

Michael Abbiw

FNIMN, MPhil, PGDip, CM,
ProM, MCIM - Ghana & UK

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Personal Details

Religion:

Christian

Marital Status:

Married

Nationality:

Ghanaian

PROFILE

Michael Abbiw is a Chartered Marketer and an accomplished Enterprise Development Expert, a seasoned Trainer/Mentor, Management Consultant, and Business/Marketing Strategist with over 18 years of professional practice in Entrepreneurial Skills Development, Sales and Marketing, Capacity Building, and Business Development. He is a fellow of the National Institute of Marketing of Nigeria (FNIMN), and a Chartered Marketer of the Chartered Institute of Marketing (MCIM), UK and Ghana.

He is the Chief Executive Officer of MGA Consulting Ghana Limited, a burgeoning Management Consultancy, and Capacity Building company that provides business development strategy support and practical solutions to organizations seeking to transform their business processes even amid disruptions.

Michael has successfully helped transform various organizations in different industries including MSMEs, banking, insurance, manufacturing, trading, freight forwarding, engineering, and the government sector. His area of expertise includes business development, Coaching and Mentorship, customer service, leadership, market research, sales, and strategy development. He has supported various organizations to gain revenue growth and organizational performance. He trains over 2,000 business and sales professionals at various organizational levels annually, providing an avenue for him to impact others and share his expertise.

Michael is the Board Director of Vodafone Ghana, Board Chairman for Securisk Insurance Brokers Limited-Ghana and the chairman of Union Rural Bank. He is also a member of the Board of Kwesi Essel-Koomson Memorial Fund for Girls and an ETC Member of the Entity Tender for SIC Life Company Limited. At the Ghana Cylinder Manufacturing Company (GCMC) Limited, he was also acting as the Board Chairman and the chairman of the Board Committee for Finance and Administration.

Michael loves to impart knowledge, research, and writing; he is an author of various training manuals and articles. He is a Rotarian.

“Business Development and Marketing is at the heart of every organization, it is an investment not an expense, invest now and realize the benefits in good time.” Michael Abbiw

EDUCATION

Year	Title & Institution
2024	Mphil Entrepreneurship and Corporate Governance Methodist University Ghana (MUG)
2018	Postgraduate Diploma, Marketing Chartered Member of Chartered Institute of Marketers - the UK
2007	MPhil Business Administration (Human Resource Management) Kwame Nkrumah University of Science and Technology (KNUST)
2004	B. A. (Honours) Publishing Studies (Printing) - First Class Honours Kwame Nkrumah University of Science and Technology (KNUST)
1998	SSCE Presbyterian Boys Secondary School - Legon

EMPLOYMENT RECORD

Period	Company
Dec 2021 - To Date	Chief Executive Officer MGA Management and Consulting Limited - Nigeria Extending the impact being created in Ghana to Nigeria. To assist in the development and strategic turnaround of growing businesses in sales & marketing through training, strategy development, and implementation in the Insurance, Financial, Real Estate, Automobile, and other industries in Nigeria.
August 2021 - To Date	Recruitment Consultant L' AINE Services Limited Assists in the selection of qualified human resources to organizations in need of staffs. As an HR Management expert, knowledge and strategic thinking is applied in the decision making process which contributes to the needed human capital of organizations.
June 2020 - To Date	Executive Director Supreme Trust Insurance Brokers Limited Well vested knowledge in the insurance industry has provided me the opportunity to acquire a deep working understanding of practices in the insurance market in Ghana and beyond. Leveraging these skills and knowledge to provide clients, from private to state-owned organizations with innovative solutions that meet their unique insurance needs.

- June 2019 - To Date** **Lecturer**
Ghana Insurance College
Contributing my quota to the development of the Ghanaian Insurance Industry by sharing the experiences I have acquired over the years in insurance through courses offered by the institution to industry players who patronize the college's courses.
- Sep 2016 - Jul 2017** **Managing Director**
GGCredit Microfinance Limited
Headhunted to lead a changed team to transform a collapsing financial institution into a profitable venture.
- Mar 2013 - To Date** **Chief Executive Officer**
MGA Consulting Ghana Limited
An active entrepreneur focused on helping small, medium, and large businesses develop structures in sales and marketing. My role has assisted in building and transforming sales & marketing activities through training, strategy development, and implementation in the Insurance, Financial, Real Estate, Automobile, and other industries in Ghana.
- Jan. 2013 - Aug 2016** **Head of Marketing**
Ghana Union Assurance Company Limited
Helped set up and manage the sales & marketing unit, contributing profitably to the development of the organization. Was in charge of the branch network operations, broker relations, new business development, company-wide sales and marketing, market research, and agency management.
- Sep 2010 - Dec 2012** **Head, Business Development**
Regency Alliance Insurance Limited (Now RegencyNem Insurance Co. Ltd.)
As a new organization, I helped formulate the strategies and structures that resulted in the company being adjudged the fastest growing insurance company in Ghana. Was in charge of company-wide sales & marketing, branch network operations, new business development, broker management, and agency management.
- 2009- Aug 2010** **Chief Marketing Officer**
Golden Life Assurance Company Limited
Was part of the new management team that took over CDH Life Assurance and transformed it into a profitable venture. Led the rebranding team that rebranded the company into GoldenLife Assurance. Was successful in growing the active agency base from 7 to 75 within a year of operation. Was also in charge of branch network and company-wide sales and Marketing.

- 2007 - 2009** **Business Development Manager**
KEK Insurance Brokers Limited
- Setup and developed structures for a KEK sales and marketing team, which exceeded its targets year on year. Revitalized three collapsing branches and brought them to profitability. Redefined sales and marketing within the insurance broking sector and managed all the branches within the organization.
- 2006 - 2008** **Demonstrator & Research Assistant**
KNUST School of Business
- Provided administrative support to the Dean of the School, assisting in admissions and registration of students, preparation of accreditation documents for the National Accreditation Board, providing ICT support, and Helping with tutorials in the Organizational Behaviour Class.
- 2005 - 2006** **Resource Person and Demonstrator**
Department of Book Industry
- Assisting in lecturing special courses under Entrepreneurship and Book Trade Courses, joint lecturing in Printing Technology, and Production & Operations Management.
- 2005 - 2006** **Assistant Editor in charge of the College Journal Office**
Provost Office (CASS)
- Assisted in the editing and production of the CASS News, CASS Handbook, and CASS Journal

MEMBERSHIP IN PROFESSIONAL BODIES

- Fellow - National Institute of Marketing of Nigeria (NIMN)
- Chartered Marketer - Chartered Institute of Marketing, Ghana
- Full Member - Chartered Institute of Marketing, UK
- Affiliate Member - Chartered Institute of Insurance, Ghana
- Member - Project Management Institute, UK & Ghana

MEMBERSHIP OF BOARDS

Date	Position & Company
2023 To Date	Board Director, Vodafone Ghana
2022 To Date	Board Member, Carloking Services
2021 To Date	Board Chairman, Securisk Insurance Brokers Limited
2021 To Date	Board Member, MGA Management and Consulting Limited
2021 To Date	Board Chairman/Co-Founder, MGA Foundation

2020 To Date	Board Member , Supreme Trust Insurance Brokers Limited
2019 To Date	Board Member , Kwesi Essel-Koomson Memorial Fund for Girls
2018 - 2020	Board Member , Ghana Cylinder Manufacturing Company
2016 - 2020	Board Member , Union Rural Bank
2013 - To Date	Board Member , MGA Consulting Ghana Limited
2007 - 2009	Board Member , Mobile Solutions Limited
2007 - 2009	Board Member , Senya Farms Ghana Limited
2007 - 2009	Board Member , Mother Theresa Foundation
2008 - 2009	Board Member , Ghana Netherlands Chamber of Commerce
2007 - 2008	Board Member , KNUST University Council

CONSULTS FOR

1. Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)
2. Deutsche Sparkassenstiftung für Internationale Kooperation (DSIK)
3. Ghana Enterprises Agency (GEA)

CONFERENCES & ONLINE SEMINARS

Date	Function & Name of Conference
2022	Panelist , Ghana Women Entrepreneurship Summit Forum
2022	Resource Person , Ghana Women Entrepreneurship Summit Masterclass
2020	Main Speaker , The Impact of COVID-19 on the Insurance Industry of Ghana; Products, Productivity & Profitability
2018	Attendee , Clean Cooking Investment Forum, Kigali-Rwanda

PROFESSIONAL EXPERIENCE (RESEARCH, PUBLICATIONS & PRESENTATIONS)

Year	Assignment
2008 - 2010	Industry Study - National Insurance Commission (World Bank Project) Diagnostic Study Report to Identify the Training Needs of the Insurance Industry and Development of a Curriculum for Training in the Insurance Industry
2006	Newsletter - CASS News, First Edition Assisted in the editing and production of the CASS News, CASS Handbook, and CASS Journal

SPECIAL AWARDS & CERTIFICATES

- 2009 **Certificate of Completion** - Continental Reinsurance Plc., Nigeria
International Reinsurance Seminar
- 2008 **Certificate of Participation** - L' AINE Services Limited
In Search of Excellence through Effective Customer Service
- 2007 **Certificate of Completion** - International Leadership Foundation
Transforming Leadership Seminar - Part 1
- 2007 **Certificate of Participation** - KNUST School of Business
International Conference of Humanitarian Logistics in Ghana
- 2007 **Certificate of Honour** - Department of Book Industry (KNUST)
Immerse contribution to the development of the department
- 2006 **Certificate of Honour** - Department of Book Industry (KNUST)
Immerse contribution to the development of the department

COMPUTER PROFICIENCY

Extensive knowledge in SPSS, STATISTICA, EPI DATA, EPI ANALYSIS, Microsoft Excel, Microsoft Publisher, Microsoft Word software, and internet research.

INTERESTS

Research, Developing Models in new areas, Writing (articles, short stories and poems), Teaching, Reading (Academic Materials), Listening to News (Political Trends), and Music.

FUTURE ASPIRATIONS

To move higher on the professional ladder by developing innovative competencies to set up and manage a blue-chip organization to support society and Ghana.

Michael has been engaged by various organizations in diverse industries to conduct and lead strategic sessions to build both human resource capacities and organizations.

These services have been categorized into three (3) different sections, namely, **Business Strategy Development** and **Documentation Preparation, Training and Capacity Building** (including Coaching & Mentorship), and **Recruitment of Best Talents** for Companies.

Some of these projects are under-listed related below.

Works in Training and Capacity Building (including Coaching and Mentoring)				
No.	Duration/No. of Participants/Year	Brief Description	Company/Client	Role on Project
1.	Dec 2022 - to date	Provision of Entrepreneurial and Business Skills Training in the Western Sector (Western, Western North, Bono, Bono East, and Ahafo Region)	World Bank/ MOF/GEA	Michael is executing this project by undertaking the following activities: a. Conducts Stakeholder Engagements b. Develops and mapped out a training plan for the project. c. Conducts Needs Assessment to ascertain beneficiaries' needs. d. Conducts ToT for selected trainers. e. Conducts training for beneficiaries of the GJSP. f. Submits monthly and quarterly reports
2.	Feb - June, 2023	Review and training of the MSME strategy for Credit Unions in Ghana	DSIK/CUA	Michael led in execution of this project by undertaking the following activities: a. Reviewed MSME Cashflow (MCL) manuals, templates, tools, and procedures. b. Developed MCL Loan Plan c. Developed Training Materials d. Conducted Training of Trainers (TOT) of the Developed MLC plan for CUA Members. e. Submitted Project Reports
3.	June 2023	Training of National Petroleum Authority Staff on MGA Enhancing the User Experience	National Petroleum Authority (NPA)	Michael led in execution of this project by undertaking the following activities: a. Conducted a needs assessment in order to develop a comprehensive training Curriculum. b. Developed a training manual. c. Use case studies as a learning scenario. d. Evaluated each participant after the training to assess their understanding of the training. e. Provided comprehensive training report

4.	February - April, 2023 300 participants	Women SME Innovation Programme - Digitalise for Jobs (D4J)	GIZ/GEA	Michael led in executing this project by undertaking the following activities: a. Organized Stakeholder Engagements with GEA b. Developed Training Materials which included Training Modules, Training Timetable, and Interactive Training Workbook, Slides. c. Conducted ten (13) cohorts of Training Sessions d. Conducting post-training evaluation e. Submitted project reports
5.	60 Days 300 participants	Training of Members of The Insurance Brokers Association of Ghana (IBAG) on Digital Transformation Guidelines	GIZ/IBAG	Michael led in executing this project by undertaking the following activities: f. Organized Stakeholder Engagements with IBAG and GIZ g. Conducted Training Needs Assessment for all IBAG members across Ghana. h. Developed Training Materials which included Training Modules, Training Curricular, Training Timetable, Interactive Training Workbook, Slides, and Manuals, Compliance Manual Guides, etc. i. Conducted ten (10) cohorts of Training Sessions for IBAG members. j. Developed a monitoring and evaluation matrix to enhance effectiveness in project implementation. k. Conducted post-training evaluation l. Submitted project reports
6.	2 Day/April 2022 300 participants	Ghana Women Entrepreneurs Summit (GWES) Access to Market and Market & Digitalization Masterclass	Ghana Enterprises Agency (GEA)/Mastercard Foundation/Digital Transformation Centre (DTC)	a. MGA Consulting, as part of the GWE Summit: b. Was a panelist on the Access to Market forum where he delivered on how female owned MSMEs/SMEs can engage in the international market through digitalization. c. Was a facilitator for the topic Market & Digitalization Masterclass where female owned MSMEs/SMEs across the country where sensitized on digital strategies to market products and services.
7.	160 Days 1000 participants	Training of Insurance Agents of Ghana on Efficient Sales and Marketing (NAGIA)	GIZ/NAGIA	Michael, in executing this project undertook the following activities: a. Conducted Stakeholder Engagements with Selected members of NAGIA, NIC, GIC, GIA, IBAG, CIIG, and GIZ

				<ul style="list-style-type: none"> b. Conducted Training Needs Assessment for agents across Ghana. c. Developed Training Materials which included Training Modules, Training Timetable, Interactive Training Slides, and Manuals, Trainer of Trainers Manual, etc. d. Conducted twenty-three (23) training workshops for agents in all regions of Ghana e. Designed and conduct a special Trainer of Trainers program for selected members of Insurance Agents. f. Conduct post-training evaluation g. Submitted a project report
8.	6 Month Contract 500 participants	Training of Small and Medium Enterprises (SMEs) on Digital Transformation and Innovation Scheme Amid COVID-19 (GEA, then NBSSI)	GIZ/NBSSI	<p>MGA Consulting in executing this project undertook the following activities:</p> <ul style="list-style-type: none"> a. Organized Stakeholder Engagements with Selected SMEs, NBSSI, and GIZ b. Conduct Training Needs Assessment for all five hundred (500) SMEs across Ghana. c. Developed Training Materials which included Training Modules, Training Curricular, Training Timetable, Interactive Training Workbook, Slides, and Manuals, Compliance Manual Guides, etc. d. Conducted five (5) cohorts of Training Sessions for over 170 Selected SMEs. e. Designed a conducted special Trainer of Trainers program for members of NBSSI. f. Developed a monitoring and evaluation matrix to enhance effectiveness in project implementation. g. Conducted post-training evaluation h. Submitted project reports
9.	9 Months/ September 2020 - June 2021 (166 Participants)	Awarded Contract to provide Capacity Building through Training, Coaching and Mentorship for all members of Insurance Brokers Association of Ghana (IBAG)	GIZ/IBAG	<ul style="list-style-type: none"> a. Designed a manual and a training program that addresses all the key issues and exposures that insurance brokers are to be cognizant of and helps brokers develop their internal structure that seeks to prevent AML/CFT. b. Designed and Delivered an interactive knowledge, skill, and competency-based improvement training program to enable

		on Compliance with Anti-Money Laundering/Combating of Terrorism and the Proliferation of Mass Destruction (AML/CFT&P) Regulations		<p>insurance broking professionals to develop effective company-wide frameworks to identify, assess, and mitigate AML/CFT risk.</p> <p>c. Develop the specific capacity of trainers through training of trainers sessions, and leadership of IBAG to take over frequent and continuous professional development of their members and improve compliance with all regulations and laws with a monitoring and evaluation framework</p> <p>d. These objectives will be achieved by the following methods;</p> <ol style="list-style-type: none"> i. Stakeholder Engagement ii. Pre-Training Knowledge Analysis iii. Development of Training Materials iv. Seven (7) Training Sessions v. Post Training Evaluation vi. Training of Trainers vii. Monitoring and Evaluation Matrix viii. Project Report
10.	6 Months Contract 55 Participants	Designed and Implemented sales and marketing training programs for all revenue generation staff of the company.	GLICO General Insurance Company Limited Ghana	<p>a. Michael led the training of needs analysis and design of appropriate training programs.</p> <p>b. Developed two (2) training manuals and other reference materials for participants on topics: “Selling for Results” and “Sales Leadership and Management”.</p> <p>c. Michael conducted and facilitated six (6) sessions of training workshops for the selected staff across Ghana.</p> <p>d. The company also conducted fifteen (15) three - day in-field training for all business units and branches across Ghana. (15 work units)</p> <p>e. MGA conducted pre-training, training exercises, and post-training tests for participants.</p> <p>f. Michael produced an Interim training report on all training activities.</p> <p>g. The Company produced a finalized in-field report with recommendations for management’s consideration.</p>
11.	1 Month/ June 2020 80 Participants	FREE Webinar Training	National Board for Small Scale	Organized and facilitated free webinar training series on “Selling Amid Covid-19 Crisis”

			Industries (NBSSI)	
12.	3 Days Training Session/120 Participants	Facilitated a nationwide sales and marketing staff capacity building session (for selected branch managers of Insurance Companies)	National Insurance Commission Ghana	<ul style="list-style-type: none"> a. Michael trained Branch Managers on the topic “Lead Generation and Closing the Sale” b. The company conducted pre-training, training exercises, and post-training evaluation tests.
13.	2 Days/55 Participants	Training of Sales Executives and Sales Managers of the company	Enterprise Insurance Company Limited Ghana	<ul style="list-style-type: none"> a. Michael conducted training needs analyses in collaboration with the company’s HR team. b. The Company developed training content, manuals, and other training materials for participants. c. Michael facilitated the training of Sales Managers, Sales Executives on the topic “Selling for Results” in Accra for all Sales and Marketing Workgroups. d. The company conducted pre-training, training exercises, and post-training evaluation tests. e. The Company produced an interim and a final training report with recommendations for management perusal.
14.	3 Days/3 Participants	Assessment of Organization Structure and Office Procedures	CORISK (Nigeria)	<ul style="list-style-type: none"> a. Michael conducted an Organizational Audit. b. The Company developed a Report enumerating all the shortfalls of the Organization. c. The Company also provided recommendations with regard to Recruitment, Staff Size, Reassignment of duties, Office Structure, Office space, and Marketing Tools.
15.	2 Days/25 Participants	Training of Staff on modern customer service techniques	Accra Metropolitan Assembly (A.M.A)	<ul style="list-style-type: none"> a. Michael developed training content, manuals, and other training materials for participants. b. Michael expedited the training of Sales Managers, Sales Executives on the topic “Enhancing the User Experience” in Accra for all Sales and Marketing Officials. c. The experts of the organization assisted them with the development of a customer experience culture code of ethics. d. Conducted pre-training, training exercises (group/Individual), and post-training evaluation tests. e. Produced an interim and a final training report with recommendations for management perusal.

16.	2 Days/20 Participants	Trained business development staff on developing effective Sales and Marketing Plans	Ghana Export Promotion Authority (GEPA)	<ul style="list-style-type: none"> a. Michael developed a Sales and Marketing Plan for the institution. b. The company presented a workable framework for the Sales and Marketing Department of the organization.
17.	1 Day Training Session/ 89 Participants	Facilitated the training of annual capacity building session for the company's sales agents	Donewell Insurance Company Ghana	<ul style="list-style-type: none"> a. Designed training content, manuals, and other training support materials for "Prospecting and Closing the Sales". b. Conducted pre-training, training exercises, and post-training evaluation tests. c. Submitted a training report with recommendations on ways to improve agency business and future training.
18.	3 Days Training Session/89 Participants	Facilitated a nationwide sales and marketing staff capacity building session (for Heads, Sales, and Marketing of all Life & Non-Life Insurance Companies) as a resource person for GIC.	National Insurance Commission / Ghana Insurance College Ghana	<ul style="list-style-type: none"> a. Michael facilitated the training of Heads of Sales and Marketing on the topic "Lead Generation and Closing the Sale" b. Conducted pre-training, training exercises, and post-training evaluation tests.
19.	1 Day/30 Participants	Sales and Marketing Agents Skill Development Training for Sales Agents	Star Assurance Company Limited Ghana	<ul style="list-style-type: none"> a. Developed training content, manuals, and other training materials for participants. b. The company trained Sales and Marketing Agents from all over Ghana on the topic "Taking your Agency to the Next Level". c. Conducted pre-training, training exercises, and post-training evaluation tests. d. Produced an interim and a final training report with recommendations for management perusal.
20.	2 Days Training Session each/90 Participants	Conducted Capacity building for Sales Managers and Branch Managers across Ghana.	Enterprise Life Assurance Co. Ltd Ghana	<ul style="list-style-type: none"> a. Developed training content, manuals, and other training materials for participants. b. Facilitated the training of Sales Managers, Branch Managers, and Agency Managers on the topic "Driving High Sales Performance" in Accra & Kumasi. c. Conducted pre-training, training exercises, and post-training evaluation tests. d. Produced an interim and a final training report with recommendations for management perusal.

21.	4 Days Training Session / 60 Participants (21 st - 22 nd January 2020; 30 th - 31 st February 2020)	Designed and Implemented sales and marketing training programs for sales and marketing staff of various organizations	Representatives from various companies	<ul style="list-style-type: none"> a. Michael developed two (2) training manuals and other reference materials for participants on topics: “Effective Selling Foundation” and “Effective Lead Generation and Prospecting”. b. MGA conducted pre-training, training exercises, and post-training tests for participants. c. The Company produced a finalized report for representative companies’ consideration. d. Participants were awarded certificates after the training.
22.	3 Days Training Session/13 Participants (22 nd to 4 th March 2020)	Designed and Facilitated sales and marketing training sessions for staff	NSIA Insurance Company Limited	<ul style="list-style-type: none"> a. Michael facilitated the training of Managers on “Effective Selling Masterclass” b. The company conducted pre-training, training exercises, and post-training evaluation tests. c. Michael produced a training report on all training activities. d. The Company produced a finalized in-field report with recommendations for management’s consideration.
23.	2 Days Training Session/15 Participants (5 th and 6 th March 2020)	Developed and Facilitated a training session for Insurance Market Professionals	Ghana Insurance College (GIC)	<ul style="list-style-type: none"> a. Michael facilitated the training of Insurance Market Professionals on the topic “EFFECTIVE SELLING” b. The company conducted pre-training, training exercises, and post-training evaluation tests. c. Michael produced a training report on all training activities.
24.	4 Days FREE Webinar Training Session/142 Participants (June 2020)	Organized a Free Public Training Online	Representatives of Various Organizations	<ul style="list-style-type: none"> a. Michael conducted a free webinar series on “Selling Amid COVID 19 Crisis”, SACC-19 for the public. b. Sub-topics of “Selling Amid COVID 19 crisis - usage of Telesales, Social Media Selling and Social Media Marketing for increased sales amid the pandemic” was discussed during the sessions
25.	3 Days Webinar Training / 60 Participants (3 rd - 5 th June 2020)	Facilitated Webinar Sessions for Insurance Market Professionals	Ghana Insurance College (GIC)	Michael facilitated a three-day webinar session on the topic: “Focus on Strategy and Execution for Effective Marketing”

26.	2 Days Webinar Training / 100 Participants (18 th and 19 th June 2020)	Facilitated Webinar Sessions for Insurance Market Professionals	Ghana Insurance College (GIC)	Michael facilitated a two-day webinar session on the topic: “Selling Under Emergency Conditions”
27.	3 Days Webinar Training / 35 Participants (23 rd - 25 th June 2020)	Facilitated Webinar Sessions for Insurance Market Professionals	Ghana Insurance College (GIC)	The company facilitated a three-day webinar session on the topic: “Developing a Win-Win Approach in Marketing your Insurance Brokerage”
28.	1 Day Webinar Training / 335 Participants (May, June 2020, respectively)	Organized and Facilitated exclusive Training Sessions for representatives of certain organizations	In-House Training for various organizations across various industries.	a. Michael facilitated webinar sessions on “Selling Amid COVID 19” Some of the companies include; National Board for Small Scale Industries, Enterprise Insurance; Starlife Assurance; Millennium Insurance; Hollard Life Assurance; PEG Africa; Prime Insurance; Donewell Insurance; Metropolitan Life Insurance and PDSA Company Limited
29.	October 2019	Organized and Facilitated Training Sessions for Top And Middle-Level Managers	Safeguard Insurance Brokers Limited	Michael trained all staff and management team members of the company on the topic Selling for Results and Developing an Effective Sales and Marketing Plan.
30.	2 Days/ 34 Participants (3rd-4th September 2020)	Designed and Trained staff of the company.	GLICO General Insurance Company	Michael trained staff of Company on “Effective Agency Selling”
31.	2 Days/ 10 Participants (22nd - 23rd September)	Designed and Trained Staff of the Company	Vanguard Life Assurance Co. Ltd	Michael trained staff of company on “Effective Agency Selling”
32.	6 Months/ Contract	Designed and Implemented Capacity Building Programs for all levels of Management	Loyalty Insurance Company Limited	a. Training of Top Management of the company on “Sales Leadership and Management” b. Training of Middle and Low-level Management on “Effective Business Operations and Customer Services

Similar Works in Business Strategy Development and Document Preparation					
No.	Position for Project	Duration / Years	Brief Description of Project	Name of Client	Project Details
1.	Management Consultancy and Institutional Assessment	80 Days	Institutional Assessment and Strategic Plan Development For Ghana Association of Microfinance Companies (GAMC)	GAMC/GIZ	Michael, in executing this project undertook the following activities: a. Organized Stakeholder Engagements with GAMC, GHAMFIN, and GIZ b. Conducted Institutional assessment of GAMC c. Reviewed GAMC Strategic Plan d. Developed a new Strategic Plan e. Submitted project Reports
2.	Management Consultancy & Document(s) Preparation	6 Weeks	Legal, Regulatory, And Institutional Review to Identify Gaps and Opportunities in Support of The Development of an Inclusive Insurance Regulatory Strategy and Roadmap	UNDP/NIC	Michael, in executing this project, undertook the following activities: a. Organized Stakeholder Engagements with NIC, and UNDP b. Conducted Desk Research c. Organized Focus Group Discussion & Interviews with Stakeholders d. Developed an Inclusive Insurance Strategy e. Developed Templates for Reporting f. Organized Validation Workshops g. Submitted Project Reports
3.	Management Consultancy & Document(s) Preparation	3 Months	Development of an ABC of Insurance Book for the Chartered Institute of Insurance, Ghana (CIIG)	GIZ/CIIG	Michael, in executing this project, undertook the following activities: h. Organized Stakeholder Engagements with CIIG, and GIZ i. Conducted Desk Research j. Organized Focus Group Discussion with Stakeholders k. Developed a ABC of Insurance Book l. Submitted Project Reports

4.	Management Consultancy & Document(s) Preparation	3 Months	Development of a Reference Manual for the Chartered Institute of Insurance, Ghana (CIIG)	GIZ/CIIG	Michael, in executing this project, undertook the following activities: a. Organized Stakeholder Engagements with CIIG, and GIZ b. Conducted Desk Research c. Organized Focus Group Discussion with Stakeholders d. Developed a Reference Manual e. Submitted Project Reports
5.	Management Consultancy & Document(s) Preparation	47 Days	Development of MSME Strategy for Credit Union in Ghana	DSIK/CUA	MGA Consulting, in executing this project, undertook the following activities: a. Organized Stakeholder Engagements with Selected CUA Members and DSIK b. Develop Standard Operating Procedures c. Risk Adjust Pricing for Credit Products & General Pricing d. Conducted training sessions on MSME Strategy e. Conducted post-project evaluation. f. Submitted a project report
6.	Management Consultancy & Model(s) Preparation	80 Days 35 participants	Establishing Business and Operational Models for Community ICT Centers (CIC)	GIZ/GIFEC/DTC	MGA Consulting in executing this project undertook the following activities: a. Organized Stakeholder Engagements with Selected CIC Managers, GIFEC, DTC, and GIZ b. Assess the current operational and business model of CICs. c. Developed an operational and Business Model d. Developed an Interactive Handbook on the Updated Model e. Conducted training sessions on the new model for 35 CIC manager across 5 Zones in Ghana. f. Conducted post-training evaluation g. Submitted a project report
	Management Consultancy & Document(s) Preparation	50 Days	Feasibility Study For A Proposed Merger Of Selected Female Owned Microfinance Institution In Ghana	GIZ/GHAMFIN/ FOMFI	MGA Consulting in executing this project undertook the following activities: a. Organized Stakeholder Engagements with GHAMFIN, Selected FOMFI members and GIZ b. Conducted desk research c. Analyzed the current business models of the institutions concerned.

					<ul style="list-style-type: none"> d. Conducted a cost benefit analysis of the proposed institution to assess the profitability, solvency, risk, viability, and institutional sustainability. e. Reviewed and proposed strategies for managing problems assets, pre and post mergers f. Submitted final feasibility and project report
	Management Consultancy & Document(s) Preparation	5 Months Contract	Development of Strategic Documents, Recruitments, Training, and Coaching of all level staff.	Safeguard Insurance Brokers Limited	<ul style="list-style-type: none"> a. Developed a 5-Year Strategic Sales and Marketing Plan for the company. b. Developed a Corporate Profile for the Company. c. Developed an Operational Manual for the Company d. Developed an HR Manual for the Company e. Recruited Mid-Level & Management Staff of the Company f. Trained Top and Middle-level managers for the Company.
	Management Consultancy & Document(s) Preparation	1 Month	Development of Strategic Document	Ghana Cylinder Manufacturing Company (GCMC)	<ul style="list-style-type: none"> a. Development of a Conditions of Service and Human Resource (HR) Manual for the Company.
	Management Consultancy & Document(s) Preparation	1 Year Contract	Development of Strategic Document and Implementation of Document	Progressive Insurance Services Limited	<ul style="list-style-type: none"> a. Conducted Skills Audit of Staff. b. Developed a 3-Year Strategic Sales and Marketing Plan for the Company. c. Development of HR Manual for the Company d. Recruitment of Mid- Level Staff for Company e. Training of all level staff on requisite strategic roles. f. Website and Search Engine Optimization
	Management Consultancy & Document(s) Preparation	1 Year	Development of Strategic Document and Implementation of Document	KEK Insurance Brokers Limited	<ul style="list-style-type: none"> a. Development of Sales and Marketing Plan for the Company b. 1-year Implementation of Sales and Marketing Plan
	Strategic Document(s) Preparation	1 Month	Development of Strategic Document (BCP)	Donewell Insurance Company Limited	Developed a Business Continuity Plan for the Company.
	Strategic Document(s) Preparation	1 Month	Development of Strategic Document (BCP)	SICLife Insurance Company Limited	Developed a Business Continuity Plan for the Company.
	Strategic Document(s) Preparation	1 Month	Developed a Strategic Document for the Company	Loyalty Insurance Company Limited	Developed a Business Continuity Plan for the Company.

	Strategic Document(s) Preparation	1 Month	Developed a Strategic Document for the Company	Prudent Consult Limited	Developed a Sales and Marketing Plan for the Company
	Management Consultancy & Document(s) Preparation	2 Months	Developed a Strategic Document for the Company	Lordship Insurance Brokers & Consultancy Limited	<ul style="list-style-type: none"> a. Conducted an Organizational Skills Audit for the Company b. Developed a Sales and Marketing Plan for the Company c. Distribution Channel Review
	Management Consultancy & Document(s) Preparation	1 Month	Assessment of Organization Structure and Office Procedures	CORISK (Nigeria)	<ul style="list-style-type: none"> a. Michael conducted an Organizational Audit. b. The Company developed a Report enumerating all the shortfalls of the Organization. c. The Company also provided recommendations with regards to Recruitment, Staff Size, Re-assignment of duties, Office Structure, Office space, and Marketing Tools.
	Management Consultancy& Document(s) Preparation	9 Months	Development and Implementation of Strategic Document	GLICO General Insurance Co. Ltd	<ul style="list-style-type: none"> a. Developed a Sales and Marketing Plan for the Company b. Managed the implementation of the Plan
	Management Consultancy & Document(s) Preparation	1 year	Development and Implementation of Strategic Document	Securisk Insurance Brokers Limited	<ul style="list-style-type: none"> a. Developed a Business Plan for the Company b. Implemented the Business Plan with Management of the Company