ONLINE



INJAZ AL-MAGHRIB



NIKKEI BP



GLOBAL YOUTH INNOVATION
NETWORK



PAN AFRICAN AGRIBUSINESS &
AGROINDUSTRY CONSORTIUM



U.S. NEWS



PEACE CORPS



INTERNATIONAL ASSOCIATION OF
TECHNOLOGY EDUCATION AND
DEVELOPMENT



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