



FOUNDATION

The Learning Core Company Limited

ICT TRAINING
2026

YOU ARE WELCOME





FOUNDATION

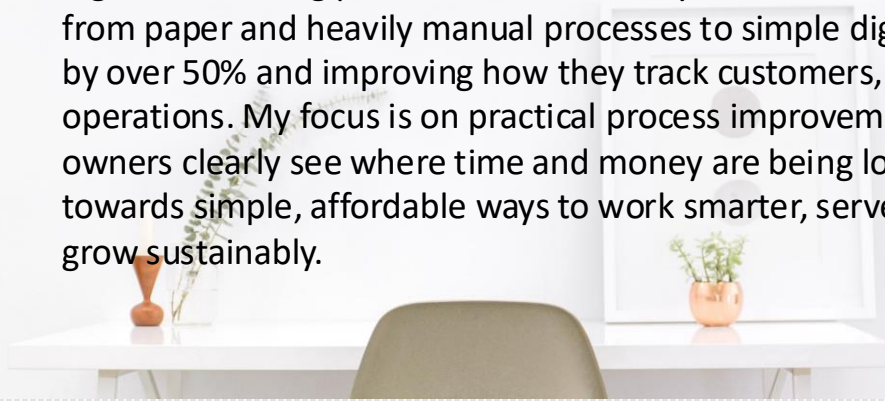


The Learning Core Company Limited

MEET THE FACILITATOR

**BABAJIDE JOLAOLU-KEHINDE
(PSPO, PSM, BPM, LSSGB, SAFe, CBAP)**

I have worked with multinational organisations as well as small and growing businesses to simplify how they operate, reduce waste, and get real value from digital tools using practical business analysis skills. I have helped firms move away from paper and heavily manual processes to simple digital systems, cutting delays by over 50% and improving how they track customers, sales, and day-to-day operations. My focus is on practical process improvement—helping business owners clearly see where time and money are being lost, and guiding them towards simple, affordable ways to work smarter, serve customers better, and grow sustainably.





The Learning Core
Company Limited

DIGITAL TRANSFORMATION

MEANING & URGENCY FOR NIGERIAN BUSINESSES

“Innovate or die.” – Peter Drucker(Austrian-American Management Consultant & Educator)

Agenda

- 1. Module 1:** Overview of Digital Transformation
- 2. Module 2:** Moving from Paper to Digital
- 3. Module 3:** Why You Can't Scale Manually
- 4. Module 4:** Your Business Stage and Getting Help
- 5. Module 5:** Dangers of Staying Analog



Meaning of Digital Transformation



Definition

Digital transformation means moving your business from manual, paper-based or analogue processes to digital, automated, and technology-enabled systems.

Real Examples You Can Relate To:



Moving from a paper notebook to Google Sheets for sales.



Accepting transfers/USSD instead of only cash.



Taking orders on WhatsApp instead of only walk-ins.



Using Chowdeck, Instagram Shops, or Jumia instead of depending purely on foot traffic.

KEY BENEFITS FOR MSMES

01 EFFICIENCY

Less time wasted on manual work.

02 VISIBILITY

You can clearly see your numbers, customers, inventory, and performance.

03 BETTER CUSTOMER EXPERIENCE

Fast service, online ordering, multiple payment options.

04

SCALABILITY

Helps you grow from 20 customers to 2,000.



WHY DIGITAL TRANSFORMATION MATTERS IN NIGERIA TODAY

- ❑ Nigeria is *mobile-first* — over 100 million Nigerians use smartphones.
- ❑ Customers now expect digital convenience.
- ❑ Competition is intense; those who adopt tech win bigger markets.
- ❑ Global opportunities require digital readiness.



USE CASE: FROM TOMATO SELLER TO FOOD & CATERING SERVICES



A tomato seller in Kaduna begins by keeping sales in a notebook.



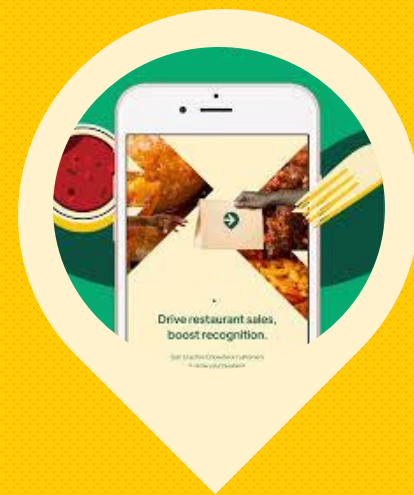
The Learning Core Company Limited



She starts posting fresh stock on WhatsApp Status and Facebook Market



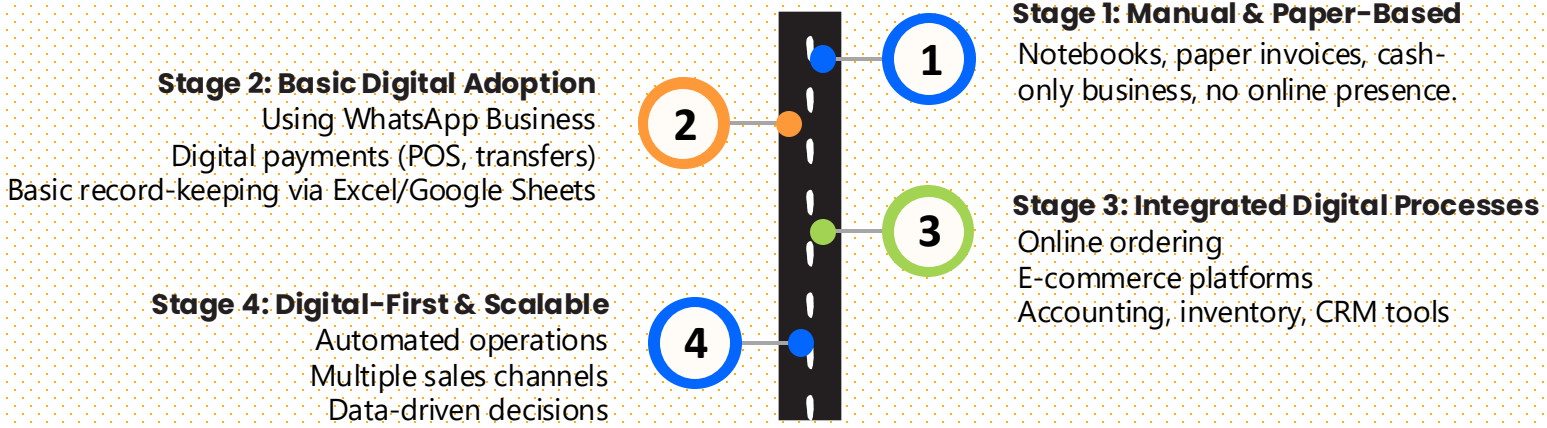
Adds simple inventory tracking using a mobile app.



Eventually begins taking pre-orders for party stew packs.

Digital tools help her move from being “just a tomato seller” to a catering supplier for events

STAGES OF DIGITAL TRANSFORMATION FOR MSMES



How to Identify Your Stage

Ask: *Do I still rely heavily on paper? Do I know my real numbers? Can customers reach me online? Am I using any digital tools daily?*



Who to Employ or Outsource Based on Your Stage

- **Stage 1–2:** Digital assistant, someone who knows WhatsApp Business, Canva, Google tools
- **Stage 3:** Social media manager, accountant familiar with digital tools
- **Stage 4:** Website manager, digital marketing partner, automation support

MODULE 2: MOVING FROM PAPER TO DIGITAL

Business Case

Paper records create



Slow operations

Risk of damage or loss

Inaccurate tracking

Stress during audits or financial reviews



Digital records provide

Security

Remote access

Faster retrieval

Accurate reporting

Easier compliance

Story (Yaba Tailor)

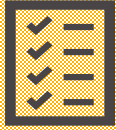
A tailoring business in Yaba kept all invoices in paper files. A rainy-season roof leak damaged over 6 months' records. This almost caused an audit penalty.

After switching to Google Drive:

- Data retrieval improved by **70%**
- They began running targeted promotions using digital sales history
- Customer satisfaction went up because records were never missing again



Steps for Digitising



Audit all documents



Scan & organise



Choose cloud storage



Train staff



Review progress

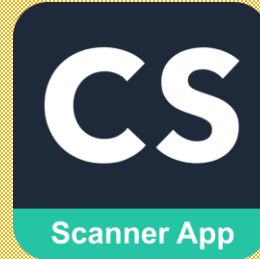
Tools for Digitising



Drop Box



Google Drive



Scanner App



One Drive

MODULE 3: WHY YOU CAN'T SCALE MANUALLY

Business Case:

Manual Processes = Bottlenecks

Manual Problems

- Slow Inventory
- No Customer History
- Frequent Errors
- Limited Reach

Digital Solutions

- Real-time data
- Automated tasks
- Wider market access
- Better decisions

STORY (BENIN CITY TRADER)



A trader serviced only **50** local customers manually.



She built a small website



Joined Jumia



Adopted digital inventory and reached **800+** new shoppers



The Learning Core
Company Limited

DIGITISATION TOOLS



ADS: CASE STUDIES

Case Study 1 — Amoke Alamala (Ibadan)

Amoke ran a small “alamala” cafeteria serving walk-in customers. She struggled with inconsistent sales and unpredictable foot traffic.

Her Digital Transformation Steps

1. Listed her meals on **Chowdeck**.
2. Used WhatsApp Business for pre-orders.
3. Added digital payments for convenience.
4. Used Chowdeck analytics to know her best-selling plates.

Results

- Customer base grew by **300%** within 5 months.
- Gained customers outside her immediate area.
- Achieved stable daily sales because of digital orders.
- Reduced food waste because daily forecasting improved.



ADS: CASE STUDIES

Case Study 2 — Korede Spaghetti (Lagos Mainland)

Korede started selling spaghetti from a kiosk close to a campus. He noticed students preferred delivery but he didn't have a system.



Digital Transformation

1. Opened a Chowdeck storefront.
2. Introduced simple QR code payments.
3. Tracked customer favourites (spaghetti stir-fry & chicken) using digital receipts.
4. Began posting short cooking videos on TikTok & Instagram.



Results

- Orders increased from **20 plates/day** to **95 plates/day**
- 40% of his customers now come from online channels
- Became a known brand among students



CASE STUDIES: Real-Life Nigerian Business Examples

- **Tailoring Business – Surulere, Lagos**

A small tailoring shop moved from handwritten order books to using WhatsApp and Google Sheets to record customer measurements, orders, and delivery dates. This reduced missed orders and improved customer follow-up.

- **Pharmacy – Ibadan, Oyo State**

A neighbourhood pharmacy replaced handwritten receipts with a simple POS system, cutting customer waiting time and improving daily sales tracking.

- **Logistics Startup – Lekki, Lagos**

Waybills and invoices are stored on Google Drive, allowing staff to access documents remotely even during power outages or travel.

- **Printing Business – Ilorin, Kwara State**

The business introduced online order forms instead of phone calls, reducing printing errors and saving time on clarifications.

- **Frozen Food Trader – Benin City, Edo State**

By posting daily stock updates on Facebook Marketplace and taking orders via WhatsApp, the trader expanded from local sales to serving customers nationwide.

- **Salon Business – Akure, Ondo State**

The owner hired a digital assistant to manage Instagram bookings and send appointment reminders, increasing customer retention.



CASE STUDIES: Real-Life Nigerian Business Examples

- **Mini-Mart – Owerri, Imo State**

Using a simple inventory app helped the business avoid stock-outs and over-buying, improving cash flow.

- **Fashion Brand – Yaba, Lagos**

Consistent posting of customer reviews and products on Instagram doubled orders within a short period.

- **Trader Affected by Flooding – Makurdi, Benue State**

After floods destroyed paper records, customer data stored in the cloud was fully recovered, preventing major business loss.

- **Consultancy Firm – Abuja**

The firm uses Microsoft OneDrive to store and securely share reports with clients, improving professionalism and collaboration.

- **Online Vendor – Nationwide**

The business uses Paystack to receive payments from customers across different states without handling cash.

- **School – General Example**

The school started digital transformation by accepting online payments before later introducing digital report cards and records.

- **Faith + Process Example – General Nigerian Context**

An entrepreneur combined prayer with learning basic digital tools, leading to improved customer reach and sustainable growth.



MODULE 4: IDENTIFYING YOUR BUSINESS STAGE & GETTING HELP

Business Case

Many MSMEs pray for growth but don't take the practical steps needed to enable it—like hiring digital helpers or adopting digital tools.



A restaurant owner kept hoping for “divine increase.”



He noticed his competitors hired digital marketers and social media managers.



The restaurant owner finally got a digital assistant → Started receiving online bookings → Business transformed.

LEARNING OUTCOMES

1. Self-check: What tools do you use daily?
2. Who to hire:
 - Digital assistant
 - Part-time designer
 - Social media manager
 - Accountant familiar with digital apps
3. Outsourcing digital tasks when needed



MODULE 5: WHY STAYING ANALOG HOLDS YOU BACK



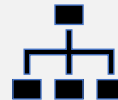
No visibility into your numbers:
You are running blind.



Hard to track customer behaviour: You can't improve what you can't measure.



No insight for the future:
Planning becomes guesswork.



Faith + Process = Success:

God blesses effort and structure — not confusion.

Digital transformation = structure.
Entrepreneurs must take practical steps, hire right, and adopt tools.

THANK YOU

ANY QUESTIONS?



The Learning Core
Company Limited