

**ENZO KRYPTON BUSINESS
ANALYST APPRENTICE
PROGRAMME**

INVITATION FOR APPLICATIONS

**CLASS 001
2018**

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INTRODUCTION

Enzo, Krypton and Company is a management consulting firm located at the heart of the commercial hub of Africa's biggest economy; Nigeria. We are focused on helping business leaders solve difficult problems, achieve sustainable growth and continually create marketable value in a rapidly changing business environment. We advise clients across the private and public sector and also custodians of offshore capital seeking for investment opportunities across Africa.

As part of Enzo Krypton's broad strategic initiatives and solutions in the human capital space, the company has developed a hands-on business knowledge and skills acquisition learning experience, known as The Enzo Krypton Business Analyst Apprentice Programme. The programme is designed to equip its participants with the practical business knowhow required to think strategically, solve problems and create value in the real world.

THE ENZO KRYPTON BUSINESS ANALYST APPRENTICE PROGRAMME

Nigeria's economy is plagued with a high unemployment rate estimated at over 30%, of which the unemployed youths (specifically graduates) are said to account for more than half of that number. On one hand, graduates along with second degree holders in some cases, cannot find decent jobs, while on the other hand, employers complain that they cannot find skilled candidates among the pool of job seekers. This dichotomy has created an unpleasant status-quo and brings two outcomes to mind:

- A** - A rapidly growing pool of an unskilled workforce with little ability to create value for themselves and potential employers
- B** - A dearth of talent in organisations, inhibiting the capability of businesses to innovate, grow and create jobs

The social-economic impacts on the economy from the points highlighted above are unimaginable.

In a bid to provide a practical solution to the above challenge, Enzo Krypton has designed an intervention plan known as Enzo Krypton Business Analyst Apprentice Programme. The Programme is a **3 - 6 months**, non-paying learning programme, developed to train participants to become business analyst-material, prior to placement opportunities in companies. It is designed to teach the participants requisite business knowledge and skills in seven core functional areas, critical for business and entrepreneurship. The programme is designed with an apprenticeship model, to be hands-on and diverse thereby exposing the analyst trainees to all aspects of business.

Trainees will be exposed to conceptualizing and articulating business ideas as well as selling proposals, raising capital and executing different business ideas and ventures.

Enzo Krypton has developed a curriculum known as Conceptual 7 (C7), a combination of seven foundational courses confirmed to be requisite for today's fast evolving business world. These courses include:

1. **Business Analysis**
2. **Business Strategy**
3. **Analytical, Strategic Thinking and Problem Solving**
4. **Use of Business Office Tools**
5. **Business Communication**
6. **Leadership and Organisation Management**
7. **Business Environment – Local and Global Awareness**

Learning Points of the Programmes (Developed from the C7 Curriculum)

At the end of the programme, participants will work as part of a team and will take part in the following:

1. Brainstorming sessions which will enable them conceptualise ideas and articulate such thoughts in well-structured and written documents using the most appropriate frameworks.
2. Writing excellent professional documents and creating their unique templates including:
 - Meeting notes
 - Reports – Interim/status reports, project reports, end of year reports, management reports etc.
 - Summary notes
 - Concept notes
 - Workplans
 - Memorandum of understanding
 - Non-disclosure agreements
 - Expression of interest
 - Cover letters
 - Emails (Professional) etc.
3. Writing bid-winning sophisticated proposals in various formats including – Word and PowerPoint – by any global standard
4. Conducting sound feasibility and viability studies for any idea or business, learning how to carry out basic research and develop the following while assessing a market:
 - Market overview – definitions, backgrounds, nature and scope of the market
 - Market structure
 - Market size and growth
 - Market trends and implications

- Political, Economic, Social, Technological, Legal, and Environmental (PESTLE) Analysis
 - Customer Segmentation
 - Regulatory Assessment
 - Competitive Landscape Assessment
 - Risk Assessment
 - Conducting market and commercial due diligence on any idea, product or opportunity
 - Analysing industries and presenting analysis using the most appropriate presentation formats
 - Engaging in practical project management
 - Writing business plans
 - Developing a marketing and sales strategy across these core areas:
 - Product development
 - Pricing analysis
 - Promotion plan
 - Distribution plan
 - Developing operational plans for a company or venture – the harmonisation of infrastructure, processes and human resources
 - Developing corporate strategy documents – strategic roadmap documents for companies, non-profit ventures and government institutions
 - Building financial models and conducting valuations for companies
 - Developing investor pitch documents and be able to present sound ideas to potential investors and attract funding
 - Writing articles, reports and creative content for websites, company profiles, brochures etc.
 - Making professional business presentations
 - Using all Microsoft Office Tools for business including: Word, PowerPoint, Excel, Outlook, Access, Projects and Publisher
 - Selling, structuring and closing deals
5. Engaging in consulting projects related to research, strategy development, human resource management etc. strategy development and implementation
6. Practicing work ethics and values highly sought after in today's business world:
- Integrity
 - Hardwork
 - Passion
 - Professionalism
 - Persistence
 - Excellence
 - Loyalty
 - Learning the intricacies of entrepreneurship in a service sector

Students will be trained using global consulting standards and frameworks mirrored after some of the World's IVY-league business schools and most prestigious strategy consulting firms. The entire programme is built on the philosophy that 'once trained, the participants will be better positioned for employment or entrepreneurship'.

The model of the programme is simple, take a chance of a life time and join a team of other analysts, experiment and practise consulting under the guidance of an experienced business

associate. At the end of the programme, the participants will be equipped and sound in business and will more likely secure their dream jobs or better ready prepared to set up their own businesses.

Participants will have remarkable CVs by virtue of the projects they would be part of and have seen to fruition; thereby gaining actual work experience which will be attractive to potential employers.

NATURE AND SCOPE OF THE PROGRAMME

Nature of the Programme

The Enzo Krypton Business Apprentice Programme is a learn-and-work model that assembles brilliant, willing-to-learn and dynamic young individuals. They will be taught under a flexible office environment and will participate in several tasks, projects and assignments that will be both client-involving and entrepreneurial. The students will learn what it takes to run an idea, a business, an office, a project and a venture. From sitting in brain-storming sessions, to writing proposals, to taking minutes of meetings and to actually engaging clients and entrepreneurs – the students will be trained to know it all. Enzo Krypton’s promise to the students is that – ‘at the end of the programme, the apprentice will have the same skill sets as a top analyst at KPMG, Accenture and PWC Nigeria’.

The students will assume the roles of business analysts at Enzo Krypton and will work as part of the company, engage in its projects and business interests as well as work to implement several ideas.

Scope of the Programme

The apprentice programme will be a combination of several activities and will include the following:

- 1. Learning and Curriculum Outcomes** – the C7 curriculum can be requested for on Enzo Krypton’s Website
- 2. Duration of the Programme** – the programme is scheduled to run for 3 - 6 months (12 weeks) with a break in between

1-3 months: Practical learning

3-6 months: Placement in an organization/ continuous Project Work

- 3. Structure of the classroom programme**
 - a. Classroom Facilitation** – A flexible and very engaging classroom lesson will be conducted daily following the C7 curriculum. There will be one primary facilitator and instructor in addition to other facilitators that will be intermittently invited to contribute. Students will essentially enjoy the close supervision and scrutiny of a mentor who will provide feedback for their work done as well as offer direction for improvements

- b. **Office Work** – A combination of live/client – engagements and the execution of purely entrepreneurial ideas will form part of the learning experience (Trainees will be entitled to a stake in at least one venture, with a 3 month gestation cycle, during their training programme)
- c. **Learning Style** – we are extremely pragmatic and will use every medium to leverage our participants’ undergraduate experience. For instance:
 - We want the accountants and finance experts in the classroom to be able to contribute when we are building financial models
 - We want the lawyers to advise in structuring an intellectual property related deal – both contributing and learning from the process
 - English graduates in the classroom will be saddled with the responsibility of proof-reading all documents before its sent to the client – ‘and they had better do it well’
 - Engineers can help design models for streamlining business processes for a retail client’s supply chain etc.
- d. **Resources and Materials** – Participants will be opened to a world of books and resources available online and for sharing and will be given the principles for learning and development beyond the classroom
- e. **Projects** – Each class will work on a unique assignment that provides a practical solution to a major socio-economic challenge plaguing Nigeria, this solution will be packaged as a report/article and sent to the relevant Government Authorities

4. Career Opportunities

Students can proceed to be freelance consultants, work with Enzo Krypton or with other companies on projects where they will earn full commercial project wages. Others might be hired as full time employees in the successful ventures that get-off the ground and secure investment capital

Enzo Krypton will promote graduates of the programme through its recruitment practice to companies looking to hire analyst-type candidates. Candidates will be recommended based on their performance and final grades

5. Performance Assessment

There will be performance appraisals every month during the programme and candidates are required to score a minimum of 80% to remain as an apprentice. This appraisal broadly covers:

- Quality of work (especially thought-leadership) and adherence to timelines
- Interpersonal relationship with colleagues especially in group related tasks
- General work ethics and enthusiasm to learn and apply the knowledge gained

Typical Work Day

- Resumption time is at 8.30 am
- Reading and reviewing of News websites (CNN & BBC International, Business Day & Guardian Nigeria) till 9.30 am
- Learning the lesson for the day till 11am (a classroom training session using Enzo Krypton 7 curriculum)
- Get on the real work – tasks are assigned
- Close at 4.30pm and take the rest of any unfinished work home to complete and send

Class 001 Programme Calendar

Proposed Kick-off date – September 5, 2018

Christmas Break – December 21, 2018 – January 7, 2019

Certification: Participants will be given a certificate of participation in the C7 Programme with a recommendation based on their performance

TERMS AND CONDITIONS FOR PARTICIPANTS

During the programme, the following terms and conditions will be binding:

1. Participants that do not abide by all the rules and regulations of the programme will be dismissed
2. The programme is designed for focused, brilliant and hardworking individuals who are passionate about learning and are determined to achieve success. Lazy candidates will be dismissed.
3. Participants will be paid only transportation and feeding allowance for the duration of the programme, as it is strictly a learning and working experience, worthy of making the candidates more employable and equipped with valuable skills.
4. A class attendance and punctuality of 100% is required each month for a participant to continue. Exceptions for tardiness will be reviewed on a case by case basis.
5. Participants are expected to own a fully functional laptop, equipped with Microsoft Office Tools (Word, Excel, PowerPoint, Outlook, Projects and Publisher) and must have access to internet at home for working and submitting assignments
6. Enzo Krypton will provide a fully furnished open office space with internet connection for the participants

7. Hard work is a critical value of the programme as lazy students who consistently miss deadlines on assignments and tasks will be dismissed
8. Participants are expected to obey the programme instructors and cannot decline on any professional task given
9. Travelling for client engagements might be necessary but will not be compulsory for the training period. During such trips, Enzo Krypton will cover accommodation, feeding and travel allowance
10. There is no insurance cover for accidents, death or any loss of assets during the programme as Enzo Krypton will not be liable for such incidents except in client related assignment where insurance will be provided
11. Plagiarism is a punishable offence and would not be tolerated. Participants found guilty of such will be dismissed immediately
12. Participants will be given work emails and will sign a non-disclosure agreement to protect all intellectual property belonging to Enzo Krypton and its clients as required during the programme and beyond
13. Candidates are not allowed to run side-businesses/ventures during the programme as full commitment and participation is required
14. Candidates are entitled to a **three day leave excluding the official holidays** and are allowed to go for employment interviews and tests that come up during the programme but will be required to notify the facilitator of their intentions to be absent
15. Each participant will be required to participate in a knowledge transfer and sharing programme for the subsequent incoming class after six weeks of undergoing the training

HOW TO APPLY

Eligible Candidates:

To apply for the programme, a candidate must meet the following criteria:

- Must be a graduate (NYSC members can apply)
- Must possess sound oral and written communication skills and should have spent significant time on personal development
- Candidates must be able to demonstrate valuable skills that can contribute to the quality of the classroom. Such skills could include, but not limited to, graphic designing, software development, writing etc. Participants who read professional courses such as Law, Accounting, Engineering etc. can present these as an option

How to Apply

All interested candidates should:

- Follow the link <https://airtable.com/shrnDoGMBOEbMoQte> and fill the form to apply.
- Selected candidates will be contacted after which they will be interviewed and shortlisted

OTHER DETAILS

Office address: No 5, C & I Leasing Drive, Lekki Phase 1, Lagos State.

Deadline for Application for Class 001 is October 10, 2018

Direct all enquires to nwando.ogo@enzokrypton.com or call 0805 042 5634, 01 841 8379, 0814 860 4976

The Late Steve Jobs, Apple Co-founder and former CEO told Pepsi-cola's President and CEO, John Sculley in 1983, while wooing him to join Apple – "Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?"

In 2012, Apple became the most valuable company in the world!

Enzo Krypton is inviting you to change the world.

TESTIMONIAL FROM CANDIDATES TRAINED USING THE C7 FRAMEWORK

'I felt like I was in an MBA Classroom'... **Lara Aluko, Greystone Partners LTD**

'I used the approach for structuring work I learnt at Enzo Krypton to structure my group's work, they liked it and made me the team leader, my professor was also very impressed... I am star in this place' **Adebayo Komolafe. Hult Business School, Boston, USA**

'The value I received from the one month training, was more than the four months I spent at my employer's training school, ... In fact I have forgotten most of what I was taught in the School'... **Banker in a leading Financial Institution**

'I have an M.Sc. from a leading foreign University, but the skills I acquired at Enzo Krypton are more relevant to my employer than my M.Sc.' ... **A trainee**