

RICHARD AKITA

Training Brochure

Squared Dot





Welcome to
2021!

Welcome to the
future!



Richard Akita

“The Catalyst”

Richard Akita is the Managing Partner & Lead Consultant of Launchpad and he is a;

- » *Result oriented Human Capacity Developer & Trainer*
- » *Life Performance Coach*
- » *Leadership Development Expert*
- » *Management consultant*
- » *Author*
- » *Radio Show Host for Unmasking Manhood*

Richard’s mantra “*One Life, Make it Count*” drives his core purpose to serve with excellence and simplicity. This philosophy underpins his mind set by challengingly drawing inspiration from past encounters, purposefully seeking the lessons from life’s encounters and empowering others through setting practical actions to enable his clients pursue their dreams whilst being their sounding board.

As a Corporate Trainer, Richard combines his quest for solutions, entrepreneurial expertise and Life Performance Coaching Skills to unravel the quagmire of information into bitesize, workable chunks through practical training that arouses curiosity, provokes thoughts, as well as inspire his audiences to embrace and apply new learning that yields results individually and cooperatively.

As a Result-Oriented Life Performance Coach, Richard Akita works with his clients to ascertain their objectives and works with them through the solution seeking stages and supports his clients as they develop a roadmap with milestones towards their objectives.





Our Clients

Over the years we have helped a vast number of some well-known brands, institutions, and government bodies.

These organisations have repeatedly trusted Launchpad to help them improve their efficiency and adapt to the changing needs of their individuals, departments, and key stakeholders.


We see and treat each and every client as a partner.



Corporate Business Development Directorate


Useful Client Information:

- All our trainings are subject to discussion and can be tailored to serve the needs of your personnel and organisation.
- Our new line of in-house trainings is offered on demand.
- The content, duration and level of these trainings can be adjusted to suit your needs.
- Our trainings may be offered either at selected conference facilities, client's office premises or at Launchpad's modern training facilities.




"My team has achieved **83% of our sales target**, and it's September, the last month of the third quarter of 2019. What we thought impossible is unfolding as a reality and the momentum is driving confidence in the team. Thank you, Mr Akita and Launchpad, for your one-day M.I.S.T, team building you gave in February."

– Prince Arhin, TF Financial Services



"Our productivity increased by 35% in the last 3 months after your one-day training on Customer Service and Team building, and the synergy within the staff is buoyant. This is the most significant increase I've witnessed."

– HR Deputy Manager,
Cosmopolitan Medical Insurance.



"After facilitating our strategic planning meeting for Senior Management and Executives, we have decided to engage your services for the entire team of LADA Group."

– R.A. Board Chair

A modern office interior with large windows, a potted plant, and a person sitting in a chair. The scene is bright and airy, with a view of a city skyline through the glass walls. A large potted plant is on the left, and a person is sitting in a white chair in the center, looking out the window. The floor has some circular patterns. There are decorative elements: a blue zigzag shape in the top left, a yellow zigzag shape in the middle right, and a yellow zigzag shape in the middle left. A yellow dotted pattern is on the far right. A yellow wavy pattern is at the bottom center.

Corporate Training:

“Growth only occurs in a state of discomfort”
– Richard Akita

Launchpad Autographed Training

1. MIST: Disrupting the NORM
2. InX: The binding Variable
3. Mastermind: Executing Strategies
4. Growth Culture
5. Leadership Duo: Mentoring & Coaching
6. Entrepreneurs' Nest: Coaching for SME's
7. Sales Unlocked: Coaching techniques for the SALES professional



MIST: Disrupting the Norm

"In any business when the focus is money, solutions stays aloof"

– Richard Akita

The dynamism of business is not selective, but rather rewards those who are intentional. The pace is dictated by customers and only proactiveness draws favourable returns. Most businesses offer solution to a challenge. Unfortunately, the flow of solutions can be stunted when the team becomes complacent. How do you stoke the fire of creative thinking? Begin to reflect soberly on these;

- How do you distinguish yourself from the mass movement of a fast-growing dynamic service culture of ideals to reality whilst your customers demand for basic service, expecting staff to be knowledgeable on product knowledge?
- How have you provoked employee engagement to meet key performance indicators?

- Which is best: self-motivation or managed motivation?
- What are the effects of a vibrant solution driven team?
- There must be more, but what could this more be?

Our Solution is MIST.

MIST, is a fluid concept yet pliable within sales drive, developing vision buy-in, as well as capacity building. MIST is what you need to develop the essential competencies of the team members in your organisation.

MIST is time tested and proven, and our clientele that have been engaged in this module have seen it yield remarkable results throughout their entire leadership structure and overall business operations and processes.

MIST, highlights 4 areas that yield maximum productivity and performance:

Ascertaining your WHY:

'Why' is an indispensable yet discerning question, because it offers a double-edged approach; freedom, and at the same time, responsibility.

In understanding your WHY, your team members are asked questions that steer within them enough curiosity for them to go out to perform at an optimum level that seeks to satisfy this curiosity. The power of the question "WHY?" uncovers the pursuit of purpose, ignites the passion of self-motivation and gauges understanding or lapses for capacity building. Once your team grasp the concept in 'WHY', little to nothing else is needed to drive their productivity.

Discovering areas for capacity building:

Life is a stage of continuous and never-ending improvement. Japanese call this Kaizen, a concept referring to business activities that continuously improve all functions and involve all employees from the CEO to the frontline or contact staff.

You can always better your best and guess what? You have not even done your best work yet. We will dare and challenge the group to channel their energy on revenue generating activities that transcends the activity of just sales and marketing.

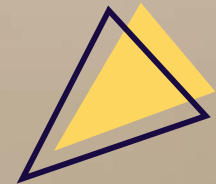
Moving customers from customer service to customer experience:

Regardless of your job title, customers remain important.

This session of the training will be looking at how every single element of operation must be an orchestrated solution designed to produce a marketing result, an integrated component of the business.

Focusing on internal engagements for external rewards:

The organisation's leadership crew are challenged to establish an environment where areas of development can be of no effect because they are balanced out by established characters of strength.



Celebrating individual strengths and contributions means training staff to develop the synergy that covers an area of development by taking into its totality the full complement of team engagement, as well as nurturing an organic atmosphere where employees and ideas flourish seamlessly.

These four areas will be thoroughly ripped apart as your team are taken on a journey of intentional leadership that is solution driven.

MIST sparks the greatness in your teams, it will provoke them to execute more quickly, make better decisions, solve more complex problems, become high performers and do more to enhance creativity and build skills that yield unrelenting productivity

This module, like all other training programs that we outsource are not a hit-and-run encounter. We come alongside you as we go on an adventure of taking your business to soaring heights of possible impossibilities.





Sales Unlocked

Coaching Techniques That Accelerate Sales

At launchpad we believe the approach to motivate and reward sales professionals based on a single, one-dimensional outcome (closed revenue rewarded with financial payment) is no longer effective enough. In tough economic times, the lost time and high cost associated with the traditional hire and fire mentality has revealed to sales managers the need to rethink their approach, with many of them turning to *behavioural motivation*, the latest innovation in coaching techniques for sales professionals.

The faster way to scale-up the success of their sales teams is by “maximising the middle”, motivating an improvement across the entire team that delivers more sales success, faster.

By redefining the parameters that govern sales team performance, we look at specific sales disciplines that yield systematic results with the influence of flair.

Launchpad has developed a system thinking training that has infused coaching techniques and sales channels methodologies.

Sessions include;

- Iterative
- Individualised
- Reinforces correct behaviour
- Initiates daily routines
- Skills Filing





InX: The Binding Variable

'Business is a team sport and if you decide to play solo, you bargain for a lose even before the game gets started.'

– MIST, the Launchpad Team

Just imagine the possibilities of having individuals working in unison with razor sharp focus, creating synergy that yields high performance and consistency.

- What will this do for your sales, productivity or bottom line?
- What is the binding variable that “oozes the X factor”?
- What action refine qualities from the crude of your team?
- How do you transform an existing team, build, as well as nurture one that is successful and high performing?

InX, our team building and development programme, will navigate your team to find the answers to the earlier and the following questions;

- Inception to conception is fluid. But how do you get from your teams fluid ideas that aids seamless operations, drive purpose-oriented activity and initiate cost-saving business methodologies and approach?
- What ways can you create an atmosphere that nourishes epiphanic moments that are anchored on solution-driven objectives?
- Can you discover conditions that nurture best practices that increase revenue per employee, where team members come to work not for the paycheque but for the unique experience they are thirsting to quench?



- Seeing that you seek to have refined teams that are full of ideas and inspire innovations from bottom up, how do you find the right means to provoke them to create consistent and first-class product and services that are robust in the marketplace?

Hinged on undiscovered principles of communication, employee engagement and transformational leadership, InX will...

- ...drive the organisation to stay relevant within its industry.
- ...improve transparency, which like loyalty is never greased but caught, while daring the team where members think and act like major shareholders of the prized enterprise.

Let InX assist you find the missing variable for your coveted success.

‘Business is a team sport and if you decide to play solo, you bargain for a lose even before the game gets started.’

– MIST, the Launchpad Team





Mastermind: Executing Strategies

90% of strategies fail due to poor execution

81% of employees feel no ownership of completing the organisation's goals (Velocity Advisory Group, 2016)

Planning is relatively easy – the difficult bit is to deliver what we have planned – this general theme is universally recognised by business management. This carefully structured training directly addresses the underlying challenges of achieving successful strategy execution.

Execution is a major challenge for organisations, large and small. However, without execution, vision and strategy mean nothing. It is sometimes difficult to transform what is best for the company into how to get there. Leaders are the driving force behind business execution, but it is a trickledown effect since execution is achieved by aligning people and operations.

Employees must understand how they are to achieve organisational objectives and be motivated to do so. Understanding your workforce and company strategies, and

effectively communicating the plan, creates a culture in which all levels of the company are motivated to move from strategy to action.

OBJECTIVES

- Define Priorities
- Transforming goals into action
- Recognize Barriers to Implementation
- Identify Measures of Success
- Create Solutions for Execution Challenges
- Establish Commitments
- Develop an Execution Roadmap

It is commonly accepted that 70% of organisations fail to deliver their chosen strategy – and therefore to reach their overall goals and vision. This remarkable failure rate reflects common everyday behaviour – we find it very easy to promise but then equally easy to find an excuse for not doing as promised. There are steps that management can take to strengthen significantly, their execution success rate with this training program.



Fostering the GROWTH CULTURE

What do you focus on to drive growth within your organisation?

If one employee has the potential to spark a chain of positivity that revolutionises the organisation, imagine the cumulative effect of an effective team firing on all cylinders. Having a conducive atmosphere for learning encourages growth. To attain such utopic conditions your organisation must be intentional with an emphasis in;

- Nurturing the right mindset for free thinking
- Nurturing the right culture to spur the innovation and ownership of behaviour where stakeholders embody the vision of the organisation.
- Bringing to life the words off the walls

When organisations create and foster a growth mindset this opens a window of creativity that enforces the pillars of the organisations' culture, and at the same time, it ensures that all your employees are ready and willing to explore new opportunities without the fear of failure as well as using failure as learning opportunities. A growth mindset means that there is a focus on delivering the best possible results at every step of the way.

Growth isn't about numbers or sales; it's about people.

Launchpad offers a clear alternative by way of engaging your team members through practical and thought provoking exercises, daring your team to raise the ante as well as inspire creativity that helps the company transform from within, whilst continually accelerating their momentum to stay ahead in the marketplace without disrupting their core operations.





Leadership Duo: Mentoring & Coaching

Leadership style is the manner and approach of providing direction, implementing plans, and motivating people. As seen by the employees, it includes the total pattern of explicit and implicit actions performed by their leader (Newstrom, Davis, 1993).

When searching for leadership styles one can be overwhelmed with the variation, which are necessary and functional. Operationally, leaders utilise a mixture of the leadership styles to generate fantastic results.

Launchpad has developed these Leadership Duo to juxtapose coaching and mentoring disciplines to enhance staff independence whilst embracing inter-dependence.

The outcomes;

- Develop employee engagement and strengthening subordinates' skills
- Develop employee engagement and loyalty





Entrepreneur's Nest

Majority of budding entrepreneurs start ideas not profitable business. Within the first five years of enthusiasm, hope is not enough to sustain the drive. Juggling corporate governance, sales, staff and feeding your self-motivation can become overwhelming, but with our Entrepreneur's Nest service, Richard Akita comes alongside you as a partner, sounding board and coach.

With over 30 years of entrepreneurship practice, Richard Akita focuses on the core of your business and explore practical options to agreed goals.

Small enterprises face many challenges, from start-up to growing pains. The survival rate of newly formed businesses is somewhere between 30-50 per cent in the first five years.

Undoubtedly, new businesses need support and their success rate is not only dependent on the market forces and their entrepreneurial abilities, but also being able to access the right support and technical know-how at the right time.

Coaching is an ideal approach to supporting small enterprises.

Although there are variations in types and approaches to coaching, at its core, coaching is an activity between a coach and a client that works on the client's agenda. It is individual and dedicated on a present focus toward a future solution over a fixed period of time, with progress being measured.

Richard Akita's coaching style and experience can help a client unlock her or his potential to develop and grow a successful small business.

Business coaching meets many important unmet needs of the Entrepreneur and small business owner:

- Accountability
- Action planning
- Brainstorming
- Clarity
- Executive skills
- Focus
- Greater confidence
- Motivation
- Productivity
- Push back
- Sounding board
- Support

If you have never hired a business coach, you should understand that a good business coach is not someone who simply tells you what you should do. An effective business coach should serve as your partner, so together you are co-creating greater levels of success for you (the client).





Strategic Planning

Richard Akita has a daily quote captioned Daily Fix.

Daily Fix is a daily dose of thought-provoking quotes. The essence for the fixes is to stir your curiosity and encourage you to reflect and be inspired.

There is no one answer fits all interpretation, on the contrary, your feedback enlightens and gives additional perspectives which bring out the richness in diversity of thoughts and analysis.

Winifred hMensa gave her opinion twice on one such fix, “Squared Dot”. Her perspective is as quoted:

1. The equal sides of a square represent perfection, completeness and wholeness. Dots are also used to complete letters such as the letters i and j. When your eyes are dotted, you're considered as one that is thorough and sees things through to completion. A dot is used also as a full stop to indicate the end of all completed sentences within a time. It is also referred to as a period. Ergo a “squared dot” implies the perfection/completeness of all things in its time/period.

2. Squared Dot could also mean compromise (extrapolated from square pegs in round holes). Most of us have to compromise our true selves to enable us fit into spaces the society has pre-shaped for us. Therefore, in order to make the most of life we have had to inhibit ourselves and, in some cases, chamfer the edges that makes society squeamish just so we can fit in.

What is your opinion?

Goals and objectives are set, the team is buzzing with ideas, the energy level of enthusiasm is contagious, but, how do you and your team navigate through the myriad of ideas into workable strategies?

Launchpad with Richard Akita uses the 3C's (*Coach, Conductor & Catalyst*) skills to facilitate strategic planning meetings, working with clients on the end goal yet encouraging the team to explore options, gain consensus and agree on the roadmap.

Team Building

BUSINESS IS A TEAM SPORT

How would better teamwork affect productivity in your organisation? What difference would higher levels of team effectiveness make in achieving your organisational goals? Teams are an important part of every human endeavour. Every organisation, (whether it is virtual, in the office, or on the road) including yours, require teamwork for effective execution of its objectives.

Launchpad has been providing team-building training for organisations since its inception and has over the course of time discovered how to build high-performing teams for clients across a variety of industries. Due to this training, these clients have experienced improved productivity, greater bottom-line results, and have more quickly attained organisational goals. Our team-building training curriculum reflects our work and experience with intact teams, cross-functional teams, and mixed groups of individuals.

OBJECTIVES

- Bind teams together for effective delivery of results and organisational success
- Get employees in departments to elevate tasks or projects from just okay to great!
- Develop and improve communication within teams
- Establish an atmosphere of effective collaboration rather than competition
- Teach the skills needed for team members to capitalise on each member's role and work synergistically as a team





OUTCOME

- Participants will at the end of this training be collectively aligned with the organisation's corporate goals and values.
- Improved innovation, empowerment, and accountability
- Reinforce cohesion among employees.

DELIVERY

The Teambuilding training employs strategies that energise teams and help align them with corporate values, goals and objectives. Aside training by facilitating, participants will engage in field and off-the-field games and exercises which will deploy their physical strength, mental agility and intellectual fortitude to meet the discussed objectives of the training. The sessions provide open, non-threatening environments to encourage interaction and communication among individuals that carries over into their working relationships and teams.

Creating a high-performing team involves an on-going effort to improve and maximise individual skills, provide direction and focus on the team and corporate goals. Thus, one of the most compelling components of our teambuilding and development model is the introduction of Masterminds to help monitor improvements in individual performance. Participants are often paired to review each other's progress on implementation of agreed deliverables. This is an important way to ensure continuity and internal buy-in to the commitments made during the sessions.

Executive Coaching

“Courage is not found in a pill”

- Richard Akita

Executive Coaching brings clarity, direction and can expedite continual development. This affords the executive the privacy and confidentiality to our Lead Trainer, who works and supports the executive to explore, develop their ideas, face any challenges and reach agreed strategies into actionable goals to reach the desired outcome.

With over a decade of coaching experience, we become the sounding board for your thoughts and feelings which are handled with respect and sensitivity without prejudice.

Get stability and balance and have a second eye to check the messages of your leaders, verbal and non-verbal communication, and help them to assimilate rapid change so they can process it and be a step ahead on behalf of those around them.

Executive Coaching can provide the critical bridge that helps to span the gap between fine and great.

In an uncertain and demanding world, we are all just humans, and if coaching can improve the performance and adaptability of individuals at the top of an organisation, it can improve the performance and adaptability of the whole organisation.

Our coaching service is a solution we are proud and excited to offer— a solution that benefits everybody.

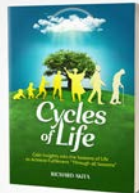


Books Written By **Richard AKITA**



CHEAT ON FEAR

Here's to reprogramming your mind: Use your fear, it makes you stronger.



CYCLES OF LIFE

Richard Akita reflects at his life and dares you to be purposeful. Live intentionally and leave a legacy.



UNMASKING MANHOOD

You are designed for fatherhood!

As long as you are a male, you are born with the innate ability to father children. Everyman is called to be a mentor. Fatherhood is the first and most important calling of any man—single, married, divorced, remarried or widowed including men who are unable to father children biologically, but still have the opportunity mentor.

What Fatherhood Standard Are You Aspiring to Use?



Power of ONE

A book that guides you to be decisive about the ONE thing you want the world to know and to remember you for.



EVERYDAY IN LOVE

Every day in love equips you with the right words that breathe fire and wield electrifying romance. After you say 'I do' you have to keep doing to spice up your life while evoking passion.



MIST

Customer service alone is not enough for any business!

In MIST the author argues, that "Businesses should focus on internal engagements to reap external rewards".



DAILY FIX

Just what you need to run your day like a legend, maximizing opportunities and eliminating distractions. Exude productivity par excellence.



RED

Love notes that inspire ambition, provoke greatness & ignites romance.

Take it like pills,

Embrace it with tenderness,

....and Spread it like wildfire!



For copies of any of these books or bookings,
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