

WI BI SCHOOL: COURSE SKILLS OUTLINE (LEVEL 2 COURSES)

Professional Skills for Career Advancement & Income Growth. Download this guide to discover exactly what you'll learn—and how you'll apply these skills to earn Ksh 15,000–50,000+/month

WHY CHOOSE WI BI SCHOOL LEVEL 2?

- ✓ **NITA-Accredited Certification** – Nationally recognized credentials valid for life
- ✓ **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 monetize immediately
- ✓ **Portfolio = Job Ready** – Graduate with client-ready deliverables
- ✓ **TVET Act Compliant** – Registered under Technical and Vocational Education and Training Act No. 29 of 2013

"After Career Navigation, I updated my CV using WiBi's achievement-focused format. Within 2 weeks, I secured an interview at Equity Bank. Today I earn Ksh 42,000/month as a Customer Service Officer."

— **David Omondi, Eastlands Graduate (WBCS 002 1A)**

LEVEL 2: CAREER BUILDER SKILLS (WBCS 002)

For Level 1 graduates or professionals with foundational skills | Build professional services & secure formal employment

I. CAREER NAVIGATION & PERSONAL BRANDING

(WBCS 002 1A)

Headline: Transform Your CV From "Deleted" to "Interview Now!"

Description: Master professional self-presentation to secure formal jobs paying Ksh 30,000–60,000/month. Learn to craft achievement-focused CVs, optimize LinkedIn profiles, ace behavioral interviews, and negotiate salaries with confidence—all using free digital tools.

Skill	Real-Life Application
Conduct personal skills inventory	Identify transferable skills from informal work (e.g., "Managed daily sales of Ksh 1,200 with 95% customer retention") to include in CV—increasing interview callbacks by 40%
Analyze local labour market opportunities	Research 3 growing sectors in your county using free KNBS data; match your skills to minimum requirements of target jobs—avoid wasting time on unattainable roles
Craft professional CV using achievement language	Transform "sold samosas" into "Managed micro-business with Ksh 15,000 monthly revenue and 30% profit margin"—get noticed by HR scanning 100+ applications daily

Skill	Real-Life Application
Develop LinkedIn profile optimized for recruiters	Appear in searches for "customer service specialist Nairobi" with complete profile; receive 5+ connection requests weekly from hiring managers
Prepare responses to behavioral interview questions	Use STAR method (Situation, Task, Action, Result) to answer "Describe a time you handled an angry customer" with concrete examples—demonstrate competence in 90 seconds
Negotiate entry-level compensation confidently	Respond to "What's your expected salary?" with data-backed range (Ksh 35,000–45,000) based on local market research—secure 20% higher starting offer
Develop 90-day career action plan	Break job search into daily tasks: "Monday: Apply to 3 jobs; Tuesday: Message 2 LinkedIn connections"—maintain momentum without burnout
Create professional portfolio showcasing work samples	Present Google Drive folder with cash books, client testimonials, and project photos during interviews—prove skills beyond words

2. PSYCHOSOCIAL SUPPORT & COUNSELLING

(WBCS 002 2A)

Headline: *Provide Ethical Support in Schools, Churches & Communities—Launch Counselling Side-Hustle*

Description: Learn non-clinical psychosocial support skills to assist others while staying within ethical boundaries. Master active listening, empathic responding, crisis de-escalation, and professional referral—position yourself as a trusted community support worker earning Ksh 1,000–3,000/session.

Skill	Real-Life Application
Demonstrate active listening without judgment	Help youth process grief after loss by truly hearing—not fixing—their pain; become the go-to person schools/churches recommend for emotional support
Respond with empathy (not sympathy)	Say "That sounds incredibly heavy" instead of "I feel sorry for you"—build trust that encourages deeper disclosure and repeat sessions
Recognize when to refer professionally	Identify suicide risk signs ("I wish I hadn't woken up") and connect to Befrienders Kenya immediately—prevent tragedy while staying within scope
Create psychologically safe spaces	Arrange seating, ensure privacy, explain confidentiality ("What you share stays here unless someone is in danger")—build environments where people feel safe to share
Apply basic de-escalation techniques	Calm agitated persons using slow breathing and calm tone during community conflicts—become the respected mediator in youth groups or workplaces
Document interactions ethically	Record only essential facts (date, issue, action) without judgment or identifiers—maintain professional records that protect both you and clients

Skill	Real-Life Application
Practice self-care to prevent burnout	Implement daily grounding rituals (5-minute breathing) after intense sessions—sustain your capacity to support others long-term
Navigate cultural differences in emotional expression	Adapt communication for elders (respectful indirectness) vs. youth (direct validation)—provide culturally appropriate support across generations

3. SOCIAL MEDIA STRATEGY

(WBCS 002 3A)

Headline: Charge Ksh 3,000–10,000/Month Per Client with Proven Social Media Results

Description: Move beyond posting to strategic content planning that drives sales for local businesses. Learn audience analysis, content pillar development, analytics interpretation, and client pitching—build a freelance business serving salons, shops, and vendors with measurable results.

Skill	Real-Life Application
Analyze target audience demographics	Discover your client's customers are ages 25–34 on Instagram—not Facebook—so you focus efforts where real customers live
Develop content pillars aligned with business goals	Create 3 pillars for mama mboga: Education (nutrition tips), Inspiration (customer success), Promotion (daily specials)—build consistent brand voice
Create 30-day content calendar	Deliver complete monthly plan so clients never worry about "What to post?"—charge Ksh 3,500/month for ongoing management
Interpret analytics beyond likes	Show client: "5 link clicks = 1 potential customer" instead of "100 likes"—prove real business value that justifies your fee
Design simple paid ad campaigns	Run Ksh 500 Facebook ads targeting customers within 2km of client's shop—generate 3 new customers in first week
Pitch services confidently to business owners	Present 3 specific recommendations showing immediate value: "I'll increase your Instagram inquiries by 30% in 30 days"—close clients on first meeting
Produce professional visuals on smartphone	Create carousel posts telling visual stories without expensive equipment—deliver scroll-stopping content clients proudly share
Report performance using client-friendly metrics	Translate data into business outcomes: "200 link clicks = 10 potential customers"—build trust for long-term contracts

4. FREELANCE DIGITAL ADMINISTRATION

(WBCS 002 4A)

Headline: Earn \$5–15/Hour on Upwork/Fiverr Serving Global Clients From Your Phone

Description: Master remote administrative support using only free tools. Learn email management, calendar coordination, data organization, and professional boundary setting—position yourself as a reliable virtual assistant for entrepreneurs worldwide while working from home.

Skill	Real-Life Application
Manage professional email communications	Respond to clients within 24 hours with clear, concise messages—build reputation for reliability that leads to repeat work and referrals
Coordinate calendars across time zones	Schedule meetings between Nairobi client and US partner without confusion—become the trusted organizer clients depend on
Organize digital files systematically	Create Google Drive folders clients can navigate in <30 seconds—save clients hours of searching and earn 5-star reviews
Conduct efficient online research	Summarize complex topics into bullet points saving clients hours of work—deliver value that justifies premium rates
Automate repetitive tasks	Set up Gmail filters and templates to handle 50% of routine inquiries instantly—serve more clients without working longer hours
Set professional boundaries	Communicate working hours clearly: "I respond Monday–Friday 9am–5pm EAT"—protect your peace while maintaining professionalism
Create tiered service packages	Offer Basic (Ksh 3,000), Standard (Ksh 5,000), Premium (Ksh 8,000) with clear deliverables—position yourself as professional, not "cheap help"
Build client trust through reliability	Deliver work early, communicate proactively, follow through on every promise—become the virtual assistant clients refer to friends

5. CREATIVE ENTREPRENEURSHIP IN MEDIA

(WBCS 002 5A)

Headline: Charge Ksh 5,000–20,000/Video with Professional Documentaries for NGOs, Businesses & Families

Description: Produce emotionally resonant mini-documentaries using only your smartphone. Master narrative structure, ethical interviewing, editing emotional arcs, and client pitching—build a portfolio that attracts paying clients for weddings, business stories, and community impact videos.

Skill	Real-Life Application
Apply narrative structure to stories	Transform client's mission into emotional 3-minute story with character, conflict, resolution—create videos clients proudly share with donors
Conduct ethical interviews	Ask open-ended questions that draw out authentic stories without manipulation—capture genuine moments that move audiences
Develop treatment documents	Present creative vision with mood boards and shot lists before filming—secure client approval and avoid costly revisions
Produce mini-documentaries on smartphone	Capture stable, well-lit footage using household items as stabilizers—deliver professional quality without expensive equipment
Edit emotional story arcs	Use pacing and music to move viewers from problem to hope in 180 seconds—create videos that drive client objectives (donations, sales)
Package deliverables professionally	Provide Google Drive folder with final video + usage rights document—exceed client expectations with polished presentation
Price services confidently	Calculate day rate covering equipment, time, and profit—never undervalue your work again
Build portfolio with case studies	Showcase 3 strongest pieces with client challenge/solution/results—attract ideal clients who value your unique storytelling style

6. SMALL BUSINESS OPERATIONS

(WBCS 002 6A)

Headline: Stop Guessing. Start Growing. Run Your Business Like a Pro.

Description: Master digital financial management to transform chaotic cash flow into clear profit visibility. Learn to track every shilling, forecast shortfalls, price profitably, and make data-driven decisions using only free smartphone tools—no accounting degree required.

Skill	Real-Life Application
Set up digital bookkeeping system	Create Google Sheets template tracking income/expenses in <10 minutes—replace messy notebooks with professional system clients trust

Skill	Real-Life Application
Track income/expenses accurately	Record every M-Pesa transaction same day with photo receipts—know exact profit before spending a shilling
Reconcile M-Pesa statements	Match monthly SMS statements to records in 15 minutes—catch errors before they become losses
Generate profit/loss statements	Create one-page visual report showing "Which product earns most?"—make smart decisions, not guesses
Create cash flow forecasts	Project next 30 days' cash position—avoid "empty pocket Tuesday" by timing purchases strategically
Develop profitable pricing	Calculate true cost including hidden expenses (transport, packaging)—charge Ksh 35 not Ksh 25 for samosas with confidence
Manage inventory levels	Set reorder alerts for fast-selling items—never lose sales to stockouts or waste money on unsold stock
Use financial data for decisions	Answer "Should I hire help?" with numbers: "My profit margin supports Ksh 8,000 salary"—grow with confidence

7. ARTIFICIAL INTELLIGENCE TOOLS

(WBCS 002 7A)

Headline: *Work Smarter, Not Harder: 3X Your Output with Ethical AI*

Description: Harness free AI tools to overcome creative blocks, accelerate research, draft professional communications, and automate repetitive tasks—while maintaining your authentic voice and ethical boundaries. Position yourself as a tech-savvy professional who delivers premium results at competitive rates.

Skill	Real-Life Application
Apply prompt engineering techniques	Transform vague request "Write email" into specific output "Draft polite follow-up email to client who hasn't paid in 14 days"—get usable results first try
Accelerate research with AI	Summarize 10-page industry report in 90 seconds—spend hours on strategy, not reading
Draft communications with AI assistance	Overcome blank-page syndrome: generate first draft in 60 seconds, then inject your authentic voice and cultural context
Establish ethical AI boundaries	Create personal policy: "Never input client data into public AI tools"—protect reputation while using technology responsibly
Design personal productivity system	Integrate 3 free tools (Google Tasks + Gmail filters + voice typing) into seamless workflow—reclaim 5 hours/week

Skill	Real-Life Application
Automate repetitive tasks	Set up Zapier free plan: Form submission → Google Sheet row → WhatsApp notification—serve clients faster without extra work
Evaluate AI tool claims critically	Test free versions before paying; recognize marketing hype vs. real value—avoid wasting Ksh 2,000/month on useless subscriptions
Maintain human authenticity	Add personal stories, cultural references, and emotional nuance AI cannot replicate—position yourself as thoughtful curator, not passive user

8. CYBERSECURITY AWARENESS

(WBCS 002 8A)

Headline: *Protect Your Data. Build Trust. Become the Digital Safety Expert Clients Demand*

Description: Secure personal and client information against phishing, SIM swaps, and data theft using only free tools and behavioral changes. Learn to implement password managers, two-factor authentication, secure communication practices, and incident response protocols—position yourself as the trusted digital safety consultant small businesses desperately need.

Skill	Real-Life Application
Implement strong password practices	Use Bitwarden to generate/store unique passwords for all accounts—prevent 99% of account takeovers with 20 minutes of setup
Configure two-factor authentication	Secure email/M-Pesa with authenticator app (not SMS)—block SIM swap fraud before it drains your accounts
Detect phishing attempts	Hover over links to preview real destination; spot mismatched URLs—avoid "M-Pesa verification" scams targeting Kenyans daily
Secure smartphone against theft	Enable 6-digit passcode + Find My Device; revoke unnecessary app permissions—protect client data if phone stolen
Create reliable backup system	Follow 3-2-1 rule: Google Photos (cloud) + external drive (local) + trusted relative (offsite)—never lose irreplaceable photos/business records
Communicate sensitive information securely	Send password-protected PDFs via Signal—not WhatsApp; share password through separate channel—build client trust through professionalism
Respond to security incidents	Immediately change passwords + call *100# for M-Pesa fraud—save Ksh 92,000 like David Omondi (Eastlands graduate)
Educate clients on digital safety	Create simple Swahili infographics explaining security practices—offer "Digital Safety Audit" service earning Ksh 2,000–5,000/session

9. TRANSFORMATIONAL LEADERSHIP

(WBCS 002 9A)

Headline: *Lead Without Title. Influence Without Authority. Inspire Teams to Extraordinary Results*

Description: Master the art of inspiring voluntary commitment—not compliance—through vision casting, psychological safety, empowerment, and integrity. Learn to navigate resistance, stimulate growth, and measure impact without formal authority—position yourself for promotion or launch leadership coaching side-hustle.

Skill	Real-Life Application
Articulate compelling vision	Transform "help youth" into concrete vision: "By 2027, 100 youth in our estate earn Ksh 15,000/month through skills we teach"—inspire action, not just agreement
Build psychological safety	Create Stage 1 inclusion: learn names, acknowledge presence, invite input—turn fearful teams into innovative powerhouses
Empower through delegation	Use 5-part framework: outcome + authority level + resources + timeline + check-ins—develop future leaders while scaling your impact
Model integrity and authenticity	Admit mistakes publicly with solution focus: "I miscalculated timeline—here's my fix"—build unshakable trust that attracts followers
Stimulate intellectual growth	Ask perspective-shifting questions: "What if the opposite were true?"—unlock team creativity without expensive training
Provide individualized consideration	Adapt approach to introvert vs. extrovert team members—make every person feel uniquely valued and understood
Navigate resistance to change	Listen first for 2 minutes without problem-solving; validate emotions before solutions—turn resisters into champions
Measure leadership impact	Track non-financial metrics: psychological safety scores, engagement levels, growth conversations—prove your value beyond task completion

10. ACCOUNTING & BOOKKEEPING

(WBCS 002 10A)

Headline: *From Cash Chaos to Clear Profit: Become the Bookkeeper Every Micro-Business Needs*

Description: Master professional bookkeeping using only free digital tools to manage records, track receivables/payables, prepare financial reports, and ensure tax compliance. Learn to transform raw transaction data into actionable business intelligence—launch freelance bookkeeping services serving 5+ clients monthly with Ksh 1,500–4,000/client.

Skill	Real-Life Application
Set up bookkeeping system	Create Google Sheets template with automatic calculations—replace error-prone notebooks with professional system in 20 minutes
Record transactions accurately	Categorize every M-Pesa transaction immediately with photo receipts—know exact profit before spending a shilling
Reconcile M-Pesa statements	Match monthly SMS statements to records in 15 minutes—catch Ksh 500 discrepancies before they become Ksh 5,000 losses
Generate profit/loss statements	Create one-page visual report showing "Which service earns most?"—advise clients with data, not guesses
Create cash flow forecasts	Project next 30 days' cash position—prevent "empty pocket Tuesday" by timing client payments strategically
Develop profitable pricing	Calculate true cost including hidden expenses (transport, packaging)—advise clients to charge Ksh 40 not Ksh 25 with confidence
Manage accounts receivable/payable	Send polite payment reminders via WhatsApp template; prioritize supplier payments when cash constrained—maintain trust while protecting cash flow
Prepare tax-ready reports	Organize receipts by category; calculate estimated tax payments—save clients Ksh 3,000+ in penalties and year-end panic

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 Level 1 certification first?

→ **Recommended but not required** if you have equivalent experience. Pre-course screening available.

? 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) and portfolio optimization.

? Is financial aid available?

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

? Are courses available outside Nairobi?

→ Currently Nairobi-based. Remote components accessible nationwide via smartphone. Expansion planned for 2027.

READY TO TRANSFORM YOUR FUTURE?

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Download. Decide. Transform.

Your journey to dignity through skilled work starts today.