

# COMPANY

# PROFILE



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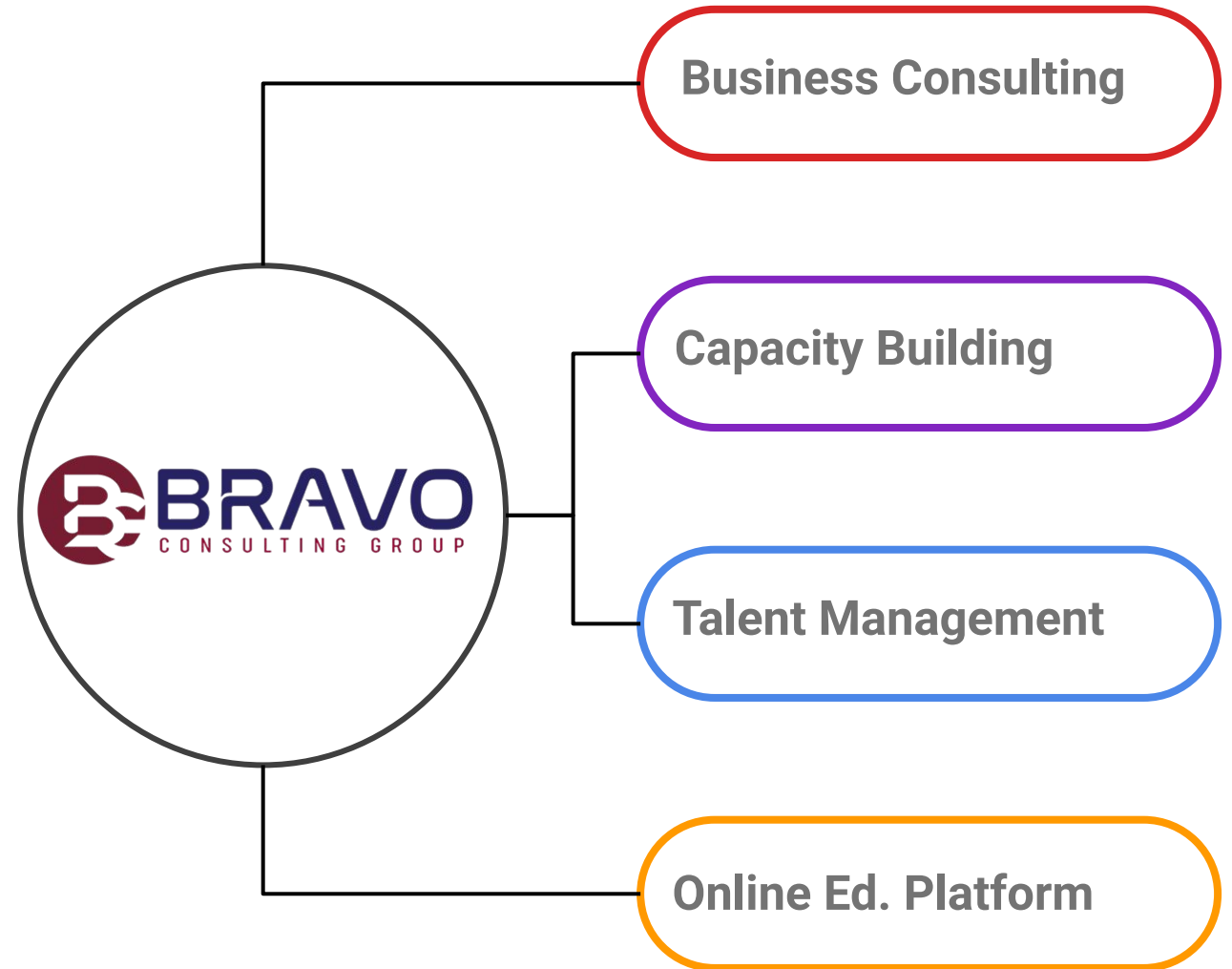
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# About BRAVO GROUP

BRAVO is a Somalia based management consultancy and business solutions firm that specializes in the development of businesses and capacity building. Our consultants have more than thirty years of combined experience in providing management consulting, project management, and business development to both local and international organizations.

BRAVO has been operational in Somalia since 2012, and our in- depth knowledge of local context, standards, and legal frameworks of the country gives us the unique ability to provide our clients and partners with unparalleled advantage



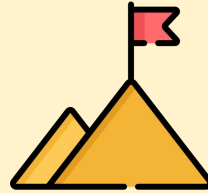
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# Our vision, mission, & core values



## VISION

**Our vision** is to empower businesses and individuals to achieve their highest potential by providing innovative, customized solutions that drive growth, efficiency, and success.



## MISSION

**Our mission** is to deliver tailored business services by understanding the unique challenges and opportunities of each client, providing expert guidance and innovative solutions that align with their strategic goals



## CORE VALUES

**Our core values** are:

- Integrity
- Excellence
- Client-Centricity
- Accountability
- Collaboration

03

# Institutional Development Programs

## Core Leadership Development

We help senior organization teams get necessary leadership skills to build lasting relationships with their employees and other stakeholders that drive company's success.

## Executive VIP Coaching

This coaching service helps VIP clients and executives dig deep into their productivity and life challenges as we regularly work with them in unleashing their personal & professional potential

## Corporate talent management

We help companies source, hire, train, and retain employees that push the company forward and help reach its established goals through our digital systems and consulting services

## Sales Performance Boost

We help companies make more sales by applying proven system and unleashing their sales team's potential, thus increasing the company's bottomline

## Corporate Strategy Development

We help senior management truly understand the market dynamics and develop a very responsive corporate strategy that can make the company the market leader in its industry

## Digital Learning Platform

We provide organizations with digital learning platform that has business & personal development courses, and LIVE programs that HR can enroll their team and track them

# 04

## Institutional Capacity Development

### 1 HUMAN RESOURCES

- Employee onboarding
- Talent management
- Train the trainer
- Hiring strategies
- Interviewing techniques

### 3 CUSTOMER SERVICE

- Customer care for banking
- Customer care for supermarket
- Customer care for telecom & call centers
- Customer care for healthcare
- Customer care for academic institutions
- Customer care for public sector
- Customer care for wholesale & retail

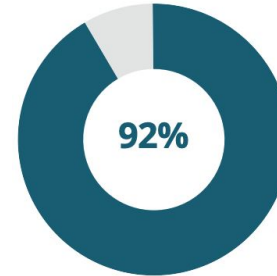
### 2 SOFT SKILLS

- Creative problem solving
- Effective communication
- Team building & time management
- Conflict & stress management
- Debt collection excellence
- Work-life balance
- Personal branding

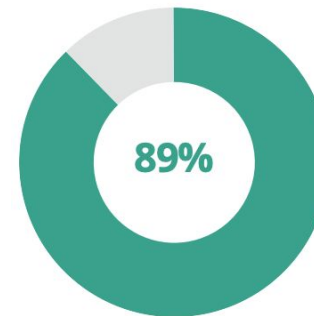
### 4 SALES & MARKETING

- Effective Negotiation Skills & Strategies
- Professional selling
- Professional marketing
- Account management
- Effective call handling skills
- Digital marketing

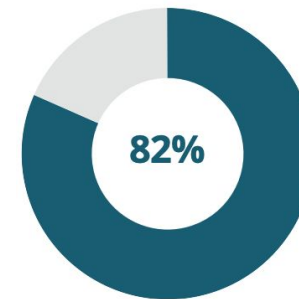
Organizations recognize the value of skills-based hiring



91.9% of employers believe that skills-based hiring is **more effective for identifying talented candidates than resumes.**



88.8% of employers believe that skills-based hiring is **more predictive of on-job success than resumes.**



81.8% of employers believe that employees hired via skills-based hiring **stay longer in their roles.**

Source: TestGorilla Report, 2023

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# Institutional Capacity Development



## 5 SUPERVISORS & MANAGERS

- Team building & leadership skills
- People management skills
- Supervisory skills
- Motivating employees
- Managing office politics
- Performance management
- Managing expectations & conflict
- Employee coaching & mentoring

## 6 ADMIN SKILLS

- Business writing skills
- Executive personal assistant
- Secretarial skills
- Meeting management
- Report writing skills

## 7 LANGUAGE SKILLS

- English language proficiency
- Communicative competence

# 05

## Client Engagement Highlights



### CHALLENGE:

ACASUS AG, Swiss-based consulting firm, was awarded a project on health facility mapping in Somalia. The project TOR was to map more than 300 health facilities across five regions in Somalia with tight deadlines. With no big presence in Somalia, Acasus looked for potential partners to help them conduct the survey while maintaining all other requirements of survey quality, and partner accountability.

### SOLUTION:

BRAVO supported ACASUS to launch this complex and time-sensitive project in Somalia with government and major donors. BRAVO's team mapped over 300 health facilities across five regions in Somalia within the tight time frame and such this support (hiring, contracting and paying field-teams (50+)) was instrumental to the project's success.



### CHALLENGE:

Somalia's biggest telecom company, Hormuud Telecom, felt that it wanted to level up its service delivery in today's hyper competitive market. But first it needed to know where their marketing and public relations employees are good or bad at, thus demanding a full-fledged needs assessment and subsequent capacity building

### SOLUTION:

BRAVO conducted departments-wide staff profiling and needs assessment which covered over 50 employees in both departments. BRAVO shared a comprehensive report on individual performance status and a list of recommended areas for skills and systems improvement. The senior management quickly ordered all recommendations to be implemented, and we gave 80+ hours of training to the team.



# 05

## Client Engagement Highlights



### CHALLENGE:

For over 30 years, Safa International has been running a portfolio of diverse businesses from food stuff, electronics, to supermarkets. It wanted to modernize its staff and business to effectively compete in the marketplace.

Safa's senior management awarded a long-term contract to BRAVO to regularly conduct business needs assessment, give business advisory services, and train staff across its portfolio

### SOLUTION:

Over the years, BRAVO has given hundreds of hours of business training to all of Safa's business units. While Safa was launching a new business, BRAVO advised and trained the new staff to effectively provide services to clients.

The capacity building included sales, marketing, client care, privacy, CRM, and international norms of business



### CHALLENGE:

Hayat is one of Somalia's biggest supermarket stores that introduced a range of products and services into the market. It wanted a staff development partner that can help them hire, train and retain employees.

It also wanted to receive a consulting service on the latest talent management and business development standards to level up its service delivery

### SOLUTION:

BRAVO started conducting capacity building for all staff members even before opening the first store to prepare the team to provide an exceptional customer experience.

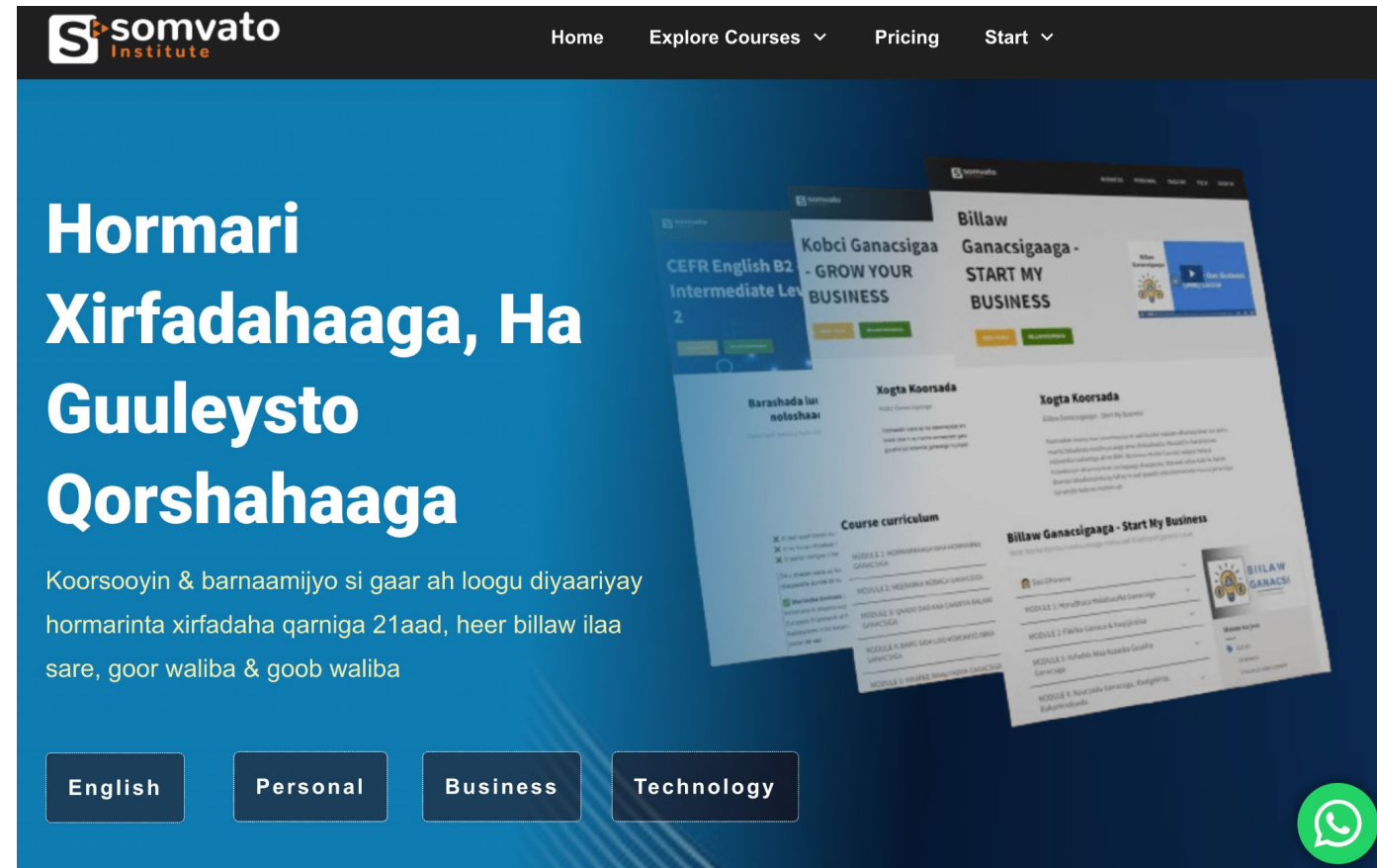
As part of staff development plans, Hayat keeps BRAVO as the main provider of core training services and this has led a great client experience, leading to repeated business transactions

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# Online Learning Platform

BRAVO has a professional learning platform for individuals and businesses - **Somvato Institute**. It provides personal and business training, courses, programs, and 1:1 coaching services. Over 30,000 learners are already registered in our online education platform from 50+ countries in five continents.

Somvato also provides businesses with a platform that gives them access to curated, up-to-date content, and helps them track their team progress through professional dashboard with 24/7 support



30K+

Registered Students

50+

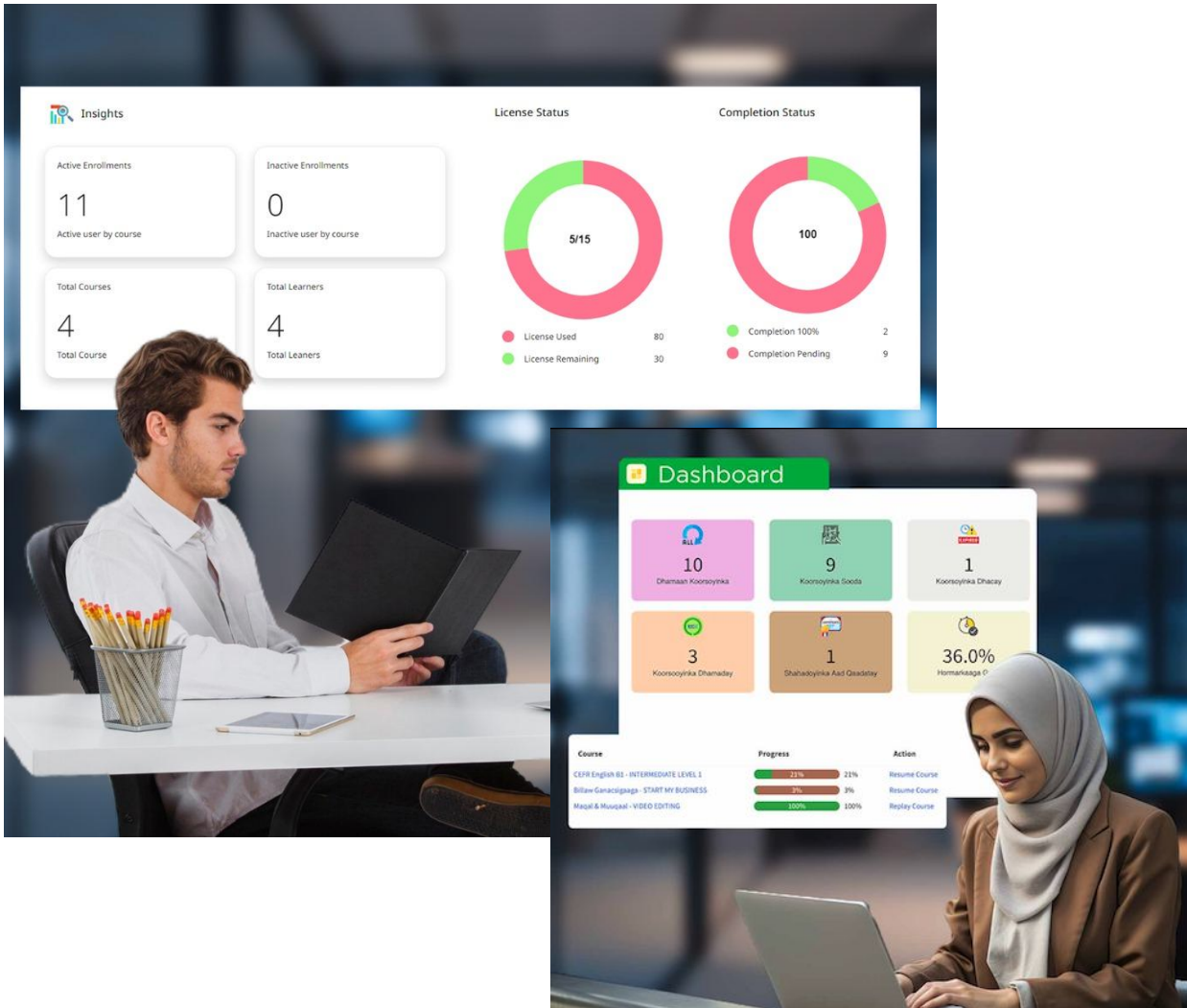
Countries Worldwide

750+

Different Lessons

# 06

# Online Learning Platform



- ✓ HD audio-visual courses
- ✓ Curated, relevant curriculum
- ✓ Regularly updated
- ✓ Unified learner & business dashboard
- ✓ Books & learning materials
- ✓ Company license management
- ✓ Regular support
- ✓ Anytime, anywhere, any device

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## Our Facts & Figures

**450+**

Engagements

**15K+**

Staff Trained

**20+**

Consultants

**15K+**

Staff Trained

### Industries Served:

- Financial
- Manufacturing
- Telecommunications
- Education
- Real Estate
- Wholesale & Retail
- Energy
- Public Sector

08

# Client Testimonials



**Jonny Barty**

Deputy CEO



**Fantastic Job**

BRAVO supported us to launch a complex and time-sensitive project in Somalia with the government and major donors.

Their support and guidance was instrumental in the overall success of the project in five regions



**Abdalla Sh. Ahmed**

Chief Financial Officer



**Job Well Done**

You really have done great job in conducting department wide needs assessment in the marketing and public relations.

The recommendations and subsequent training you had contributed to the development of both the staff & department structures



**Abdinur Gutale**

General Manager



**Higher Return on Investment**

We have been a client of BRAVO for many years in our portfolio of companies from food staff, electronics, to super markets.

Their contribution to the team development is incredible and we love to work with them



**Mustafa Osman**

Chief Executive Officer



**Incredible Analysis**

Thanks to BRAVO team for conducting a thorough analysis of the company situation.

We are 30+ years old company and we wanted to be a great market leader, but first wanted to see what weaknesses we would work on and that is why we hired the team. Good job and many thanks

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# Some of Our Corporate Clients

Our corporate clients received diverse business solutions that catered to their unique needs



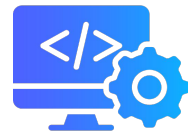
Strategic Development



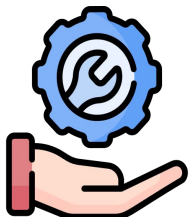
Capacity Building



Project Management



Technology Solutions



Business Support



Consulting Services





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