



• Mr Nouvi Angelo (3rd right) presenting a programme of the competition to Mr Kenneth Ashigbey, (MD of GCGL) while the other delegation look on. Picture: YAA SERWAA MANU

Sharpen managerial skills of employees

Story: **Dominic Moses Awiah**

THE Managing Director of Graphic Communications Group Limited (GCGL), Mr Kenneth Ashigbey has asked businesses to take advantage of the Global Management Challenge (GMC) to sharpen the managerial abilities and skills of their employees.

That, he said, would help position Ghanaian enterprises to effectively compete on the global stage.

— *Ken Ashigbey*

Mr Ashigbey made the call on Wednesday, after a delegation from the GMC paid a courtesy call on him at the GCGL head office in Accra

Members of delegation were, the deputy National Coordinator of National Youth Authority (NYA), Mr Prince-Derek Adjei, the Head of Strategic Partnership at GMC, Mr Eric Xavier Amedzo, the Project Director of GMC, Mr Nouvi

Angelo and the Head of Sales and Marketing Ghana of Virgin Atlantic Airways Limited, Mrs Tosan Woode.

GMC is an initiative that offers participants the opportunity to develop critical business and management skills, be challenged in a dynamic environment, improve collaborative skills by participating in cross-functional teams and get connected with leading executives and recruiters.

It offers the youth the opportunity to grow virtual businesses and acquire skills for managing their own businesses.

As part of the competition, teams made up of three to five students or corporate executives are formed to run a virtual company, with the objective of finishing with the highest company share price on the simulated stock exchange.

The teams compete by taking decisions in the areas of marketing, sales, production, human resources, finance, research and development, knowing that the other competing teams are operating in the same market and selling the same products.

It is one of the world's largest strategy and management simulation competition which has had more than 450,000 university students and corporate executives as participants throughout the world in the past 30 years.

Mr Ashigbey explained that the training in management skills would also break off the old Ghanaian mentality of working individually instead of collaborating and seeing each person in the chain as members of the team.

He noted that one major challenge facing Ghanaian businesses was that most of them were unwilling to team up to work but prefer working alone.

That situation, he said, had greatly affected most companies and hindered their growth, adding, "these companies are unable to move from good to great because with great companies you need to work as a team."

He cited Swedru Contractors, which was well known for building good roads but collapsed after failing to team up with other firms.

Mr Ashigbey gave the assurance that the GCGL would partner GMC to ensure that they contributed immensely to the growth and development of businesses in Ghana, adding "a team from GCGL will take part in the challenge".

He expressed the hope that if students in tertiary institutions were also taught managerial skills, it would help build and sharpen their skills to position them for the world of business.

For his part, Mr Adjei underscored the need for various agencies to partner to ensure that Ghana gained from the GMC.

He said agencies such as the ministries of Education; Trade and Industry; Youth and Sports; Employment and Social Welfare and the Association of Ghana Industries (AIG) had decided to throw their weight behind GMC.

He, therefore, urged the media to sensitise and educate the public to ensure that a large number of people took part in the challenge.

Mrs Woode noted that the youth of Ghana were gifted with so much talent that they needed support to help them unearth their potentials.

More than 500 teams are expected to participate in the full-scale 2012-2013 edition starting on October 26, 2012.