

Product
Training

Naomi Lucas
GET AHEAD . STAY AHEAD

- Bootcamp
Operations

TEB 2025 H2 Strategic Objectives

Awareness & Brand Building

- 1.5 million unique impressions/Reach across all channels and campaigns

Completed Applications

- 0.1 percent of total unique impressions across all channels and campaigns (1.5k)

Successful Enrolment

- Active participation by end of level 2 (975 participants @35% churn rate)
- 10% international participation

Friction and Churn

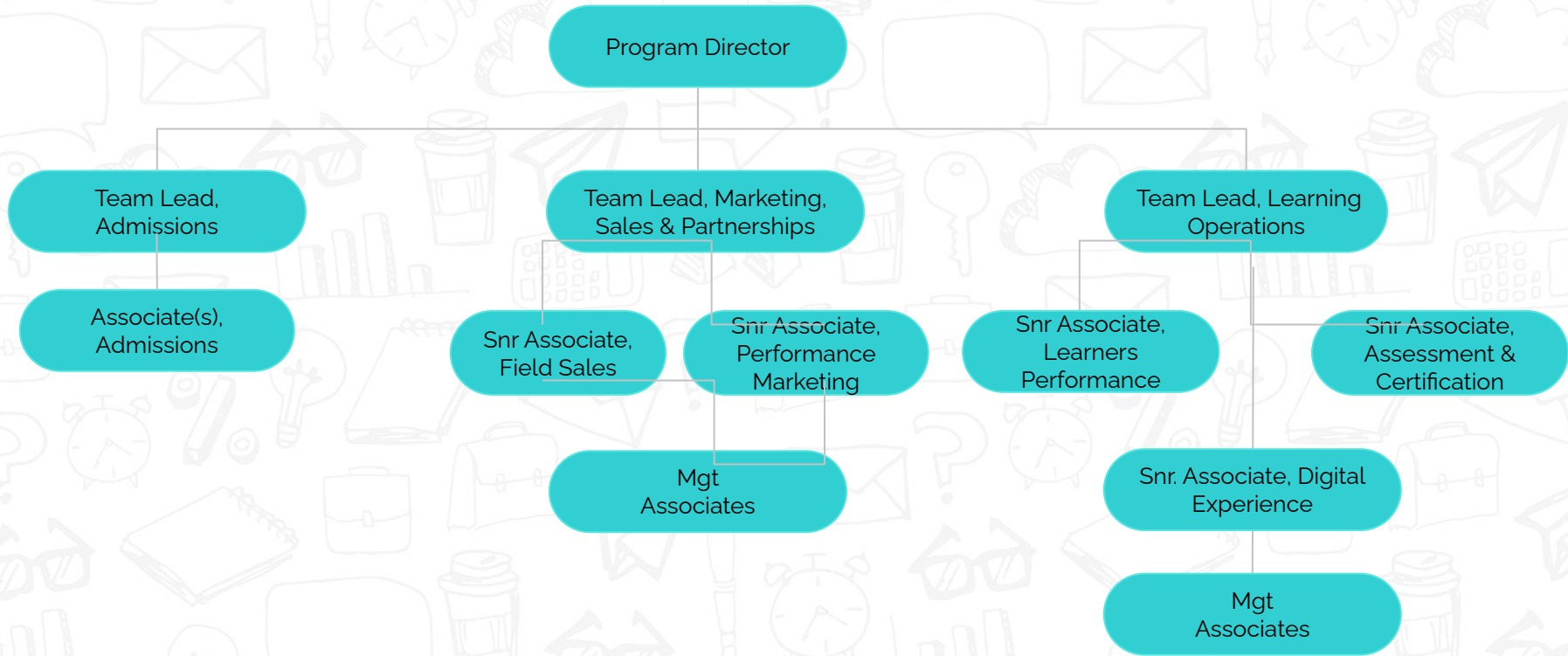
- Payment Friction: 5%
- Churn: <35%
- Completion: 90%
- NPS: 97%

Team Structure: Graduatepro



Studio-level Support: Strategy, Finance, Tech, Product, Insights & innovation, HR, Fundraising, Investor Relations.

Team Structure: TEB



Studio-level Support: Strategy. Finance, Tech, Product, Insights & innovation, HR. Fundraising. Investor Relations.

TEB Roles Overview

- **Management Associates (Interns, Volunteers, Corps Members etc.):** Early stage. Beginner to intermediate soft, digital and technical skills. Assigned to various units and teams on a rotating basis. Handle dual roles - Admissions and another role to be determined by Team Lead.
- **Senior Associates:** Mid-level professionals with considerable experience in any role assigned. On track to lead teams and entire units with opportunity to grow into product owners and founders in the studio.
- **Team Leads:** Operational ownership for assigned roles. Ultimate responsibility for operational efficiency of their unit, team culture and performance, quality assurance and unit KPIs across programs.
- **Program Lead:** Emerging Leader providing critical support to Program Director while driving superior cross-functional results. Direct report for all team leads.
- **Program Director:** Ultimate program owner with profit and loss responsibility. Equivalent of COO. Responsible for demand generation and seamless execution of program year on year.
- **GM:** Owns learning, business and expansion goals. Sets strategic direction and ensures financial, impact and learning outcomes are surpassed year on year. Nurtures leadership pipeline and fosters an inclusive, wholesome work environment.
- **Founder:** Keeps everyone motivated, accountable and focused on the vision.

Key Insights from Cohorts 1-5

- **Key reasons for conversion:** Clarity, Job Search Urgency, Financial Flexibility, Fear of Missing Out
- **Average Number of Meaningful Contacts Before Commitment/Payment (Excluding network issues and ring outs):**
 - **Verbal Commitment:** 2-3 conversations
 - **Follow-Through to Payment:** 1-2 additional conversations post-commitment to secure payment.
- **Conversion Time (Application to Payment):**
 - Fast Converters (≤ 7 days): 30% of paid applicants
 - Medium Converters (2-4 weeks): 50% of paid applicants
 - Long Haul (> 1 month): 20% of paid applicants
- **Key Reasons for Non-Conversion (DNC):**
 - Financial Constraints (45% of DNC cases):
 - Ineligibility (20% of DNC cases)
 - Employed applicants not actively job-hunting
 - Misaligned Timing (15% of DNC cases): Clashed with exams, work, or personal commitments
- **Communication Breakdowns (10% of DNC cases):**
 - Unresponsive calls
 - Poor network/inaccessible numbers
- **BNPL/Installment Hurdles (17% of Churn):**
 - BNPL rejection due to bank eligibility and technical issues with payment link
 - Procedural barriers (Login, reset password, go to payment page etc.)

Admissions Dashboard Explained

<ul style="list-style-type: none">• How to use	<ul style="list-style-type: none">• Guidelines to ensure proper use of the dashboard
<ul style="list-style-type: none">• Source database	<ul style="list-style-type: none">• You will find this already added to dashboard template
<ul style="list-style-type: none">• Completed	<ul style="list-style-type: none">• Not applicable in all dashboards
<ul style="list-style-type: none">• Participation to be confirmed (Participation TBC)	<ul style="list-style-type: none">• Completion does not guarantee participation. Participation is confirmed when prospect picks a payment date and option
<ul style="list-style-type: none">• Nurture	<ul style="list-style-type: none">• Prospects that need more time to convert. Could be weak, unresponsive, or they want to stay informed but not sure when they will participate
<ul style="list-style-type: none">• Waitlist	<ul style="list-style-type: none">• Prospect wants to join the next cohort
<ul style="list-style-type: none">• Do not contact	<ul style="list-style-type: none">• Prospect requested to be removed from database or caller decides to remove for infractions such as rudeness, cynicism, insults etc.
<ul style="list-style-type: none">• Comments	<ul style="list-style-type: none">• Shared by caller immediately after speaking with prospect
<ul style="list-style-type: none">• Interest	<ul style="list-style-type: none">• Subjective determination of a prospect's likelihood to convert

Admissions Dashboard Explained Cont'd

Colour Codes:

Red font: Follow up required of feedback overdue

Pink/purple: Key action item requiring attention. Most often from Naomi

Gray: Objective achieve. No further follow up required

Conversation Guides & KPIs

Conversation guides are structured, role-specific scripts used by our marketing and admissions teams to ensure consistent, high-impact dialogues with prospects, students, and employers. They're flexible frameworks to:

- Build trust.
- Uncover needs.
- Guide decision-making.
- Align expectations, and
- Ensure a seamless payment and enrolment process for all prospects

KPIs:

- **Marketing:** Application completion rate
- **Admissions:** Percentage of calls that lead to enrolment

Getting the Best Out of Conversation Guides

Remember Our Values

- People buy from people they like and trust
- Strive for immediate connection. Understand the prospect's context. Use that prospect to align need to our brand promise.

Train for Flexibility, Not Memorization

- Role-play scenarios where reps adapt guides to *real* objections (e.g., "I can't afford this")
- Do not read your guide, have a conversation

Personalise with "Insider Knowledge"

- Use feedback from previous callers where available
- You may also be a past participant. Use your knowledge of what the program is like to drive conversion.

What To Expect (For Volunteers)

Thank you for volunteering to work with Naomi Lucas in some capacity. While the average worker treats volunteer opportunities with a helper's mindset, we have chosen to transcend this definition.

We believe volunteering is a critical way to source for exceptional talent, collaborate with them to determine fit, and then evolve those relationships to more sustainable roles. As a result, all volunteers get a healthy stipend to support their work and are held as accountable as any other member of the organisation.

Depending on the primary and secondary roles you are assigned, you can expect:

- **Rigorous training** to prepare you for your role with 95% product knowledge pass rate to secure your engagement
- **Daily standups** to share progress and escalate any issues. Team to agree time that works for all. Standups last between 15 and 30 minutes max.
- **Role plays** every week days
- With the exception of standups, **work is flexible and asynchronous**. You manage your time.
- Average daily commitment: **Plan to spend no less than 2 hours daily**

Team Communications

- **Reporting:** All volunteers and interns to report to bootcamp Team Lead. Technical Assistant to report to both Entrepreneur in Residence (EiR) and Team Lead.
- **Platform.** All volunteers and interns to join admissions whatsapp group
- **Presenting progress:** To keep standups efficient, prepare your data beforehand. How many prospects spoken to, how many along in the conversion process, key highlights of daily outreaches, issues and recommendations
- **Meeting etiquette:** Notify Team Lead of Absence before meeting. No African time.
- **Challenges:** Do not be afraid to speak up. Let the Team Lead know of any challenges you may be experiencing and need support with.
- **Resignation:** Give two weeks written notice to leave organisation

Tech Stack



Training & Assessment Platform



Live website Conversion



Notifications, Campaigns, Team Comms, Live Support



Campaign Analytics



Workplace Communications



Digital Marketing



Productivity Suite



Email Marketing



facebook pixel

Campaign Analytics



paystack

Payments



Digital Marketing



StreamYard

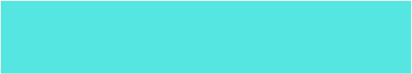
Virtual live events



Business Comms Live error tracking



Campaign Analytics



***Congratulations on
completing your product
training.***

It's time to take the town!