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Digital Skills for Entrepreneurs

Topic 4 Mobilising Resources, Talents, Technology and Partnerships

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Mobilizing Resources: Talents, Technology, & Partnerships



Unlike the traditional MSMEs that needs people, space, building, materials, money, machinery and equipment and so much more. The digital MSMEs needs talents, technology and strategic partners. The topic will help participants define these inputs, mobilize them and share ways to obtain them. They will also learn the skills to shop for technologies, develop partnerships and collaboration for their business operation across sectors, industries and beyond geographical boundaries. Topic will also discuss how to identify and mobilise talent, negotiate for deals, persuade others to collaborate and develop strategic partnerships.

Topic: 4. Mobilizing Resources: Talents, Technology, & Partnerships

Learning Objectives

On session completion, the learners will be able to:

1. Realize the importance of mobilizing resources for business success.
2. Know the strategies for accessing and managing talent, technology, and funds.
3. Explore methods for using resources productively and efficiently.
4. Develop skills in networking, negotiation, and resource acquisition.

1. Mobilizing Resources for Businesses

Entrepreneurship is about
mobilizing resources

Video 1: Entrepreneurship is about mobilising resources

Mobilizing resources involves identifying and sourcing for desired resources and efficiently allocating such resources to minimize wastage. Given the popular saying that “resources are scarce”, it also involves the competency of being able to adapt to available resources.

These resources include cash, skilled labor, and intellectual property. For a business to be sustainable, it has to mobilize necessary resources as it aligns with its mission, objectives, strategic plan as well as meeting its customers’ needs.

2. Identifying Talent and Skill Sets in Nigeria

Nigeria has a youthful, rapidly growing population with abundant potential talent. However, education systems have not kept pace with changing workforce demands, resulting in skill mismatches between available workers and employer needs. In modern day Nigeria, talents and skills can be identified from technical and vocational schools, universities and colleges, online platforms and social media, local talent networks, competitions and hackathons, internship and apprenticeship, referral programs and through recruitment agencies. It is suggested that MSMEs ensure matching skills and talents to available resources for optimal gains.

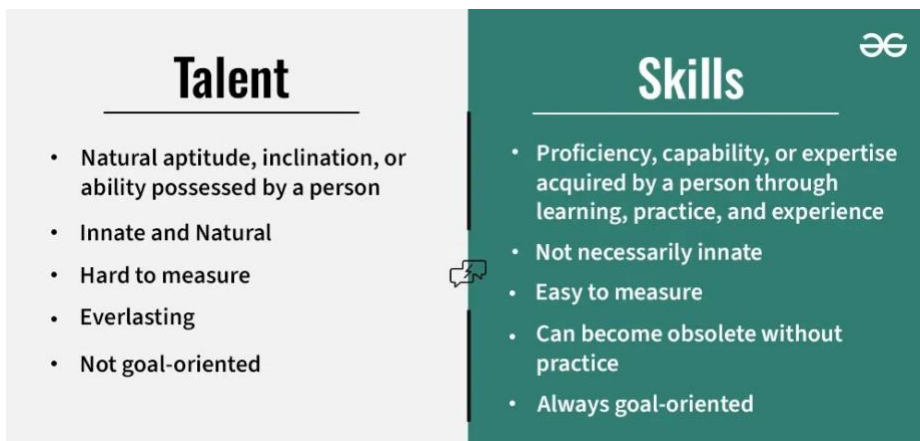


Figure 1: Identifying Talent and Skill Sets in Nigeria

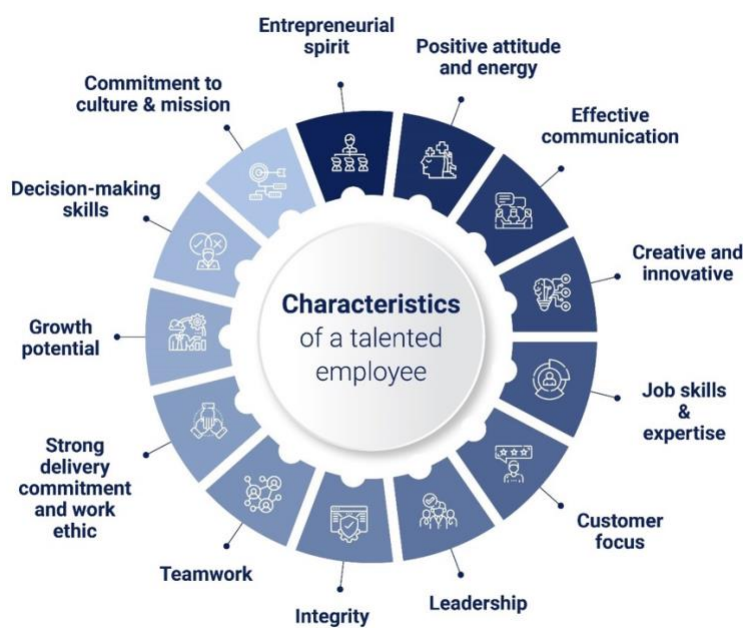


Figure 2: Characteristics of a Talented employee

3. Human Resources Checklist

Human resources is one of the most complicated aspects of running a business. But learning how to manage your people and their needs, from compliance to culture and everything in between, is necessary for leading a successful organization.

Unfortunately, most companies get at least some aspects of their HR wrong. Scattered employee records, non-compliant time off policies, and over-due performance management are just some of the common culprits. For small businesses, the penalties for these HR mistakes can be crippling, ranging from hefty fines to high employee turnover.

A human resource checklist is a list of items that need to be checked. It specifies points, tasks or milestones related to human resources management as well as acts as a guide for the manager. The [checklist](#) works from top to bottom depending on the

requirements. Tasks at the top of the list may be performed earlier than those at the bottom. It is used to manage and [track employee files](#), hiring processes, orientations, on-boarding, off-boarding and other important HR tasks. It can also be customized according to the company's needs. There are different ways to develop a human resource checklist depending on what you want it to achieve.

4. Recruitment and Talent Acquisition Strategies Team Learning, Development and Performance

[Talent acquisition](#) is often considered the same thing as recruitment—the process of finding and hiring talent. However, in a forward-thinking organization, talent acquisition is much more than that. Recruitment is about filling vacancies. If an



Video 2: What is Learning and Development

organization focuses only on short-term recruitment, they can end up with high turnover rates and stunted growth. By contrast, the talent acquisition process is more complex. It requires organizations to deeply understand their business priorities and use this knowledge to plan for future workforce

needs. In short, it aims to align in-house talent with company vision.

5. Leveraging Government Support and Incentives

Nigeria, often referred to as the “Giant of Africa,” is experiencing a remarkable surge in start-up activity. The entrepreneurial spirit is alive and thriving among the country’s youth, who are eager to make their mark on the business landscape. A factor contributing to this growth is technology. With access to smartphones and internet connectivity becoming more widespread, young Nigerians are leveraging digital platforms to launch innovative businesses across various sectors.

Another driving force behind the rise of start-ups in Nigeria is the increased support from both government initiatives¹ and private sector players. The Nigerian government² has implemented policies and programs aimed at fostering entrepreneurship³, such as tax incentives for small businesses and funding schemes for start-ups.



Figure 3: Reuse, reduce and recycle

6. Regenerative and Green Entrepreneurship

Our world is facing multiple environmental, social, and economic crises, from climate change and resource depletion to social inequality and biodiversity loss. In the face of such challenges, it’s not

¹ [Micro, Small and Medium Enterprises Development Fund \(MSMEDF\) Guidelines](#)

² [Compendium of Investment Incentives in Nigeria](#)

³ [Youth entrepreneurship and start-up opportunities in Nigeria](#)

enough to sit on the sidelines and hope for change to come from somewhere else. Founding a regenerative⁴ business is an assertion of personal responsibility for the planet and a proactive step towards building a more sustainable future.

Unlike traditional entrepreneurship, where profit often takes precedence, regenerative entrepreneurs are acutely aware of their role in mitigating the impact of human activity on the environment and society. Take the instance of the 3 Rs – reuse, reduce and recycle.

- a. Reduce: means to cut back on the amount of trash we generate.
- b. Reuse: means to find new ways to use things that otherwise would have been thrown out.
- c. Recycle: means to turn something old and useless (like plastic milk jugs) into something new and useful (like picnic benches, playground equipment and recycling bins).

7. Acquisition of Technology

In Nigeria, traditional MSMEs can acquire digital technologies through several accessible and strategic avenues:

1. Government Initiatives and Grants: Many government entities like Nigerian partners of this Project may offer subsidies, grants, and low-interest loans aimed at helping MSMEs adopt digital technologies. Programs such as the Digital Transformation Center, GIZ and the European Union's Digital related Innovation Hubs provide technologies, support and resources.
2. Public-Private Partnerships: Collaborations between governments, large corporations, and non-profits often result in initiatives designed to facilitate MSMEs' digital transformation. These partnerships can provide access to technology, training, and infrastructure at reduced costs.
3. Technology Providers and Vendors: Many tech companies offer tailored solutions and flexible payment plans to MSMEs. Companies like Microsoft, Google, and Amazon provide cloud services, software, and training programs specifically designed for MSMEs in Nigeria.
4. Fintech and Alternative Financing: Crowdfunding platforms, venture capital, and peer-to-peer lending can provide MSMEs with the necessary funds to invest in digital tools and services. Fintech solutions also offer streamlined processes for acquiring digital technologies.
5. Incubators and Accelerators: These programs support MSMEs by offering mentorship, resources, and networking opportunities. They often include access to cutting-edge digital technologies and expertise.
6. Online Learning and Training Programs: Numerous online courses, webinars, and workshops are available to MSMEs. Platforms like Coursera, Udemy, and LinkedIn Learning offer affordable education on digital tools and strategies.

⁴ [Founding a Regenerative Business: A Responsibility, Not Just a Brave Act](#)

MSMEs can use strategic partnerships with technology gatekeepers. Medium sized firms may also use mergers and acquisition ways of obtaining technology resources.”

8. Negotiation Techniques for Resource Acquisition

Negotiation skills are essential in business, whether you’re a small business owner, an employee, or an independent contractor. In many business transactions, negotiating parties have similar goals; each side wants to walk away happy in a win-win situation. Crafting an agreement can be tricky, though. That’s where business negotiation strategies come into play.

9. Resource Allocation: Family versus Business

[Resource allocation plays a crucial role](#) in maximizing efficiency within any organization. It involves the careful distribution and utilization of resources such as time, money, and manpower to [achieve desired outcomes](#). [Effective resource allocation](#) ensures that the right resources are allocated to the right tasks at the right time, ultimately leading to [increased productivity](#) and improved overall performance.



Video 5: Resource Allocation

One of the key reasons why resource allocation is important is because it helps optimize the utilization of limited resources. Every organization operates with finite resources, and it is essential to allocate them wisely to avoid wastage.

10 Networking, Collaborations and Building Strategic Partnerships



Video 6: 7 Networking Tips to Build Connections in Strategic & New Ways | Indeed Career Tips

Networking and strategic partnerships serve multiple purposes: they open new channels for customer acquisition, provide avenues for cost-sharing, and facilitate knowledge exchange that can lead to improved business practices. These relationships, when managed well, are less about financial investment and more about time and strategic engagement, offering long-term benefits that can

significantly alter the growth trajectory of a business.

[Strategic partnerships](#) and collaborations are invaluable levers for companies aiming to accelerate growth and spur innovation. By judiciously selecting partners, aligning



Video 4: How To Build Strategic Partnerships and Grow Your Business: for Entrepreneurs and Freelancers

strategic visions, and managing the partnership with clear communication and governance, businesses can unlock new growth avenues and achieve unprecedented success. Remember, the essence of a successful partnership lies in the synergistic capabilities brought to the table and the shared ambition and vision for what can be achieved together.

10 Demo of: Digital Literacy Foundation Tools

Demonstration of Business Self Diagnosis, Human Resources Checklist, Delegation Matrix, and Project Management: ([Trello](#), [Asana](#), [Monday.com](#), [Zoom](#), [Meet](#))."
Bujeti for budget and expense management, HR tools like Zoho, TalentSoft, SeamlessHR, and BENTO, Project management tools like Todoist and Jira.

Tool	Description	Subscription
Trello	<p>Trello is a popular web-based project management tool known for its visual approach and ease of use. It utilizes a kanban-style board system to help individuals and teams organize projects, track tasks, and collaborate effectively.</p> <p>Trello organizes projects into visual boards. Each board can have multiple lists, representing different stages of a project workflow (e.g., To Do, In Progress, Done). Within these lists, users create cards representing individual tasks. These cards can be customized with details, checklists, attachments, labels, and due dates</p>	Free Personal plan, up to \$5/user/month for Starter Plan
Asana	<p>Asana is a web-based and mobile work management platform designed to help teams organize, track, and collaborate on projects. Launched in 2008, it has become a leader in the project management software space, used by millions of teams worldwide.</p> <p>Benefits of Using Asana:</p> <ul style="list-style-type: none"> • Improved Team Productivity. • Everyone has a clear view of project progress, deadlines, and task dependencies, fostering transparency and accountability. • Better Focus and Prioritization 	Free Personal plan, up to \$8/month for Starter Plan

	<ul style="list-style-type: none"> Asana can accommodate teams of all sizes, from small startups to large enterprises, with features that scale to meet your needs. 	
Monday.com	<p>Monday.com is a cloud-based work operating system (Work OS) designed to be adaptable and user-friendly for various team needs. It goes beyond just project management, offering functionalities for different departments and purposes.</p> <p>The foundation of Monday.com lies in its visual boards. You can customize these boards to manage anything from projects and marketing campaigns to HR processes and customer relations. Each board can be tailored with specific tools and views best suited for the task at hand.</p>	Free Personal Plan, Upto \$59/month for Pro Plan
Bujeti	Bujeti is to provide businesses with a comprehensive expense management platform that simplifies the process of tracking, analyzing, and optimizing expenses. We aim to empower businesses with real-time insights into their spending, allowing them to make data-driven decisions that enhance their bottom line. Through cutting-edge technology and exceptional customer service, we strive to be the go-to expense management platform for businesses of all sizes in Nigeria and beyond.	Free Starter Plan for up to 1 month, Up to 25,000 NGN monthly Growth Plan
Zoho	We believe that software is the ultimate product of the hands and the mind. And we take pride in creating products and solutions that help solve business problems, anticipate needs, and discover opportunities to help you grow.	At least \$30/month
Talentsoft	TalentSoft is a cloud-based HR software that enables Human resource managers to have better interactions with other managers across the organization as well as employees. The tool has a wide range of features that caters to different HR functions like, recruiting, employee engagement, onboarding and more.	Free Trial Up to \$100 per month
SeamlessHR	Our eponymous product suite is a robust, cloud-based, end-to-end HR software that helps businesses manage their entire human resource processes from hire to retire. SeamlessHR caters to various companies, from SMEs with fewer than 100 employees to large enterprises with over 10,000 employees.	Up to 2000 NGN per staff/month
BENTO	Bento is helping companies across Africa reimagine payroll, compliance, remittances, hiring, and employee management. Pay out salaries, taxes, pensions, and benefits in a few clicks. Get real time insights into headcount costs and reduce payroll mistakes by keeping HR and payroll data in one place.	Up to \$300/month

Todoist	Todoist has all the tools you need to build any workflow. Projects give you a space to plan out your goals and keep track of all areas of your work and life	Free Trial, Up to \$8 per month
Jira	Align teams, resources, and deliverables to ensure the project hits deadlines and maps to company goals from the start.	Up to \$8 per month

Further reading

Subtopic	Link
1	checklist track employee files
2	Talent acquisition is
3	https://www.masterclass.com/articles/how-to-negotiate-a-business-deal
4	Resource allocation plays a crucial role achieve desired outcomes effective resource allocation increased productivity
5	Growing Business Through Networking and Strategic Partnerships