



The Future Is Now

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About ZOMA

Zoma Business Solutions is the culmination of over 10 years of business training and development experience, created to offer a possible 'what if' for a problem.

Using the traditional platform of training and development is no longer enough – especially in a rapidly digitized society. *Zoma* offers a platform that synergises training and technology. In this way, traditional and alternative methods are blended to provide customers with options that are personalized to their particular needs. *Zoma* provides customised services for traditional businesses, start-ups, and small and micro industries.

Services offered by *Zoma Business Solutions* include among others:

- Training for Front-Line Staff;
- Performance Appraisal Processes;
- Supervisory Skills Development;
- Entrepreneur-Based Workshops;
- 1:1 Coaching;
- Start-up Processes;
- Business Plan Development

Our Vision

The company believes that the future is now- and that technology is the vanguard of major change.



Rhonda Glynn

Chief Disruption Officer

"I see myself as an ordinary person with a not so ordinary story.

I left school with 4 O'level passes, and could have become many different things-or nothing at all. But I always knew that I wanted a different life - or at least I wanted to try. Fast forward to 2001, after 10 years in a job that while I enjoyed it, was really to pay my bills, I decided that I wanted something 'more'; I didn't know for certain what that 'more' was, but was open to the possibility that maybe it might involve going back to school.

However, I didn't make the leap until I was 40. I started small, doing a certificate course. However, from my first academic success I fell in love with learning new ideas, and in so doing, the possibility of creating an opportunity not only for myself, but for others like me who had never had the chance for self-actualization.

Nine years and three degrees later, I am still fired by that desire. In part, because I am really a product of my own steadfast determination, I am passionate about helping others to realize their fullest potential. For many persons, dreams die unfulfilled, simply because they lack the tools to chart their course to success. Talent is everywhere in our twin-island republic, but talent without focus is like dust in the wind.

Zoma Business Solutions became my vehicle to effect economic as well as societal change. In the second year of my doctoral programme, I was exposed to a course in Global Entrepreneurship and saw how entrepreneurial effort influenced persons in developing countries to rise above their humble status and become economic powerhouses. I also realized that while this sector had always played a traditional role in our society, it was now poised to play a pivotal role in the future, as it becomes a vanguard of change.

I believe that my company, *Zoma Business Solutions* can offer proven suggestions and hands-on, applicable strategies designed for success. Our courses are very interactive, with a workshop-type format that helps them to 'do' rather than just 'listen'. At the end, participants are afforded actual tools of entrepreneurship which they can easily apply and which allows them to measure and track their business activity."

Brand Story

"It is never too late to be who you might have been."

-George Eliot



Stats

Started in May 2018, as we approach our first anniversary as a boutique business consultancy, we offer training in many of challenges experienced by small and medium businesses.

Our Work

5+

Successful Workshops

40+

Individual Coaching Sessions

To date, we have done training both at the level of in-house workshops and 1:1 coaching, and on behalf of other larger institutions such as the **Caribbean Institute of Security and Public Safety** in areas of:

- Disciplinary Processes
- Leadership and
- Performance Appraisal

We also work with our entrepreneurial clients to help them gain access to financing. One of our recent successes is a soon to be opened meat mart in Valencia, East Trinidad, whose owner was afforded 100% financing through The National Entrepreneurship Development Company (NEDCO).

Our Clients

- Ohccassionstt
- The Finer Details
- Owen Bruce Photography
- Colour Coordinators and more

Our Social Media

2,000+

Social Media Followers in just over one year

6,000+

Website Visitors

Services

Front-Line Training

We provide valuable training programs for Front-Line Staff who interact directly with customers or the public.

There are very real benefits to be gained by the implementation of a structured training methodology in the front line environment. This includes:

- Improved customer service and satisfaction;
- Increased sales;
- Improved consistency of advice and information;
- Reduced legal exposure and risk;
- Reduced customer support costs.

Performance Appraisal Processes

We help companies develop effective processes for measuring and enhancing individual and organizational performance

An effective performance appraisal is a collective reflection, which results in improved performance and services through increased professional competency.

Supervisory Skills Development

We give participants a deep understanding of important leadership and supervision concepts.

Our program equips supervisors to play a firm, fair and effective role as leaders and supervisors, and to avoid a passive or authoritarian style of leadership – striking a fair balance between the interests of the company and the interests of staff.

This training significantly improves staff motivation and morale, and leads to better company performance.

Entrepreneur-Based Workshops

We help entrepreneurs find their passion, define their market, improve public relations and more.

Participation in these workshops helps small, medium and start-up business owners see how current methods of thinking, decision making, and action are impeding their ability to grow. By providing tools that support new ways of working, entrepreneurs and their support staff can also work more collaboratively toward achieving growth goals.

1:1 Coaching

We work with individuals on their particular areas of strengths and weaknesses in order to fulfill their potential.

1:1 Coaching:

- Develops business/entrepreneur potential;
- Improves performance;
- Helps participants to develop personal leadership skills, set better goals and reach them faster, make better decisions, and enhance communications and relationships with service providers, customers, clients, and staff

Start-Up Processes

We help businesses get started with registration and branding.

We provide a one-stop shop to help you achieve synergy in your business processes. Our network of graphic artists, photographers, videographers, content creators and social media managers are here to help make the journey easier.

Business Plan Development

We develop business plans for start-ups, investing, financing or company growth.

A business plan allows you to see the “bigger” picture; provides strategic focus, priorities and the data required to track progress; and promotes accountability.



Why? ZOMA?

When planning strategies designed to grow your entrepreneurial skill set, it is important to align yourself with like-minded individuals.

Three reasons why
Zoma Business Solutions is your
best choice in this regard:

1. **To find the problem(s):**

Many times a business may be exhibiting problematic “symptoms”, such as a decrease in sales, issues with its cash flow or challenges with its internal controls. Using both observational data, research and tests, *Zoma Business Solutions* can determine the root of the problem, and suggest options to restore you to profitability

2. **To create the solution(s):**

In some cases, you may have a goal that you can't achieve internally either because of skill gap or because it is simply not within your company's core competency. Hiring a good consultant can save time and money, and ultimately achieve a better result.

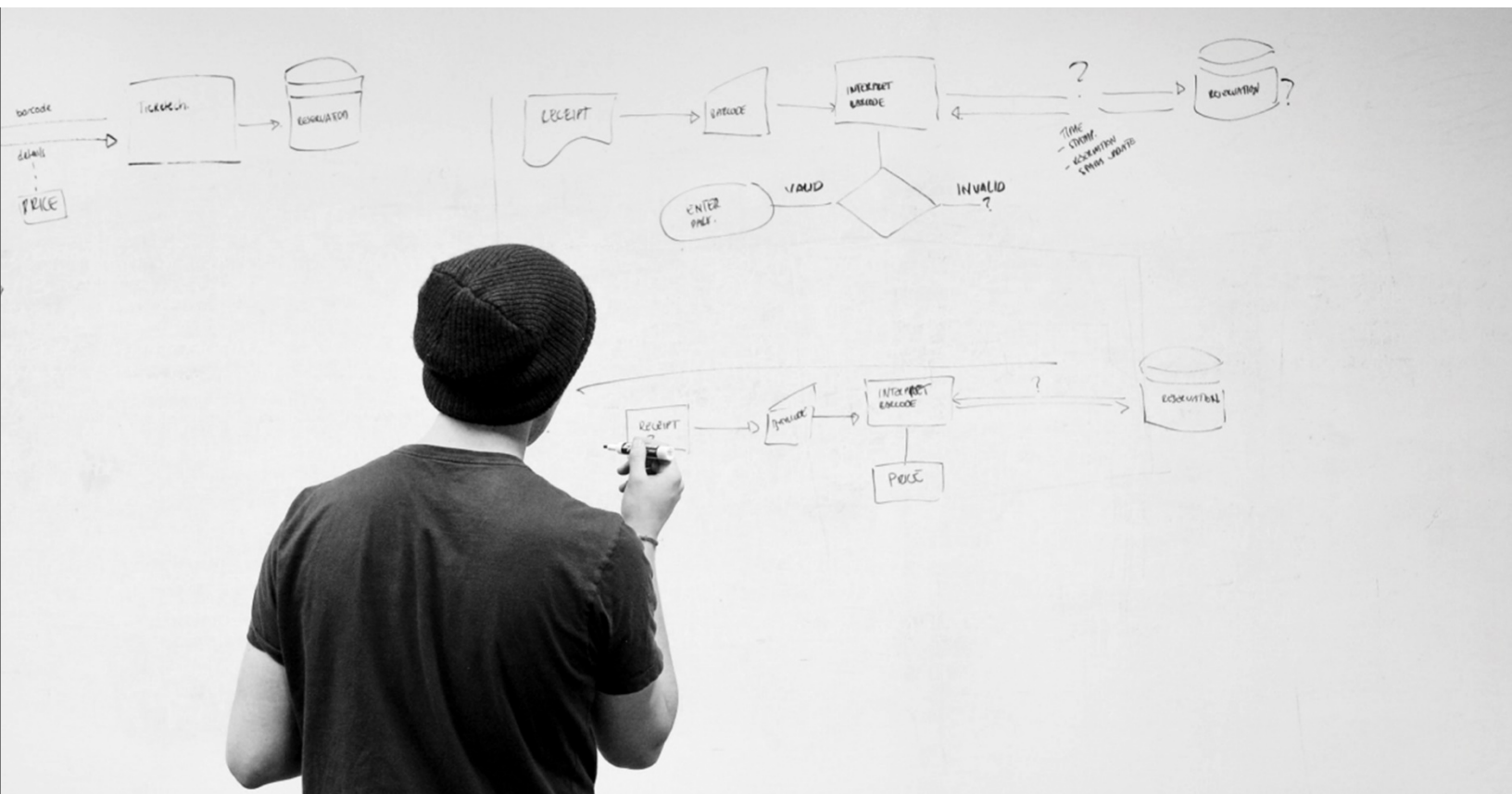
3. **Optimization:**

In some cases, your company may have grown very quickly. There may still be many things you should be doing better, but often, you don't know where to start.

Zoma Business Solutions can bring in fresh perspectives, evaluate any or all areas of your business, and determine processes and procedures designed to increase your productivity levels.

We are here to help YOU find

Business Solutions



References

1. Roderick C.W. Spicer

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