

MGA CONSULTING GHANA LIMITED

...partnering to grow your business.

SERVICE CATALOGUE

2026

Our complete range of professional services for clients across Ghana and West Africa

01

Consulting & Advisory

*Strategy · Policy · Governance
Sales & Marketing · Management*

02

Research & Insights

*Market Research · MEL Policy
Analysis · Intelligence*

03

Training & Capacity Building

*Sales & Marketing · Leadership
MSME · LMS*

AGI Award 2025	Fastest Growing Company
Established	2013 12+ years of professional service delivery
Clients Supported	24,000+ businesses, professionals, and entrepreneurs across Ghana & West Africa
Development Partners	UNDP · World Bank · African Development Bank · GIZ · Mastercard Foundation · ITU
CEO	Michael Abbiw — President, CIMG · Fellow, NIMN · Convener, NSLC
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HOW TO USE THIS CATALOGUE

This Service Catalogue presents MGA Consulting Ghana Limited's complete range of professional services. It is organised into three service lines — each representing a distinct discipline, each supported by deep expertise, and each connected to the others through MGA's commitment to integrated, outcome-driven client partnerships.

The catalogue is designed to help you identify the services most relevant to your organisation's current challenges and opportunities. Whether you are a corporate executive seeking strategic advisory, a development partner requiring rigorous programme evaluation, or a professional looking to sharpen specific skills, MGA Consulting has the expertise and the delivery capability to serve you.

Service Line 01

Consulting & Advisory

For organisations seeking strategic direction, governance strengthening, sales and marketing transformation, or operational improvement.

Service Line 02

Research & Insights

For organisations that need rigorous evidence — market intelligence, programme evaluations, needs assessments, or policy analysis.

Service Line 03

Training & Capacity Building

For organisations and individuals seeking to build professional skills, leadership capability, or institutional capacity.

Pricing

This catalogue lists MGA Consulting's services without indicative pricing. Pricing is discussed directly with each client based on scope, timeline, complexity, and engagement model. To discuss your requirements and receive a proposal, contact us at info@mgaconsultingltd.com.

01

SERVICE LINE

Consulting & Advisory*Strategy. Sales & Marketing. Policy. Governance. Management. Advisory Products.*

MGA Consulting & Advisory is built on a foundation that defines who we are. Before MGA was a policy advisory firm or a governance consultancy, it was a sales and marketing organisation. That heritage is not incidental — it is central. Today, the Consulting & Advisory service line consolidates that founding expertise alongside twelve years of capability built across strategy advisory, public sector reform, organisational development, governance advisory, and management consulting. Every engagement is evidence-based, implementation-oriented, and infused with commercial discipline.

Strategy & Corporate Planning

We help organisations think clearly about where they are, where they need to go, and how to get there — producing board-ready, commercially grounded strategic plans that are credible, measurable, and owned by the client.

Strategy & Corporate Planning*Strategic direction, market intelligence, and implementation-ready plans for organisations at every stage*

- **3-Year and 5-Year Corporate Strategic Plans** — with financial models, KPI frameworks, and implementation roadmaps.
- **Business Plans** — comprehensive, investor-ready plans covering market analysis, competitive positioning, financial projections, and growth strategy.
- **Sales and Marketing Strategy Plans** — integrated commercial strategies defining target markets, value propositions, channel strategies, and go-to-market execution.
- **Business Unit and Departmental Strategy** — cascading corporate strategy into operational plans with defined ownership and quarterly milestones.
- **Market Entry and Market Expansion Strategy** — calibrated for West African operating realities
- Competitive positioning and differentiation strategy.
- **Strategic Plan Review, Refresh, and Recalibration** — diagnosing execution gaps and rebuilding momentum.
- **Board Strategy Facilitation** — Board-level strategy retreats and planning sessions.
- **Strategy Execution Frameworks** — quarterly implementation roadmaps with KPIs and accountability structures.
- **Strategic Turnaround Plans** — stabilising finances, addressing inefficiencies, and rebuilding growth momentum.
- **Business Continuity Planning (BCP)** — ensuring organisational resilience in disruption.

Sales & Marketing Advisory

No Ghanaian consulting firm has deeper authority in sales and marketing advisory. Our CEO is the President of the Chartered Institute of Marketing Ghana (CIMG) and Convener of the National Sales Leaders Conference (NSLC). Our Sales & Marketing Advisory practice has served Tier 1 banks, telecommunications companies, insurance firms, manufacturers, agribusinesses, professional services firms, NGOs, and thousands of MSMEs.

Sales & Marketing Advisory

End-to-end commercial advisory — from diagnostic to strategy, implementation, and performance management

- **Sales Strategy Development** — target market priorities, sales model design, pipeline architecture, and prospecting strategy.
- **Marketing Strategy & Brand Positioning** — integrated marketing strategies, target audience segmentation, and campaign architecture.
- **Go-to-Market Strategy** — full commercial launch plan covering market sizing, segmentation, pricing, and sales activation.
- **Sales Force Effectiveness & Optimisation** — sales force structure, territory design, incentive design, coaching systems, and CRM implementation.
- **Revenue Growth Advisory** — diagnosing underperformance drivers; pricing optimisation, cross-sell architectures, and new revenue stream development.
- **Digital Marketing Strategy & Advisory** — digital channel strategy, social media positioning, SEM/SEO, email marketing, and marketing automation.
- **Marketing Communications Strategy** — integrated communications plans aligning advertising, PR, thought leadership, and digital content.
- **Distribution Channel Strategy & Design** — channel architecture for FMCG, financial services, and agribusiness clients.
- **Key Account Management Strategy** — KAM frameworks, account segmentation, account planning methodology, and executive sponsorship structures.
- **Customer Acquisition Strategy** — lead generation strategy, conversion funnel design, and acquisition cost management.
- **Sales & Marketing Audit (Commercial Diagnostic)** — structured assessment of commercial capability producing a prioritised improvement roadmap.
- **B2B Commercial Strategy** — long sales cycle management, procurement navigation, proposal quality, and tender strategy.
- **MSME Sales & Marketing Advisory** — practical, affordable, implementation-ready commercial advisory for small and medium businesses.
- **Sales Systems & CRM Advisory** — platform selection, implementation, and maximization.
- **Marketing Research for Commercial Decision-Making** — commissioning and interpreting market, competitor, and customer research.

Policy Advisory & Public Sector Reform

MGA Consulting has deep experience engaging Ghana's public sector — MDAs, regulatory bodies, state-owned enterprises, and local government. We bring both technical expertise and practical political intelligence to every public sector engagement.

Policy Advisory & Public Sector Reform

Evidence-based policy design, institutional reform, and regulatory advisory for government and regulators

- **Policy Development and Review** — drafting, reviewing, and reforming sector policies across health, education, agriculture, finance, energy, and trade.
- **Institutional Assessment and Reform** — organisational restructuring, governance reform, and capacity gap analysis for MDAs and state institutions.
- **Regulatory Framework Advisory** — advising sector regulators (BoG, SEC, NIC, NCA, FDA, EPA) on regulatory design, enforcement, and institutional strengthening.

- **Public Financial Management (PFM) Advisory** — budgeting reform and financial governance improvement in public bodies.
- **Regulatory Compliance & Licensing Support** — guiding clients through business registration, licensing, tax obligations, labour law, and industry-specific regulatory requirements.
- **Decentralisation and Local Governance Support** — advisory to District Assemblies and sub-national institutions.
- **Government-To-Citizen Engagement Design** — helping public institutions communicate, consult, and respond to citizens more effectively.
- **Governance Advisory for Development Partners** — programme governance design for multi-donor projects and results-based management frameworks.

Organisational Development & HR Advisory

Organisations grow when their people, structures, and systems are aligned with their strategy. MGA Consulting's OD and HR advisory transforms how organisations are designed, led, and run.

Organisational Development & HR Advisory

Building the institutional architecture — structures, roles, processes, culture, and talent systems — that make strategy achievable

- **Organisational Design and Restructuring** — fit-for-purpose structures aligned to strategy, size, and operating context.
- **Human Resource Strategy Development** — workforce planning, HR policy development, talent management frameworks, and succession planning.
- **Operational Manual Development** — comprehensive SOPs, workflows, quality assurance measures, and compliance procedures; essential for organisations seeking to professionalise, scale, or achieve certification.
- **Performance Management System Design** — KPI frameworks, appraisal systems, performance review cadences, and accountability structures.
- **Culture Transformation Advisory** — diagnosing culture gaps and designing change programmes linked to strategic intent.
- **Leadership Assessment and Development Advisory** — identifying leadership capability gaps and recommending targeted interventions.
- **Job Evaluation and Compensation Benchmarking** — equitable, competitive pay structures aligned to performance.
- **Change Management Advisory** — guiding organisations through transformation, mergers, restructuring, or regulatory change.

Governance & Board Advisory

Effective governance is the foundation of sustainable institutional performance. MGA Consulting provides governance advisory to Boards and governance functions — building frameworks that make governance real rather than ceremonial.

Governance & Board Advisory

From Board constitution to committee structures, oversight frameworks, and governance culture

- **Corporate Governance Assessment and Reform** — benchmarking against international standards (ICGN, OECD, IFC, King IV) and designing improvement roadmaps.
- **Board Constitution and Charter Development** — drafting Board Charters, Constitutions, and governance documentation.

- **Board Effectiveness Evaluation** — Board performance reviews, skills gap analysis, and succession planning.
- **Audit and Risk Committee Advisory** — mandate, practice, and reporting for Audit, Risk, and Remuneration Committees.
- **ESG and Sustainability Governance** — integrating Environmental, Social, and Governance frameworks into Board oversight and reporting.
- **Anti-Corruption and Ethics Governance** — anti-bribery frameworks, whistleblower policies, and ethics culture programmes.

Management Consulting — Operations, Business Development & Growth

Beyond strategy, organisations need advisory on the operational and commercial challenges that arise in execution. MGA Consulting's management consulting work draws on twelve years of working with Ghanaian businesses across every sector — from MSMEs to multinationals.

Management Consulting

Operational and commercial advisory that helps organisations build, run, and grow more effectively

- **Business Process Review and Improvement** — mapping, diagnosing, and redesigning core processes for efficiency and quality.
- **Company Profile Development** — professional, compelling profiles for tender applications, investor presentations, partnership discussions, and digital presence.
- **Business Acquisition & Partnership Advisory** — market scans, partner screening, due diligence, and deal structuring for acquisitions, joint ventures, and strategic alliances.
- **Digital Transformation Advisory** — digital strategy, technology selection, digital capability building, and change management.
- **Commercial Strategy and Market Development** — go-to-market strategy, pricing strategy, revenue growth, and market expansion planning.
- **Customer Experience Strategy and Transformation** — client journey improvement, service standards, CX measurement, and recovery protocols.
- **Financial Management Advisory** — financial modelling, cost structure analysis, working capital management, and CFO advisory for SMEs.
- **Project Management Advisory** — PMO design, governance frameworks, and reporting systems for large, complex projects.

Advisory Products — Packaged Expertise at Scale

MGA's Advisory Products arm packages our consulting expertise into structured, repeatable, proprietary advisory offerings — solving common client challenges efficiently, consistently, and at accessible price points.

Advisory Product	Description & Examples
Sales & Marketing Diagnostic Products	Structured commercial assessments, giving clients a clear, evidence-based picture of their current commercial capability. Examples: Sales Force Effectiveness Audit; Commercial Strategy Diagnostic; Go-to-Market Readiness Assessment; Marketing Channel Effectiveness Review; Brand Positioning Health Check.

Governance & Strategy Diagnostic Products	Structured assessments in strategy and governance. Examples: Governance Health Check; HR Maturity Assessment; Strategy Execution Diagnostic; Customer Experience Audit; Organisational Culture Scan.
Sales & Marketing Frameworks & Toolkits	Proprietary MGA frameworks for commercial excellence — packaged for client self-use with MGA facilitation. Examples: Sales Force Design Toolkit; Go-to-Market Framework; Key Account Management Playbook; Revenue Growth Diagnostic; Digital Marketing Strategy Canvas.
Management & Governance Frameworks	Proprietary frameworks in strategy and governance. Examples: MGA Strategic Planning Framework; Performance Management Toolkit; Board Governance Framework; Change Management Playbook.
Advisory Retainer Packages	Structured, recurring advisory relationships — Bronze, Silver, and Gold tiers — with defined advisory hours, touchpoints, deliverables, and response commitments per month or quarter. Ideal for organisations needing ongoing expert guidance without the cost of a full consulting engagement.
Sector Intelligence Packs	Curated MGA-produced intelligence reports on key sectors — covering market sizing, competitive dynamics, consumer behaviour, and commercial opportunity. Available as standalone products or as part of Advisory Retainer Packages.
Policy & Regulatory Briefing Service	Subscription-based timely analysis of new policy, regulatory, and market developments in Ghana and the ECOWAS region.

02 **Research & Insights**

SERVICE LINE

Evidence. Market Intelligence. Evaluation. Thought Leadership.

MGA Research & Insights is our knowledge engine — and market research is as central to that engine as programme evaluation. We generate, analyse, and communicate the evidence that clients need to make better decisions: Tier 1 banks understanding customer attrition, development partners requiring rigorous programme evaluations, government agencies conducting national needs assessments, and MSME founders testing whether a new product will sell. We bring the same methodological rigour and Ghanaian contextual intelligence to each.

Market Research & Applied Studies

Market Research is one of MGA Consulting's longest-standing and most commercially significant capabilities — directly connecting to our clients' revenue decisions. Understanding who their customers are, what they want, what they will pay, and who is competing for them.

Market Research & Applied Studies

Rigorous commercial and developmental research — from consumer insight to programme baselines, from market sizing to feasibility assessments

- **Market Research** — comprehensive studies covering market sizing, segmentation, consumer behaviour, purchasing patterns, brand awareness, competitive landscape, and NPS measurement.
- **Consumer & Customer Studies** — in-depth research into attitudes, motivations, behaviours, and decision criteria using focus groups, in-depth interviews, and surveys.
- **Competitive Intelligence & Competitor Analysis** — systematic competitor profiling covering positioning, pricing, product strengths, market share, and strategic direction.
- **Brand Equity Studies** — measuring brand awareness, perception, preference, and loyalty; informing brand strategy and marketing investment decisions.
- **Customer Satisfaction & NPS Research** — structured CSAT, CES, and NPS measurement giving organisations evidence for service improvement and retention strategy.
- **Pricing Research** — price sensitivity, willingness to pay, and optimal pricing structures using conjoint analysis and van Westendorp methodologies.
- **Feasibility Studies** — rigorous assessments of viability covering technical, financial, market, operational, and legal aspects.
- **Baseline, Midline & Endline Studies** — impact measurement, establishing initial conditions, tracking progress, and evaluating final results.
- **Situational Analyses and Contextual Assessments** — comprehensive sector, institution, or geographic reviews informing programme design or policy development.
- **Product & Service Concept Testing** — testing new concepts with target customers before launch.

Monitoring, Evaluation & Learning (MEL)

Ghana's development sector demands rigorous accountability. Development partners — UNDP, World Bank, AfDB, GIZ, USAID, FCDO, Mastercard Foundation — require implementers to demonstrate measurable impact. MGA's MEL practice provides the independent, credible evaluation services they can trust.

Monitoring, Evaluation & Learning

Independent, rigorous evaluation services that demonstrate impact, identify what works, and guide adaptive programming

- **MEL Framework Design** — theory of change, results frameworks, indicator selection, data collection systems, and reporting protocols.
- **Programme Evaluations** — process, outcome, impact, and value-for-money assessments across all sectors.
- **Real-Time Monitoring System Design** — digital monitoring using mobile data collection tools, dashboards, and GIS mapping.
- **Data Quality Assessments (DQA)** — accuracy, completeness, and reliability reviews of programme data reporting systems.
- **Learning and Adaptation Reviews** — structured reflection processes helping teams adapt programming based on evidence.
- **Beneficiary Feedback and Client Satisfaction Surveys** — capturing the voice of programme beneficiaries for accountability and improvement.
- **Independent Verification And Spot-Check Services** — third-party verification of programme delivery claims for donors and governments.

Policy Analysis & Evidence Synthesis

Ghana's policy landscape is dynamic and consequential. Regulatory reforms, fiscal decisions, and institutional changes affect how businesses operate and how programmes succeed. MGA translates complex policy environments into actionable intelligence.

Policy Analysis & Evidence Synthesis

Clear, evidence-based policy intelligence that clients can act on

- **Policy Review and Analysis** — systematic review of existing policies, laws, and regulatory frameworks.
- **Comparative Policy Studies** — how peer countries or institutions have addressed similar challenges, with lessons for Ghana.
- **Regulatory Impact Assessment** — economic, social, and institutional impact of proposed or enacted regulatory changes.
- **Evidence Synthesis And Literature Reviews** — systematically reviewing existing research to inform policy decisions or programme design.
- **Policy Brief Development** — translating complex analysis into concise, accessible policy briefs for decision-makers.
- **Stakeholder Mapping And Political Economy Analysis** — understanding relevant actors, their interests, and likely responses to proposed changes.

Needs Assessments & Institutional Assessments

Good decisions begin with an honest diagnosis. MGA Consulting's needs assessment practice is one of our most frequently commissioned services — establishing clearly what the actual need is before resources are deployed or programmes are designed.

Needs & Institutional Assessments

Rigorous assessment of what is needed and what currently exists — the evidence base for effective interventions

- **Needs Assessments** — identifying organisational, community, sector, or programme-specific needs; resource gaps, capacity levels, and priority areas for intervention.
- **Training Needs Assessments (TNA)** — mapping skill and knowledge gaps against performance requirements; designing the learning portfolio that addresses them efficiently.
- **Community & Beneficiary Needs Assessments** — structured engagement with communities and end-users to identify priorities, resources, and barriers to service uptake.
- **Organisational Capacity Assessments (OCA)** — evaluating human, financial, governance, systems, and programme delivery capacity against defined benchmarks.
- **Functional and Operational Reviews** — examining specific functions (finance, HR, procurement, M&E, communications) for inefficiencies and improvement opportunities.
- **Governance Assessments** — reviewing board effectiveness, management systems, and oversight mechanisms.
- **Systems Assessments** — evaluating financial management, supply chain, and ICT systems for efficiency and reliability.
- **Partner Capacity Due Diligence** — due diligence on potential programme partners or grantees for development partners and donors.

Commercial & Market Intelligence

Commercial & Market Intelligence sits at the intersection of our research expertise and its commercial advisory heritage — producing the specific, actionable intelligence that organisations need to compete, grow, and win in the Ghanaian market.

Commercial & Market Intelligence

Commercial intelligence that drives confident market, product, pricing, and growth decisions

- **Sales Territory Analysis & Market Mapping** — geographic market potential, customer density, and competitive presence for territory design and resource allocation.
- **Distribution Channel Research** — channel effectiveness, partner performance, distribution gaps, and optimisation opportunities.
- **Customer Segmentation Research** — behavioural, psychographic, and needs-based customer segments beyond demographics.
- **Marketing Effectiveness Studies** — impact of specific marketing activities on awareness, perception, and commercial outcomes.
- **Industry & Sector Intelligence Briefs** — market structure, key players, growth trends, and commercial opportunity across sectors.
- **Competitor Monitoring Services** — ongoing monitoring of competitor activities, pricing, product launches, and market positioning.
- **Mystery Shopping & CX Benchmarking** — structured mystery shopping to assess service quality and competitive positioning.
- **Sales Pipeline & Lead Quality Analysis** — research-based assessment of pipeline quality and conversion potential.
- **E-commerce & Digital Market Research** — online consumer behaviour, digital platform preferences, and e-commerce opportunity.

Thought Leadership & Knowledge Products

MGA Consulting is a knowledge institution. Our research and thinking shape how business leaders, policymakers, and development practitioners understand the challenges facing Ghana and West Africa.

Thought Leadership & Knowledge Products

Original research and knowledge products that establish MGA as a leading voice in the domains we serve

- **Annual Sector Reports** — original MGA-commissioned research on key sectors (SME confidence surveys, financial services competitive landscape, agribusiness investment climate).
- **Sales & Marketing Intelligence Reports** — state of commercial practice in Ghana; advertising spend, digital adoption, sales force benchmarks, and consumer spending trends.
- **White Papers and Position Papers** — in-depth analyses of policy, market, or governance challenges co-authored with subject matter experts.
- **Rapid Research Notes and Briefings** — short, timely publications responding to breaking policy, regulatory, or market developments.
- **The MGA Journal of Management and Leadership** — semi-annual publication of research, commentary, and practitioner insights.
- **Conference and Forum Presentations** — bringing MGA's research to sector events, policy forums, and academic conferences.
- **Media Engagement** — positioning MGA researchers and advisors as credible commentators in Ghana's business and news media.

03

SERVICE LINE

Training & Capacity Building*Learn. Lead. Grow. — In the Room, In the Field, and Online.*

MGA Training & Capacity Building is delivered through the MGA Training Centre (MTC) — organised across five specialist academies. At its heart is the Marketing & Customer Experience Academy, the training expression of MGA's founding commercial discipline. More than 24,000 Ghanaian businesses, professionals, and entrepreneurs have experienced MGA training. The MGA Learning Management System (LMS) extends our reach from the training room to every professional in West Africa.

Leadership & Governance Academy

Leaders at every level — from emerging managers to CEOs and Board members — through the MTC Leadership & Governance Academy. Programmes designed for the Ghanaian and West African leadership context.

Programme	What Participants Will Gain
Executive Leadership Programme	For aspiring C-Suite executives: executive presence, strategic agility, enterprise-wide decision-making, and stakeholder management.
Strategic Leadership for Growth & Transformation	Equipping leaders to balance strategic vision with operational execution, foster accountability, and align teams to shared goals.
Strategy Planning and Management	Translating strategic intent into actionable initiatives with resource allocation, performance tracking, and continuous review.
Change Management & Organisational Agility	Leading successful change by building agile teams, managing resistance, and sustaining performance through uncertainty.
Strategic HR Planning	Aligning workforce planning with strategic objectives through talent forecasting, competency mapping, and succession planning.
Mid-Level Management Development	Building critical management competencies: planning, delegation, performance management, and team leadership for professionals preparing for senior roles.
Board & Governance Development	Governance capacity for Board members: fiduciary duties, Board effectiveness, strategic oversight, and risk governance.
Women in Leadership	Dedicated programme addressing the specific development needs of female leaders in Ghanaian and West African organisations.
Leadership Coaching & Mentoring	Individual and small-group coaching for senior leaders, facilitated by MGA's certified coaches and experienced advisors.
Succession Planning & High-Potential Development	Identifying, developing, and retaining future leadership pipelines.

Marketing & Customer Experience Academy — Sales Training

Our Sales Training programmes build Ghana's commercial professionals — from individual sellers to sales force leaders. Designed for Ghanaian market realities and available as public open-enrolment or customised in-house delivery.

Programme	What Participants Will Gain
Mastering the Art of Selling	Engaging customers confidently across the full sales cycle — prospecting, needs discovery, objection handling, and closing.
Effective Selling: A Relationship Selling Approach	Trust-based selling that transforms each interaction into a relationship-building opportunity, driving repeat business and referrals.
Strategic Sales and Marketing Planning	Designing integrated, results-driven sales and marketing plans aligned to organisational objectives and market realities.
Sales Leadership and Management	Building the skills of sales managers and team leaders to set targets, analyse performance, coach teams, and sustain a high-performance culture.
Lead Generation and Pipeline Management	Practical tools for building and managing a robust sales pipeline — prospecting, CRM use, follow-up, and conversion forecasting.
Handling Objections & Closing Deals	Confidence and technique to manage customer objections constructively and convert hesitation into committed, lasting relationships.
Effective Selling for Non-Sales Professionals	Consultative communication and persuasion skills for client-facing staff who are not in formal sales roles.
Digital & Virtual Selling	Leveraging digital platforms, social selling, and virtual communication to prospect and close in a digital-first environment.
Salesforce Management	Leadership and coaching capability to build, motivate, and sustain a high-performing sales team through data-informed management.

Marketing & Customer Experience Academy — Marketing Training

Marketing Training programmes equip practitioners with the strategic and technical skills to build brands, understand markets, deploy digital tools, and design campaigns that drive commercial results.

Programme	What Participants Will Gain
Market Research & Customer Segmentation	Gathering and interpreting market and customer data to identify opportunities and design targeted, impactful marketing strategies.
Brand Strategy & Positioning	Brand identity development, positioning frameworks, and differentiation strategies that build lasting market presence and customer loyalty.
Digital Marketing Strategy	Practical training in SEO, content marketing, social media, analytics, and digital campaign management for measurable commercial outcomes.

Omnichannel Marketing & Integrated Campaigns	Designing unified campaigns across digital, print, in-person, and social media touchpoints for a consistent brand experience.
Sustainable Marketing for Business Success	Building long-term brand equity through ethical, sustainable, and socially responsible marketing practices.
Strategic Marketing and Brand Management	Designing and executing comprehensive marketing strategies that strengthen positioning and drive business growth.
Content Marketing & Storytelling	Crafting authentic, commercially effective brand narratives and content strategies that drive engagement and loyalty.
Emerging Technologies & Ethical Marketing Trends	How AI, automation, and data are reshaping marketing — with emphasis on ethical practice and responsible data use.

Marketing & Customer Experience Academy — Customer Experience Training

Customer Experience Training programmes build organisations that are genuinely customer-centric — from designing memorable experiences to recovering from service failures and converting satisfied clients into brand advocates.

Programme	What Participants Will Gain
Customer Experience & Customer Retention	Building customer-centric systems that foster loyalty — designing memorable experiences, anticipating needs, and using feedback to reduce churn.
Turning Customers into Brand Advocates	Moving beyond satisfaction toward active advocacy by exceeding expectations and creating referral-worthy client experiences.
Complaint Management & Service Recovery	Structured complaint-resolution skills that transform dissatisfied customers into loyal ones through empathetic, efficient recovery.
Handling Difficult Customers & Conflict Resolution	De-escalating tensions and managing challenging interactions with professionalism and composure.
Enhancing the User Experience	Improving every stage of the customer journey — online and offline — through simplicity, personalisation, and responsiveness.
Managing Customer Expectations & Service Quality	Anticipating and exceeding customer expectations through proactive service strategies and consistent quality standards.
Service Culture & Customer Centricity	Embedding customer-centric thinking into organisational culture by aligning people, processes, and policies around the client experience.
Effective Communication (Verbal, Non-Verbal, Tone)	Communication confidence and clarity — tone, body language, and message structure in client-facing interactions.

Professional & Technical Skills Development

Beyond the core Marketing & CX Academy, we deliver professional skills programmes across the broader range of functional and behavioural competencies that drive individual and team performance.

Professional & Technical Skills

Functional and behavioural competencies for workplace effectiveness and individual career development

- **Financial Management For Non-Finance Professionals** — financial literacy and management capability for functional leaders
- **Project Management** — PMI/PRINCE2-aligned, adapted for the Ghanaian operating context
- **HR Management and People Leadership** — HR practice, talent management, employee relations, compensation design, and HR strategy
- **Strategy And Business Planning** — strategy tools, frameworks, and facilitation skills for organisational planning
- **Data Analysis And Business Intelligence** — Excel-based and software-based data analysis, dashboard design, and data-driven decision-making
- **Procurement and Supply Chain Management** — aligned to Ghana's Public Procurement Act and institutional best practice
- **Business Communication And Interpersonal Skills** — verbal, written, and non-verbal communication for workplace effectiveness
- **Emotional Intelligence At Work** — self-awareness, empathy, and social awareness for interpersonal dynamics and decision-making
- **Time Management and Prioritisation** — task and energy management for maximum productivity
- **Professionalism and Work Ethics** — integrity, reliability, accountability, and organisational credibility

Corporate & Organisational Capacity Building

Bespoke learning and development — from capability assessment through tailored design, delivery, and post-training evaluation

- **Organisational Capability Assessments** — diagnosing learning and development needs before designing the intervention.
- **Customised Training Programme Design** — bespoke curricula, facilitation guides, participant materials, and assessment tools tailored to the client's context
- **Staff Induction and Onboarding Programmes** — comprehensive induction experiences embedding service standards from day one.
- **Annual Staff Development Programmes** — full annual L&D calendar management: needs assessment, delivery, evaluation, and reporting.
- **Department and Team-Based Capacity Building** — intensive, targeted skill-building for specific teams (sales forces, marketing teams, customer service departments, strategy teams).
- **Development Partner-Funded National Capacity Building Programmes** — large-scale programmes for government agencies, professional bodies, and civil society organisations funded by UNDP, World Bank, AfDB, GIZ, and other development partners.

MSME & Entrepreneurship Development

MGA has supported more than 24,000 MSME clients and entrepreneurs since 2013 — and MGA's commitment to Ghana's MSME sector is foundational. The MTC Entrepreneurship & Innovation Academy delivers practical, affordable business skills programmes for founders, owners, and aspiring entrepreneurs.

Programme	What Participants Will Gain
Entrepreneurship & Business Growth Strategies	Strategic tools to scale businesses sustainably: innovation, financial discipline, and competitive agility as growth drivers.
The Entrepreneurial Journey: Ideation to Startup	Full business creation process from concept to launch; validating ideas, building models, securing funding, and go-to-market strategy.
Market Research & Competitive Positioning	Analysing customer needs, market gaps, and competitor positioning to strengthen market presence and drive differentiation.
Entrepreneurship Strategy: Developing Opportunities	Identifying and capitalising on emerging opportunities; business model development, partnerships, and innovation for sustained growth.
Financial Management for Entrepreneurs	Interpreting financial statements, managing cash flow, budgeting, cost control, and profitability analysis.
Business Management & Entrepreneurship Fundamentals	Business planning, financial management, marketing, operations, and customer management for MSMEs.
Digital Business Skills	Leveraging digital tools, social media, e-commerce, mobile money, and digital marketing to reach more customers.
Agriculture & Agribusiness Development	Practical business development skills for smallholder farmers, cooperative leaders, and agribusiness operators.
Youth Entrepreneurship	Tailored programmes for young entrepreneurs and recent graduates starting or growing their first businesses.

MGA Alumni Network

All MSME and entrepreneurship programme graduates join MGA's 24,000+ alumni network — a community of Ghanaian business owners, founders, and professionals connected through events, content, peer learning, and reconnect campaigns.

Sector-Specific Training & Special Programmes

The MTC Special Programmes Academy addresses evolving organisational and global priorities — delivering emerging professional courses alongside sector-specific programmes tailored to the regulatory, technical, and professional requirements of particular industries.

Sector-Specific & Special Programmes

Industry-specific and emerging-priority programmes that go beyond generic training

- **Financial Services Sector Training** — compliance, regulatory updates, risk management, credit analysis, customer experience, and leadership development for banks, insurance companies, microfinance institutions, and investment firms.
- **Public Sector Capacity Building** — professional development for civil servants, local government officials, and public institution staff aligned to Ghana's public service competency frameworks.
- **Development Sector Capacity Building** — MEL skills, results-based management, beneficiary-centred programme design, gender mainstreaming, and PSEA awareness.
- **Healthcare Sector Training** — management, leadership, and patient experience programmes for healthcare institutions.
- **Financial Literacy for Non-Finance Professionals** — reading financial statements, understanding budgets, and evaluating business performance.
- **Project Management for the Business Leader** — planning, executing, and evaluating business projects; managing timelines, budgets, and stakeholder expectations.
- **Lean Management: The Kaizen Approach** — continuous improvement and operational efficiency; identifying waste and implementing incremental improvements.
- **Diversity, Equity & Inclusion in the Workplace** — inclusive leadership, unconscious bias, and equitable work environments.
- **Microsoft Office Suite** — hands-on proficiency in Excel, Word, and PowerPoint for workplace productivity.
- **ESG & Sustainable Business Management** — integrating ESG performance into business models and Board oversight.
- **Professional Certification Preparation** — structured preparation for CIMA, ACCA, PMI, SHRM, and CXPA certifications.

MGA Learning Management System (LMS) — Digital Learning at Scale

The MGA LMS is the digital learning platform through which MGA hosts, delivers, and manages online and blended learning programmes — enabling clients, alumni, professionals, and organisations across Ghana, West Africa, and beyond to access MGA's expertise on their own schedule and device.

LMS Offering	Description
MGA Academy — Digital	Online versions of MGA's flagship training programmes, available for individual enrolment. Starting with Sales, Marketing, and CX programmes — growing to 20+ modules by 2028. Delivered via video modules, downloadable resources, assessments, and digital certification.
Corporate LMS Licensing	Organisations license the MGA LMS to host their own staff development programmes, with MGA providing both the platform and content development services.
Blended Learning Packages	Hybrid programmes combining a face-to-face intensive (one day) with 4–6 weeks of digital learning modules — extending the learning journey and improving retention and application.
Digital Certification	Digital certificates and badges for LMS completions — shareable on LinkedIn and professional networks.

Alumni Learning Hub	Dedicated digital space for MGA's 24,000+ alumni: bite-sized learning content, sector updates, peer learning forums, and exclusive masterclasses.
Development Partner Digital Programmes	Large-scale digital capacity building programmes commissioned by development partners for beneficiary communities, government officials, or implementing partners across multiple countries.

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