

SBDInstitute

Advisory | Capability | Performance



EXECUTIVE SERVICE CATALOGUE

2026 - 2028

Advisory. Capability Development. Performance Transformation.

Seven Practice Areas

Governance • Strategy • Leadership • Sales • Customer Experience • OD • HR Research

About SBD Institute

SBD Institute is a leading advisory, training, and research firm focused on strengthening organisations through strategy, leadership, governance, and performance excellence. We partner with corporates, government institutions, NGOs, and development organisations to solve complex organisational challenges and deliver measurable results.

Advisory & Consulting

Capability Development

Research & Diagnostics

Our Service Architecture

SBD Institute operates through seven specialised practice areas, each designed to address critical organisational priorities:

01 Governance & Board Advisory

02 Strategy & Executive Consulting

03 Leadership & Management Development

04 Sales & Business Development

05 Customer Experience & Service Excellence

06 Organisational Development & Team Performance

07 HR Research & Organisational Consulting

01. GOVERNANCE & BOARD ADVISORY

Strengthening Boards. Enhancing Oversight. Driving Institutional Integrity.

We support boards and governing bodies to improve effectiveness, accountability, and strategic oversight.

Key Services

- Board Training & Development
- Board Evaluation & Performance Reviews
- Governance Framework Design
- Board–Management Alignment
- Committee Effectiveness (Audit, Risk, Governance)

Signature Programmes

- Leading High-Performance Boards™
- Board Directors Development Programme™
- Corporate Governance & Board Effectiveness™
- Risk Governance & Audit Committee Programme™

02. STRATEGY & EXECUTIVE CONSULTING

Turning Strategy into Measurable Results.

We work with leadership teams to define strategic direction, align organisations, and drive execution.

Key Services

- Strategic Planning & Facilitation
- Strategy Execution & Performance Alignment
- Executive Leadership Alignment
- Organisational Performance Diagnostics
- Business Growth & Expansion Strategy

Engagement Models

- Strategy Retreats
- Advisory Retainers
- Transformation Projects

03. LEADERSHIP & MANAGEMENT DEVELOPMENT

Building Leaders at All Levels.

We develop leadership capability to drive performance, engagement, and execution.

Key Services

- Leadership Development Programmes
- Management Capability Building
- Executive Coaching & Advisory
- Performance Management Training

Signature Programmes

- First-Time Managers Excellence™
- High-Impact Leadership™
- Strategic Leadership for Executives™
- Emotional Intelligence for Leaders™

04. SALES & BUSINESS DEVELOPMENT

Driving Revenue Growth Through Structured Sales Systems.

We help organisations strengthen sales capability and build predictable revenue engines.

Key Services

- Sales Training & Capability Development
- Sales Strategy Development
- Pipeline & Performance Systems
- Business Development Advisory

Signature Programmes

- Sales Excellence Mastery™
- Consultative Selling™
- Key Account Management Excellence™
- Sales Leadership Development™

05. CUSTOMER EXPERIENCE & SERVICE EXCELLENCE

Designing Experiences That Drive Loyalty and Growth.

We support organisations in building customer-centric cultures and delivering exceptional service.

Key Services

- Customer Experience Diagnostics
- Service Excellence Training
- Customer Journey Design
- Service Culture Transformation

Signature Programmes

- Customer Experience Excellence™
- Service Excellence & Customer Care™
- Complaint Handling & Service Recovery™
- Customer Experience Leadership™

06. ORGANISATIONAL DEVELOPMENT & TEAM PERFORMANCE

Aligning Teams. Strengthening Systems. Driving Execution.

We improve organisational effectiveness through team alignment, culture, and performance systems.

Key Services

- Organisational Diagnostics
- Culture Transformation
- Team Alignment & Collaboration
- Performance Improvement Systems

Signature Programmes

- High-Performance Teams™
- Organisational Culture Transformation™
- Performance Improvement & Productivity™
- Change Management & Transition™

07. HR RESEARCH & ORGANISATIONAL CONSULTING

Data-Driven Insights for Better People Decisions.

We provide research and diagnostics to guide HR strategy and organisational performance.

Key Services

- Employee Engagement Surveys
- Organisational Climate Assessments
- Leadership Effectiveness Studies
- Talent Management & Retention Analysis
- HR Strategy & Policy Development

Outputs

- Insight Reports
- Executive Dashboards
- Actionable Recommendations
- Implementation Roadmaps

Our Delivery Approach

We combine consulting, training, and research to ensure sustainable results.

01

Diagnose

We assess the organisation using data, interviews, and analysis.

02

Design

We develop tailored solutions aligned to strategic priorities.

03

Deliver

We implement through workshops, advisory, and engagement sessions.

04

Drive Results

We support execution and ensure measurable outcomes.

Industries We Serve

Financial Services

Government & Public Sector

NGOs & Development Organisations

Manufacturing & FMCG

Healthcare

Education & Institutions

Engagement Models

Corporate Training

Executive
Masterclasses

Consulting Projects

Advisory Retainers

Research &
Diagnostics

Why SBD Institute

 Implementation-Focused Practical solutions that move from insight to action	 Strategy + Execution We bridge the gap between direction and delivery	 African Context Deep understanding of the African business environment
 Measurable Outcomes Performance results you can track and report	 Long-Term Partnership We invest in sustained organisational growth	 Integrated Approach Advisory, capability, and research — all in one

Our Value Proposition

We do not just train. We do not just advise.

We diagnose, design, and deliver solutions that drive performance.

*In today's dynamic environment, organisations need more than ideas —
they need execution, alignment, and capability.*

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

Advisory. Capability. Performance.