

SBD Institute

Advisory | Capability | Performance



COMPANY PROFILE

Advisory. Capability Development. Performance Transformation.

Building High-Performance Organisations Across Africa

Advisory & Consulting

Capability Development

Research & Diagnostics

About SBD Institute

SBD Institute is a professional advisory, capability development, and organisational performance transformation firm committed to helping institutions strengthen leadership, improve execution, and achieve measurable results.

We partner with corporates, public institutions, NGOs, development organisations, and growth-oriented enterprises to solve complex organisational challenges through strategy, governance, leadership development, customer experience transformation, sales excellence, and organisational performance improvement.

Organisations do not succeed by strategy alone. They succeed through capability, alignment, execution, and culture.

Leadership Capability	Organisational Alignment	Execution Discipline
Performance Culture	Customer-Centricity	Sustainable Systems

Who We Are

SBD Institute is an African advisory and capability development institution focused on strengthening organisations through strategic advisory, leadership development, organisational transformation, governance excellence, customer experience improvement, and performance-focused interventions.

We work with leadership teams, boards, executives, managers, and operational teams to improve institutional effectiveness, build sustainable systems, and drive organisational growth.

Our Integrated Approach

- Advisory & Consulting
- Capability Development
- Research & Diagnostics
- Strategic Facilitation
- Organisational Performance Support

Our Evolution

- Originally established as Sales Talk International
- Evolved into SBD Institute to reflect expanded strategic mandate
- Now serves multiple sectors
- Growing regional ambition across Africa

Our Foundation

<p>PURPOSE</p> <p>To build high-performing organisations by developing leaders, strengthening systems, and driving execution excellence.</p>	<p>VISION</p> <p>To be a leading advisory and capability development partner in Africa, recognised for transforming organisations and delivering measurable impact.</p>	<p>MISSION</p> <p>To provide practical, results-oriented solutions through advisory, training, research, and strategic facilitation that enable organisations to achieve sustainable performance.</p>
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Our Core Values



Excellence

High standards in every engagement and every client interaction.



Innovation

Practical, relevant, and forward-thinking solutions.



Integrity

Professionalism, accountability, and ethical conduct.



Partnership

Collaborative, long-term value and performance.



Impact

Measurable organisational outcomes and sustainable transformation.

The SBD Performance Transformation Framework™

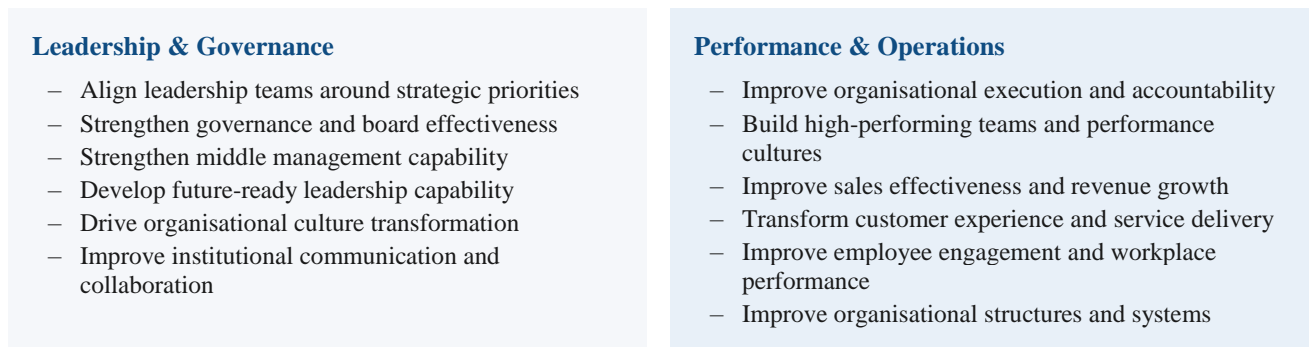
Sustainable organisational transformation requires a structured system that integrates strategy, capability, alignment, execution, and performance measurement. Our proprietary framework guides how we engage organisations:



This framework enables organisations to move from ideas to implementation — and from strategy to measurable performance.

Strategic Challenges We Solve

Organisations engage SBD Institute when they need to:



SBD Capability Transformation Ecosystem™

SBD Institute operates through seven specialised strategic practice areas designed to help organisations improve capability, performance, governance, and execution.

1

GOVERNANCE & BOARD EXCELLENCE ACADEMY™

Strengthening governance systems and enhancing strategic oversight.

- Board Alignment & Effectiveness
- Governance Advisory
- Strategic Oversight Support
- Board Retreat Facilitation
- Governance Capacity Building
- Ethics & Accountability Programmes
- Executive Leadership Alignment

2

STRATEGY & EXECUTION ACADEMY™

Helping organisations define strategic direction and drive execution excellence.

- Strategic Planning Facilitation
- Organisational Strategy Alignment
- Execution Management
- KPI & Performance Alignment
- Change Management
- Organisational Transformation Support
- Institutional Performance Improvement

3

LEADERSHIP & MANAGEMENT DEVELOPMENT ACADEMY™

Building leadership capability across all levels of the organisation.

- Executive Leadership Development
- Middle Management Training
- Supervisory Skills Development
- Emotional Intelligence
- Team Leadership
- Performance Leadership
- Coaching & Mentorship
- Leadership Communication

4

SALES & REVENUE GROWTH ACADEMY™

Strengthening sales capability and driving sustainable revenue growth.

- Sales Leadership Development
- Key Account Management
- Negotiation Skills
- B2B Sales Excellence
- Customer Acquisition Strategies
- Sales Coaching
- Territory & Pipeline Management
- Business Development Strategy

5

CUSTOMER EXPERIENCE & SERVICE EXCELLENCE ACADEMY™*Building customer-centric cultures and delivering exceptional service experiences.*

- Customer Experience Transformation
- Service Excellence Programmes
- Customer-Centric Culture Development
- Complaint Handling & Recovery
- Customer Retention Strategies
- Frontline Service Training
- Customer Journey Mapping
- Service Leadership Development

6

ORGANISATIONAL DEVELOPMENT & TEAM PERFORMANCE ACADEMY™*Improving organisational effectiveness through culture alignment and people systems.*

- Team Alignment & Cohesion
- Organisational Culture Transformation
- Workplace Performance Improvement
- Employee Engagement
- Team Building & Retreats
- Organisational Alignment Interventions
- Performance Systems Development

7

HR RESEARCH & ORGANISATIONAL CONSULTING ACADEMY™*Providing research-driven insights and diagnostics that support strategic decision-making.*

- Organisational Diagnostics
- Employee Satisfaction Surveys
- Workforce Analytics
- HR Research Studies
- Training Needs Assessments
- Institutional Assessments
- Organisational Climate Surveys

Our Approach to Learning & Transformation

At SBD Institute, impactful capability development must move beyond theory into practical organisational application. Our interventions are designed to support implementation, behaviour change, and measurable performance improvement.

Experiential Learning	Practical, engaging, and application-focused learning experiences.
Executive Facilitation	High-level facilitation tailored for leadership teams and decision-makers.
Action Learning	Real-world organisational application linked to strategic priorities.
Coaching & Mentorship	Supporting behavioural change and leadership effectiveness.
Organisational Integration	Aligning learning interventions to operational realities and business outcomes.
Performance Focus	Driving measurable impact beyond training attendance.

Industries We Serve

Financial Services	SACCOs & Cooperatives	Government & Public Sector	NGOs & Development Organisations
Manufacturing & FMCG	Healthcare & Pharmaceutical	Education & Training Institutions	Real Estate & Construction
Hospitality & Service Industries	Telecom & Technology	Professional Services Firms	Logistics & Distribution

Engagement Models

We provide flexible engagement models designed around organisational priorities and operational realities.

In-House Corporate Programmes

Tailored capability development interventions delivered within organisations.

Consulting & Advisory Projects

Structured advisory support focused on organisational performance and transformation.

Research & Diagnostic Engagements

Data-driven assessments and organisational studies.

Virtual & Hybrid Learning Solutions

Flexible delivery models for distributed teams and regional organisations.

Executive Retreats & Leadership Workshops

Strategic facilitation engagements for leadership teams and boards.

Long-Term Capability Partnerships

Ongoing institutional capability development partnerships.

Coaching & Executive Support

Leadership coaching and executive capability support.

Why Organisations Choose SBD Institute

<p>Practical & Execution-Focused Implementation and measurable organisational outcomes</p>	<p>Strategic Advisory Capability Advisory expertise with capability development</p>	<p>Deep African Context Contextualised to African institutions and markets</p>
<p>Leadership-Level Engagement Boards, executives, management and operational teams</p>	<p>Integrated Transformation Strategy, leadership, culture, CX and performance</p>	<p>Partnership-Oriented Long-term relationships for sustainable growth</p>

Our Impact

Through our interventions, organisations are able to:

<p>Capability & Leadership</p> <ul style="list-style-type: none"> – Improve organisational alignment and execution – Strengthen leadership capability and governance systems – Build stronger performance cultures – Develop sustainable systems and structures 	<p>Performance & Results</p> <ul style="list-style-type: none"> – Improve sales performance and revenue growth – Enhance customer experience and service delivery – Improve employee engagement and team performance – Improve operational effectiveness and organisational performance
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Leadership

 <p>CEO & Lead Consultant</p>	<p>Sam Owande CEO & Lead Consultant</p> <p>Sam Owande is a business development strategist, leadership facilitator, sales excellence consultant, and organisational performance advisor with experience supporting organisations across East Africa.</p> <p>He has facilitated executive programmes, sales transformation initiatives, leadership development interventions, customer experience engagements, and organisational performance programmes across financial services, healthcare, FMCG, real estate, public sector, and professional services.</p>
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Our Regional Ambition

SBD Institute is building a strong African institution focused on advisory excellence, capability development, organisational transformation, and performance improvement.

Our ambition is to become one of Africa's leading strategic capability development and organisational performance institutions.

*In today's dynamic and increasingly competitive environment,
organisations require more than ideas.*

**SBD Institute partners with organisations to build leaders,
strengthen systems, improve execution, and deliver results that matter.**

Advisory. Capability. Performance.

Contact Us

SBD INSTITUTE

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Africa**

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