

WI BI SCHOOL: COURSE SKILLS OUTLINE

Practical Skills for Immediate Income Generation

WHY CHOOSE WIBI SCHOOL?

- ✓ **Learn with Your Smartphone** – No expensive equipment required
- ✓ **Ksh 35,000 All-Inclusive Fee** – Payment plans available (2 installments)
- ✓ **6 Weeks Only** – Practical skills you can use immediately
- ✓ **Earn While You Learn** – Launch micro-businesses or secure gigs during training
- ✓ **TVET Act Compliant** – Registered under Technical and Vocational Education and Training Act No. 29 of 2013

"After Entrepreneurship, I launched my samosa business with Ksh 1,500. Today I earn Ksh 22,000/month and employ two youth."

— **Mary Atieno, Kangemi Graduate**

LEVEL 1: FOUNDATIONAL SKILLS (WBCS 001)

For adults 18+ with no prior experience | Launch income-generating activities with ≤Ksh 3,000 capital

I. COMMUNITY FIRST AID & CAREGIVER SAFETY

(WBCS 001 IA)

Headline: *Be the Hero in Any Emergency: Master Life-Saving Skills*

Description: Equip yourself with certified first aid skills to respond confidently to medical emergencies anywhere. Whether at home, work, community events, or public spaces, this course transforms you into a trusted safety resource—and opens paid opportunities as a certified responder.

Skill	Real-Life Application
Apply CPR and emergency response techniques	Save a life during cardiac arrest at markets, churches, or family gatherings—become the certified responder local organizers hire for Ksh 500–1,500 per event
Manage wounds and bleeding safely	Treat cuts, burns, and injuries at community events or workplaces—build trust as the go-to safety person in your neighborhood
Provide psychological first aid	Calm distressed individuals after accidents using simple techniques—essential for volunteer roles at crisis centers or community support groups
Recognize emergency warning signs	Identify when to call 999 vs. when home care suffices—prevent panic and ensure timely help, making you invaluable in any workplace

Skill	Real-Life Application
Maintain hygiene during care	Protect yourself and others from infection using gloves and proper disposal—required for paid roles at health camps, schools, and events
Document incidents professionally	Complete simple incident reports for community events—build credibility for paid safety coordinator roles
Refer serious cases appropriately	Know exactly which hospital or clinic to recommend based on injury type—become a trusted resource communities rely on
Build trust through calm presence	Stay composed during emergencies—develop the reputation that leads to paid opportunities as a safety trainer or event responder

2. DIGITAL MARKETING & SOCIAL MEDIA

(WBCS 001 2A)

Headline: *Turn Your Phone Into a Money-Making Machine*

Description: Learn to promote any business—or your own—using free social media tools. Create scroll-stopping content, grow followers, and get paid to manage pages for local shops, salons, and vendors. No experience needed—just your smartphone.

Skill	Real-Life Application
Create professional business profiles	Set up Facebook/Instagram pages for local vendors in 20 minutes—charge Ksh 500 for setup + Ksh 300/week for management
Produce engaging visual content	Take bright, clear photos of products that make customers stop scrolling—earn Ksh 800–2,000 per client for weekly content creation
Develop 7-day content calendars	Plan posts for small businesses so they never run out of social media content—build recurring income with monthly retainers
Write compelling captions	Craft messages that make customers feel understood and eager to buy—increase client sales by 30% with persuasive copy
Respond professionally to comments	Handle customer inquiries without sounding robotic—become the trusted voice businesses rely on
Track engagement metrics simply	Show business owners which posts bring real customers—not just likes—proving your value with data
Create WhatsApp status promotions	Design time-sensitive offers ("Today only: 10% off!") that drive immediate sales—charge Ksh 200 per promotional blast

Skill	Real-Life Application
Build client portfolio with real results	Document before/after social media growth to attract paying clients—turn your first free project into 5 paid gigs

3. DATA LITERACY FOR SMALL BUSINESS

(WBCS 001 3A)

Headline: *Make Smarter Decisions with Simple Numbers*

Description: Stop guessing and start knowing. Track sales, spot trends, and calculate profits using just a notebook or free apps. Transform raw numbers into clear action steps that grow your business or make you indispensable to employers.

Skill	Real-Life Application
Track daily sales in simple cash book	Record every transaction immediately so you never wonder "Where did my money go?"—build trust with employers or partners
Calculate profit vs. revenue accurately	Distinguish between "I sold Ksh 500" and "I earned Ksh 150 profit"—avoid false confidence that leads to business failure
Identify best-selling products instantly	Spot which items generate 80% of your profit—and focus energy there—maximize earnings with minimal effort
Set realistic daily sales targets	Know exactly how many samosas/mandazi you need to sell to cover costs + profit—work with purpose, not panic
Spot money leaks early	Notice when transport costs eat 40% of profits—and negotiate better rates—protect your hard-earned income
Create visual sales charts	Show family members or employers your business growth using simple bar graphs—communicate progress without words
Forecast next week's income	Plan purchases confidently knowing exactly how much cash you'll have—avoid debt from unexpected shortfalls
Make data-driven decisions	Stop guessing: "Should I buy more stock?" becomes "My data shows 12 customers/day—buy 15 units"—grow with confidence

4. PROFESSIONAL CUSTOMER SERVICE

(WBCS 001 4A)

Headline: *Become the Employee Everyone Wants to Hire*

Description: Master the art of making customers feel valued. Learn professional communication, conflict resolution, and service excellence that gets you hired faster, promoted quicker, and recommended constantly—whether in retail, hospitality, or any service role.

Skill	Real-Life Application
Greet customers warmly and professionally	Make every visitor feel valued from the moment they enter your shop—become the vendor people recommend to friends
Listen actively to understand needs	Hear what customers <i>really</i> want—not just what they say—solve problems before they escalate
Handle complaints without defensiveness	Turn angry customers into loyal fans with calm, solution-focused responses—build reputation for reliability
Maintain professional appearance daily	Present yourself as trustworthy through neat grooming and posture—stand out in job interviews and workplaces
Process transactions accurately and quickly	Build reputation for reliability that keeps customers returning—get promoted to cashier or supervisor roles faster
Remember regulars' preferences	"Mama, your usual mandazi?" creates emotional connection that competitors can't match—secure repeat business effortlessly
Set boundaries with difficult customers	Protect your peace while maintaining professionalism—sustain energy for long-term career success
Build customer loyalty through consistency	Become the vendor people recommend because you're always reliable—grow your business through word-of-mouth

5. ENTREPRENEURSHIP & FINANCIAL LITERACY

(WBCS 001 5A)

Headline: *Launch Your Dream Business with Just Ksh 3,000*

Description: From idea to income in 6 weeks. Validate your business idea, price profitably, manage cash flow, and avoid debt traps. Build a real micro-business during the course—and keep 100% of the profits. No degree required.

Skill	Real-Life Application
Identify viable business opportunities	Spot unmet needs in your estate (e.g., "No one sells boiled eggs near bus stage")—turn observations into income streams
Validate ideas with 5 free samples	Test demand before spending a shilling—avoid wasting capital on unwanted products
Calculate startup costs accurately	Know exactly how much you need (Ksh 1,200 for ingredients + Ksh 300 for packaging)—start with confidence, not guesswork
Price products profitably (30%+ margin)	Charge Ksh 30 for samosas costing Ksh 20—never undervalue your work again
Record daily transactions in cash book	Track every shilling so you know your real profit—not just revenue—make informed decisions daily
Separate business/personal money	Protect your business capital so one family emergency doesn't collapse your hustle—build sustainable income
Build Ksh 200 emergency savings daily	Create buffer that prevents borrowing during slow days—achieve financial peace of mind
Create simple promotional signs	Attract customers with clear, visible pricing that works 24/7 while you sleep—grow sales without shouting

6. MOBILE MEDIA PRODUCTION

(WBCS 001 6A)

Headline: *Turn Your Smartphone Into a Professional Video Studio*

Description: Learn to film, edit, and deliver professional videos for events, businesses, and social media using only your smartphone. Create scroll-stopping content that clients pay Ksh 1,500–5,000 per project—no expensive equipment required.

Skill	Real-Life Application
Prepare smartphone for professional filming	Clean lens, set highest resolution, lock focus/exposure—avoid blurry footage that loses repeat clients at weddings or graduations
Apply natural lighting techniques	Film during golden hour (1 hour after sunrise/before sunset) or use white cardboard as reflector—create professional-looking videos without expensive lighting
Capture stable footage with household items	Use two-handed grip with elbows against body; stabilize phone on stacked books or water bottles—deliver smooth footage clients pay premium rates for
Record clear audio using free techniques	Position phone within 1–2 meters of speaker; use sock over phone in windy conditions—avoid distorted audio that ruins otherwise perfect videos
Edit videos using free mobile apps	Trim clips, add text overlays, and background music in CapCut/InShot—deliver polished 90-second highlight reels clients can share immediately
Export files in platform-specific formats	Export 1080p for WhatsApp/Facebook, 720p for Instagram—meet client requirements so videos post without technical issues
Price services for local market rates	Charge Ksh 1,500 for basic highlight reel (30 mins filming + 1 hour editing); Ksh 3,500 for full edited video—build pricing menu covering time and costs
Build client-ready portfolio	Film 3 event types (birthday, graduation, business promo); create Google Drive portfolio—showcase work to attract paying clients within 30 days

7. MOBILE DEVICE MAINTENANCE

(WBCS 001 7A)

Headline: Fix Phones. Earn Daily. Start with Ksh 2,000 Toolkit

Description: Diagnose and repair common smartphone issues—screen replacements, charging port fixes, software troubleshooting. Launch a home-based repair business serving neighbours, market vendors, and local shops with professional service at affordable prices.

Skill	Real-Life Application
Identify common hardware failures	Recognize cracked screens, swollen batteries, loose charging ports—diagnose issues in <2 minutes to build client trust
Apply safety protocols during repairs	Power off device, discharge static electricity, organize screws in ice cube tray—prevent damage that voids client trust
Perform safe screen replacement	Use hair dryer to soften adhesive; plastic pry tools to separate screen—replace cracked screens in 45 minutes for Ksh 300–800 profit per repair
Backup and restore data securely	Use Google Account/iCloud to backup contacts and photos before repair—protect client data and earn referrals through reliability
Diagnose and resolve software issues	Clear app cache, perform safe mode boot, factory reset with backup warning—fix "slow phone" complaints without replacing hardware
Source affordable parts locally	Buy screens from Gikomba (Nairobi) or Mlimani City; build relationships with suppliers—keep repair costs low while maintaining quality
Communicate repair options transparently	Explain technical issues in simple terms: "Screen needs replacement—Ksh 500 parts + Ksh 200 labor. Takes 1 hour."—build reputation for honesty
Establish small-scale repair service	Create service menu: screen replacement (Ksh 700), battery replacement (Ksh 600), software fix (Ksh 300)—market to neighbours via WhatsApp status

8. SUPPORTING CHILDREN WITH DIVERSE NEEDS

(WBCS 001 8A)

Headline: *Become the Trusted Helper Schools and Parents Rely On*

Description: Provide supportive, non-clinical assistance to children with diverse learning styles and behavioral needs in schools, churches, and homes. Learn practical strategies using locally available materials—earn Ksh 10,000–20,000/month supporting children while respecting your scope and boundaries.

Skill	Real-Life Application
Recognize diverse learning styles	Identify visual learners (need pictures), auditory learners (learn by listening), kinesthetic learners (need movement)—adapt teaching methods to help every child succeed
Implement structured routines	Create visual schedules using cardboard drawings; give 5-minute warnings before transitions—reduce anxiety and challenging behaviors in classroom or home
Apply positive reinforcement techniques	Give specific praise: "I like how you shared your pencil" (not "good job"); use bottle caps as tokens for completed tasks—encourage desired behaviors without punishment
De-escalate challenging behaviors	Use calm voice, offer choices ("Would you like to take a break or try again?"), provide quiet space—safely manage meltdowns while maintaining dignity
Adapt activities with local materials	Use bottle caps for counting, stones for sorting, cardboard for letter games—create inclusive learning without expensive resources
Communicate progress to parents/teachers	Share descriptive updates: "Jamal completed 3 math problems independently today"—build trust through professional, non-judgmental communication
Maintain professional boundaries	Avoid physical punishment; keep interactions focused on child's needs; never share personal problems with children—protect yourself and the children you support
Identify when to refer professionally	Recognize signs requiring expert help (persistent sadness, self-harm talk); know local resources (school counselor, health clinic)—act responsibly while staying within your scope

9. REMOTE ADMINISTRATIVE SUPPORT

(WBCS 001 9A)

Headline: *Work From Home. Get Paid Daily. Serve Clients Across Kenya*

Description: Manage emails, schedules, data entry, and digital files for busy professionals using only your smartphone. Build reliable remote work skills that earn Ksh 500–1,500/day—no office needed, no degree required.

Skill	Real-Life Application
Navigate smartphone efficiently for work	Organize home screen with work apps; use split-screen for multitasking; master copy/paste—complete tasks 30% faster to serve more clients
Manage professional email communications	Write clear subject lines ("Invoice #123 – Payment Due"); structure emails with greeting/purpose/closing—build reputation for reliability that gets repeat work
Complete online forms accurately	Read instructions carefully; verify information before submitting; screenshot confirmation pages—avoid errors that delay client projects
Schedule appointments using free tools	Create Google Calendar events with reminders; share availability link for self-scheduling—eliminate back-and-forth messaging that wastes time
Organize digital files systematically	Create Google Drive folders by client name; use consistent naming (Client_Project_Date); color-code by priority—find any file in <30 seconds during client calls
Conduct basic internet research	Use specific search terms; evaluate website credibility; summarize findings in bullet points—deliver actionable insights clients can use immediately
Deliver services via WhatsApp Business	Set up professional profile; use quick replies for FAQs; label contacts by project status—provide seamless service that feels premium
Establish pricing and service packages	Charge Ksh 300/hour for data entry; Ksh 500 for email management; create tiered packages (Basic Ksh 1,500/week)—position yourself as professional, not "cheap help"

10. INTERPERSONAL COMMUNICATION

(WBCS 001 10A)

Headline: *Speak Up. Stand Out. Get Promoted.*

Description: Master the art of clear, confident communication in any setting—workplace, community, or family. Resolve conflicts calmly, express needs without aggression, and build relationships that open doors to better jobs and opportunities.

Skill	Real-Life Application
Identify your communication style	Recognize passive ("I avoid conflict"), aggressive ("I dominate conversations"), or assertive ("I express needs respectfully") patterns—adjust to communicate more effectively in job interviews or team meetings
Practice active listening techniques	Maintain eye contact, nod to show engagement, paraphrase ("So you're saying...")—make customers, employers, and family feel truly heard
Recognize and name emotions accurately	Expand vocabulary beyond "happy/sad/angry" to "frustrated," "overwhelmed," "hopeful"—understand yourself and others more deeply to prevent misunderstandings
Apply emotional regulation strategies	Use deep breathing when stressed; create mental pause before reacting; practice self-talk ("This is difficult but I can handle it")—stay calm during customer complaints or family disagreements
Express needs and boundaries assertively	Use "I" statements: "I feel overwhelmed when tasks are added last minute. Can we discuss priorities?"—protect your time without damaging relationships
Navigate group dynamics confidently	Prepare key points before meetings; use strategic timing to speak after pauses; support others' ideas to build collaboration—contribute value even with brief comments
Resolve conflicts collaboratively	Separate people from problems ("We both want project success"); focus on future solutions, not past blame—turn tense situations into stronger relationships
Build supportive community networks	Remember important events in others' lives; express genuine appreciation; maintain appropriate reciprocity—create a web of relationships that support your growth

HOW OUR COURSES WORK

-  **Smartphone Learning** – Access materials anytime via WhatsApp/email
-  **Weekly Face-to-Face Sessions** – 2 hours at WiBi Campus (Nairobi)
-  **Real-World Projects** – Launch micro-business or complete client project during course
-  **Peer Support Circles** – Monthly meetups for graduates (unpaid/volunteer basis)
-  **Assessment** – External and Internal assessor verifies skills for certification

FREQUENTLY ASKED QUESTIONS

? **Do I need a university degree?**

→ **NO!** Courses designed for adults with KCSE or 2+ years work experience. Low-literacy support available.

? **What if I miss a session?**

→ Maximum 2 absences allowed. Makeup materials provided via WhatsApp.

? **Will I get a job after?**

→ 68% of Level 2 graduates secure first paid gig within 30 days (2025 pilot data). We provide gig platform guides (Fiverr, Upwork, Lynk).

? **Is financial aid available?**

→ Payment plans offered. Top 10% portfolios receive seed funding (Ksh 5,000–20,000) for viable business models.

READY TO TRANSFORM YOUR FUTURE?

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Your journey to dignity through skilled work starts today.