

*UDBL CUSTOMER  
ENGAGEMENT FORUM*

*October 11<sup>th</sup>, 2016 /  
Hotel Africana*



**UDB**

**UGANDA  
DEVELOPMENT  
BANK**  
Inspiring Development

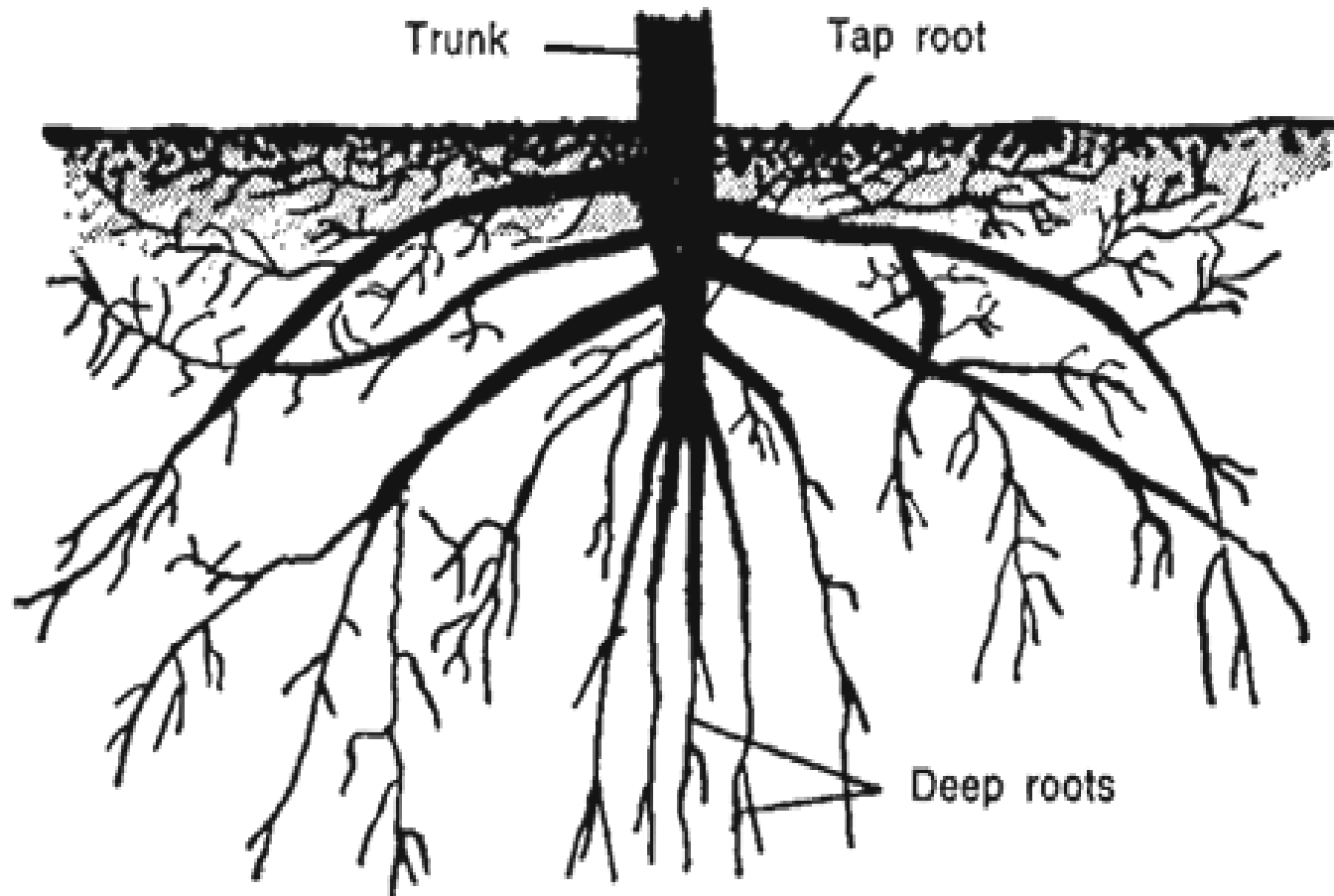
*Why Businesses Fail?*  
*Six Pillars of a Sustainable Business*

# Perspective

***Are you too  
big to fail?***



# ***P.L.A.N.T of Biz Sustainability***

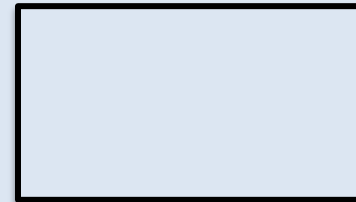
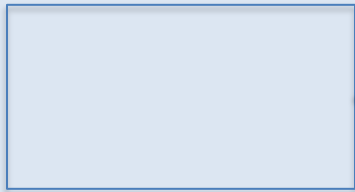


**Root system of the coffee tree**



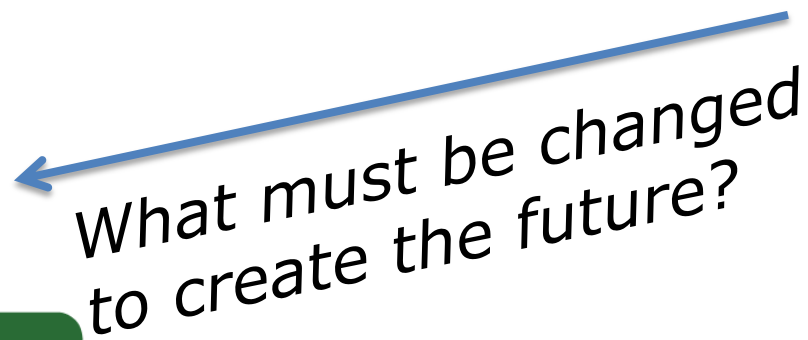
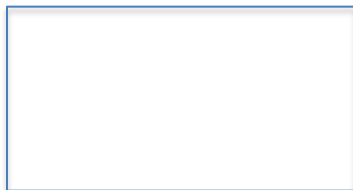
# *P.L.A.N.T of Biz Sustainability*

*Today's  
Business*



*Incremental  
future  
business*

*Today's  
Business*

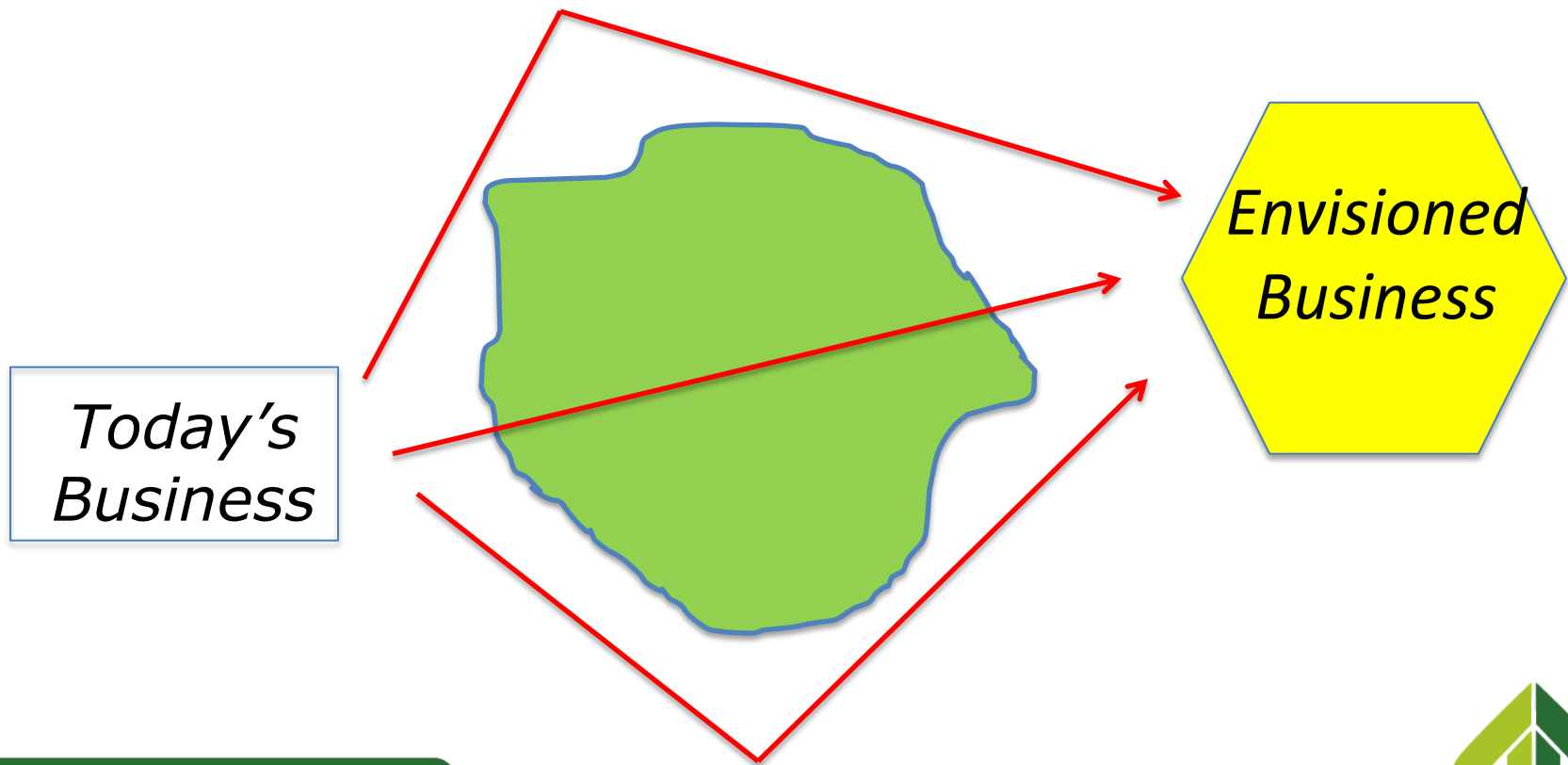


*Envisioned  
Business*

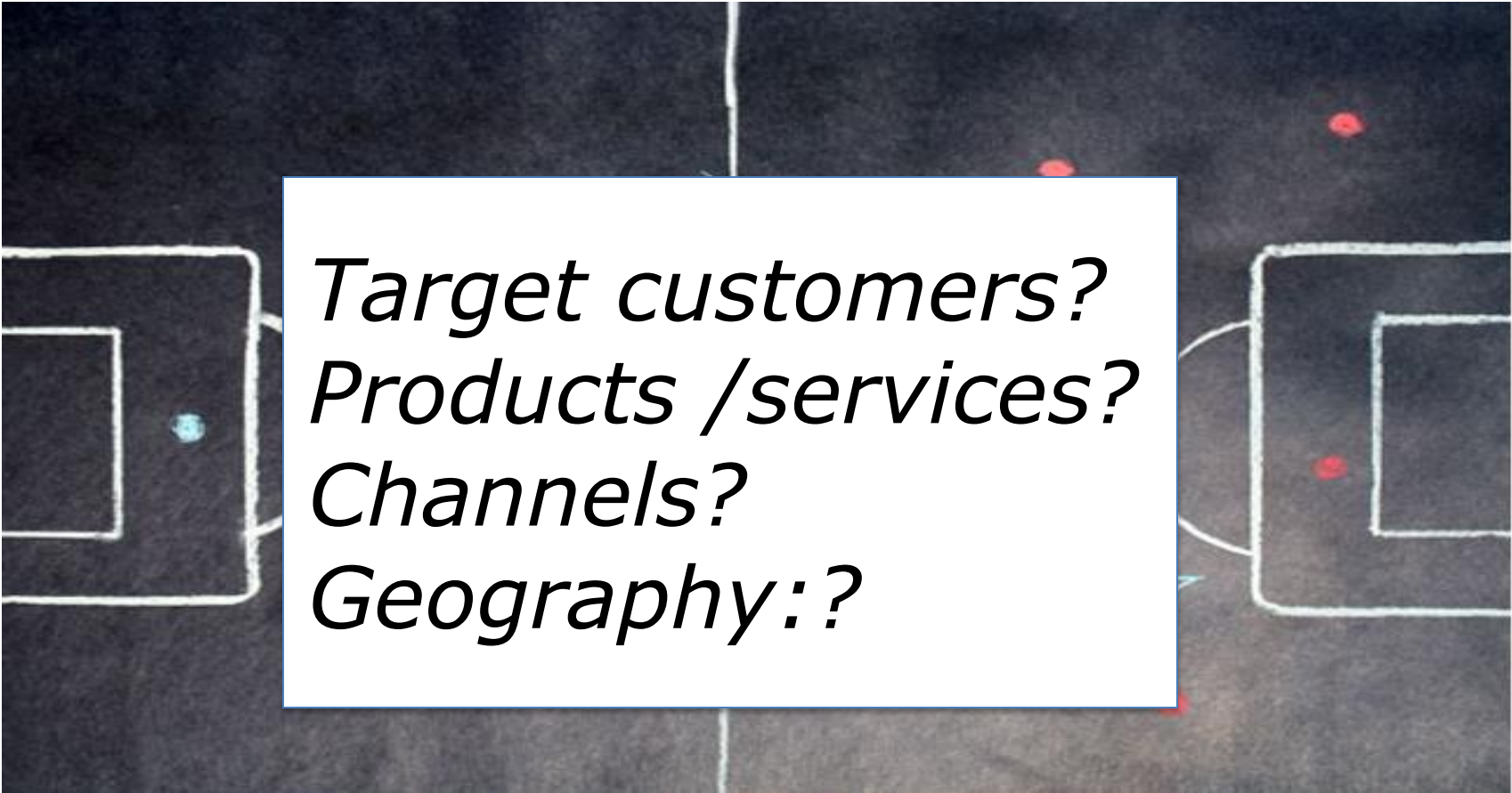


# *P.L.A.N.T of Biz Sustainability*

## *Plan vs. Strategy*



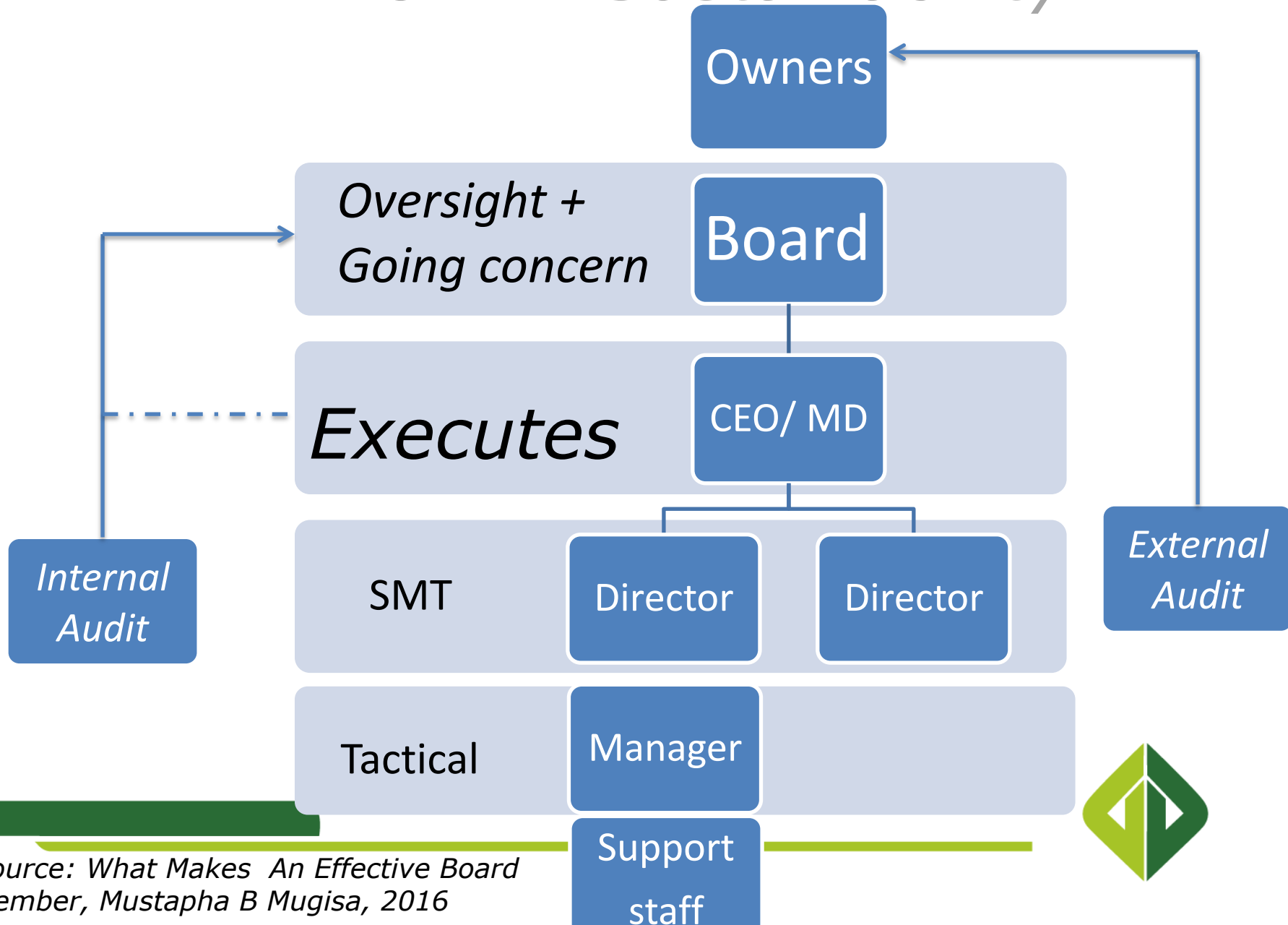
# *P.L.A.N.T of Biz Sustainability*



*Target customers?  
Products /services?  
Channels?  
Geography:?*

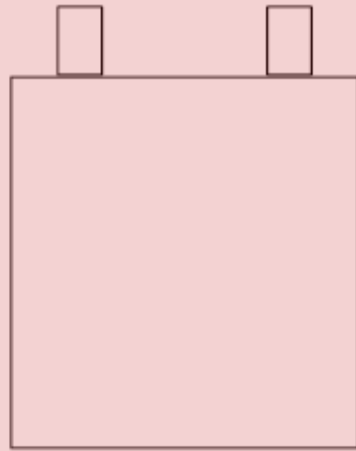


# *P.L.A.N.T of Biz Sustainability*



Source: *What Makes An Effective Board Member*, Mustapha B Mugisa, 2016

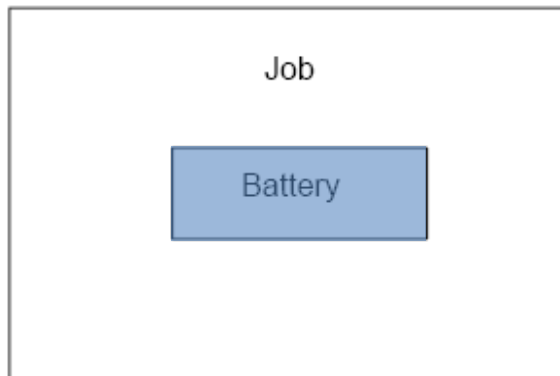
# *P.L.A.N.T of Biz Sustainability*



Large Battery



Small Battery



Small battery in demanding job=burnout



Large battery in undemanding job=boredom





# *P.L.A.N.T of Biz Sustainability*



# *P.L.**A**.N.T of Biz Sustainability*



# *P.L.A.* **N.T** of Biz Sustainability



# *P.L.A.N. **T** of Biz Sustainability*



Reality check:

*Is your business  
built on a strong  
foundation?*



# *Thank You!*

---



## Discussion

Mustapha B. Mugisa  
t: 0782610333

e: [premium@summitcl.com](mailto:premium@summitcl.com)  
[www.mustaphamugisa.com](http://www.mustaphamugisa.com)



We take pride  
in doing the  
**right thing**,  
rather than  
what is **right**  
**for the**  
**profitability**  
**of Summit**  
**Consulting.**

