

2025



TRAINING PROGRAMS

Sola Abulu & Associates (SA&A) is a strategy and communications consulting and training firm focused on enabling businesses, brands, organizations and institutions to achieve their desired objectives through strategic communications, organizational effectiveness and reputation risk management

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Our Accredited Training Courses

- Strategic Communications Course
- Brand Strategy & Marketing Communications Course
- Issues, Crisis & Reputation Management Course
- Public Relations, Media & Stakeholder Management Course
- Policy, Political & Public Sector Communications Course

Be-Spoke Training

Customized in-person training at client request on the above topics or organizational effectiveness, culture change, workplace effectiveness, leadership or performance management

WELCOME MESSAGE

Sola Abulu

Principal Consultant,
Sola Abulu & Associates (SA&A)



In January 2020, Sola Abulu & Associates (SA&A) was established as a strategy and communications consulting firm, after 22 years of my working for a major international oil company in Nigeria in various roles including being the External Relations Manager for Lagos operations and Communications Manager for the entire company from 2015 -2019.

SA&A operates at the nexus of STRATEGY and COMMUNICATIONS. We enable businesses to locate and operate in the sweet spot where strategy and communications collaborate to identify and frame the nature of a problem, find solutions and resolve for the benefit of the collective or individual as the case may be.

We are not just a strategic communications consulting firm, we connect STRATEGY with COMMUNICATIONS to deliver measurable RESULTS for our clients in the public and private sector

At SA&A, our vision is to be the leading strategic communications training and consulting firm in Africa. We aim to achieve this by continually growing our internal knowledge base to enable the facilitation of best-in-class advisory solutions to our clients; delivering world class training to leaders, professionals, consultants and service providers, investing in research and capacity development and ensuring that we retain the capability to provide unique skills, expertise, insights, perspectives and solutions that enable our clients and customers to achieve their desired outcomes in quantifiable terms. Our expertise area is in strategic communications, brand, reputation, stakeholder issues and crisis management.

ABOUT SA&A

Established by Sola Abulu in January 2020, SA&A provides strategic communications and organizational effectiveness training and consulting services to major players in the energy, IT solutions, education, health and consulting sectors within Nigeria and Africa.

CONSULTING



Our consulting arm works with businesses, brands and institutions to activate performance improvement, productivity programs, business delivery and agenda-setting initiatives through the strategic use of communication and effective stakeholder management

TRAINING



Our training arm builds capacity in our core expertise areas which cut across the full spectrum of corporate, business, brand, development, political and public sector communication, leadership training, change management and organizational strategy effectiveness and business delivery improvement.

Standard Online Trainings

We run standard training courses ONLINE every last Thursday of the month from February to November. All courses are accredited by the CPD Standards Organization in the UK. SA&A is an accredited training provider

Customized Training on Demand - In person on request

We develop and deliver customized training curriculum and programs for organizations and institutions on a broad range of topics relating to communications, brand strategy, public relations, media, social media/online visibility, stakeholder issues, crisis and reputation management.

Online Play-On-Demand Courses - [learn.solaabuluassociates.com](https://www.learn.solaabuluassociates.com)

In October 2024, we launched a new SA&A LMS e-learning platform as a real-time 24/7 accessible outreach to learners from any part of the world. Our 5 flagship courses will be uploaded as course videos on the site and would be available for enrolled learners for a limited access period of six weeks from enrolment confirmation. The platform provides the opportunity to learn at your own pace and provide a highly customized learning experience without disruption. There is opportunity to interact one-on-one with the Tutor (Mrs Sola Abulu) via the platform and ask specific questions that would be responded to as soon as possible.

SA&A VALUES

- At Sola Abulu & Associates (SA&A) , we subscribe to the IABC Code of Ethics We are committed to honesty and integrity and ensuring that our actions bring trust and respect to the communications profession. Our expertise is in enabling our clients to navigate business, stakeholder, policy and public sector complexity by effectively managing reputation risks in a sustainable manner, with measurable results.
- We do not believe in "PR spin", deliberate mis-information or disingenuous communication. We believe it is possible to effectively manage reputation and resolve complex issues and crises in an ethical and sustainable manner, by doing the right thing and proactively or responsibly communicating and engaging about progress, dilemmas, lessons learned and areas for improvement. This is our approach to strategic and sustainable communications.

“

We are a strategy and communications consulting and training firm committed to enabling our clients to achieve their desired outcomes through strategic communications, organizational effectiveness and ethical reputation risk management.

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ACCREDITED COURSES

Strategic Communications Course

6 MODULES

COURSE LEVEL: INTERMEDIATE

1. Creating an impactful Communications Strategy & Plan
 - a. Using the Strategic Communications Framework
2. Managing Internal & External Communication Effectively
3. Managing Reputation through Strategic Communication
4. Practical Application: Developing Messaging that is Impactful and delivers tangible results
5. Enabling Leadership Communications
6. Learning how to quantify Communications Impact (KPIs, metrics, impact and outcomes)

Who should register?

Leaders, professionals and practitioners with a responsibility for managing internal or external communications for a business, brand, organization, institution or entity. This includes Communications leaders and professionals, business owners/entrepreneurs, HR Managers, and consultants

- Available as a one day LIVE online course on a scheduled date via ZOOM
- Available as a 24/7 play-on-demand online 6 week access course via learn.solaabulluassociates.com
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Brand Strategy & Marketing Communications Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Introduction to Brand Strategy Framework
2. Introduction to Marketing Communications
3. Delivering an integrated brand and marketing communications strategy
4. Best Practices and Performance Measurement

Who should register?

- Professionals, practitioners and Leaders with a responsibility for delivering or supporting new business development, brand strategy, communications, and event/campaign or program marketing for a business, entity or institution

This includes Communications Leaders, Brand Strategists and Marketing Communications Professionals, HR Managers, Entrepreneurs, Business Owners and Consultants

- Available as a one day LIVE online course on a scheduled date via ZOOM
- Available as a 24/7 play-on-demand online 6 week access course via learn.solaabuluassociates.com
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Issues, Crisis & Reputation Management Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Understanding the Issues Identification & Management Process
2. Understanding the Basic Principles of Effective Crisis Management
3. Understanding the Basics of Reputation Management
4. Best Practises & Performance Measurement

Who can register?

- Leaders and professionals accountable for managing issues, crisis and protecting the reputation a business, brand, organization or entity
- This includes MDs/CEOs, Board Members, Corporate Relations, Media & Communications leaders and professionals, business owners/entrepreneurs, HR Managers, Consultants and PR Managers for Litigation Cases

- Available as a one day LIVE online course on a scheduled date via ZOOM
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Public Relations, Media & Stakeholder Management Course

5 MODULES

COURSE LEVEL: INTERMEDIATE

1. Understanding the Basics of Public Relations
2. Understanding the Basics of Media Relations
3. Understanding Stakeholder Management
4. Best Practises & Performance Measurement
5. Deploying an integrated PR & Media Strategy

Who can register?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entities

- Available as a one day LIVE online course on a scheduled date via ZOOM
- Available as be-spoke training for organizations and groups on request



ACCREDITED COURSES

Public Sector, Policy & Political Communications Course

4 MODULES

COURSE LEVEL: INTERMEDIATE

1. Concepts & Principles of Effective Public Sector/Government Communications in Contemporary Society (Introduction to Global Best Practises Public Sector Communications Framework)
2. Concepts & Principles of Effective Institutional Policy Communications in Contemporary Society
 - Introduction to Global Best Practises Policy Communications Framework
3. Concepts & Principles of Effective Political Communications in Contemporary Society -
 - Introduction to Global Best Practises Political Communications Framework
 - Introduction to Behavioural Change Communications
4. **Case Study Reviews, Best Practises and Performance Measurement**

Who can register?

- **Leaders, Directors, Senior Officials and professionals responsible for managing, supporting, developing or delivering internal and external communications and stakeholder management in a political, public sector or policymaking/implementation context**
- **This includes Media Spokespersons, Communications Directors, Heads of Departments, Campaign Directors, Press Secretaries, Consultants, Senior Officials and Media Advisers**

- Available as a one day LIVE online course on a scheduled date via ZOOM
- Available as a 24/7 play-on-demand online 6 week access course via learn.solaabuluassociates.com
- Available as be-spoke training for organizations and groups on request

2025 CALENDAR LIVE ONLINE COURSES



Sola Abulu & Associates presents

LIVE ONLINE
CPDSO-ACCREDITED
COURSES

With

Sola Abulu

On

zoom

2025

CALENDAR

JANUARY



FEBRUARY 27

Strategic
Communications
Course

MARCH 27

Brand Strategy
& Marketing
Communications
Course

APRIL 24

Issues, Crisis &
Reputation
Management
Course

MAY 22

Strategic
Communications
Course

JUNE 26

Public Sector,
Policy & Political
Communications
Course

JULY 31

Public Relations,
Media &
Stakeholder
Management
Course

AUGUST 28

Strategic
Communications
Course

SEPTEMBER 25

Brand Strategy
& Marketing
Communications
Course

OCTOBER 30

Issues, Crisis &
Reputation
Management
Course

NOVEMBER 27

Strategic
Communications
Course

DECEMBER



Register

solaabuluassociates.com/signup-interest/

training@solaabuluassociates.com



- 90+ participants trained in 2024 in Nigeria, Ghana, Cote D-Ivoire, South Africa, Kenya, Cameroon, Zambia, Zimbabwe and Canada
- 100% of our participants recommend our training

NEW

SA&A ELMS

PLAY-ON-DEMAND ONLINE COURSES

PRE-RECORDED VIDEOS



- Accessible online 24/7 from any part of the world via learn.solaabuluassociates.com
- Access to content for 6 weeks
- Certificate issued on completion
- Opportunity to interact with course tutor via live chat
- Personalized attention throughout course duration

SA&A COURSES AVAILABLE ON ELMS

1. **Strategic Communications Course**
2. **Brand Strategy & Marketing Communications Course**
3. **Public Policy & Political Communications Course**

ENROLL NOW

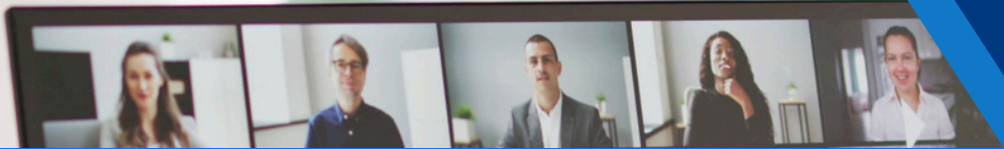


learn.solaabuluassociates.com/course-portfolio/

COMPARISON

VS LIVE ONLINE COURSES

PLAY-ON-DEMAND



Sola Abulu & Associates Accredited Course Program Provision for 2025

SA&A	PRE-RECORDED COURSE VIDEOS ON SA&A E-LEARNING PLATFORM	LIVE CLASSES VIA ZOOM (7HR SESSION/ONE DAY - ONCE A MONTH: FEB – NOV)-
Courses currently available per platform	<ul style="list-style-type: none"> Strategic Communications Course Public Sector, Policy & Political Communications Course Brand Strategy & Marketing Communications Course 	Strategic Communications (4), Public Sector, Policy & Political Communications (1), Brand Strategy & Marketing Communications (2), PR, Media & Stakeholder Management (1), Issues, Crisis & Reputation Management (2)
Content	Same content for each of the accredited courses (Quiz available in this version to test learning as course proceeds)	Same content for each of the accredited courses
Course Facilitator	All course videos pre-recorded by Sola Abulu – accredited content	Live delivery of the same accredited course curriculum content
Access & Time Zone	available 24/7 on learn.solaabuluassociates.com – all year round- all time zones for 6 weeks access after enrolment	9AM to 4PM WAT live online via Zoom on course days as published (7hrs in one day a month – fixed time schedule)
Pace & Timing	Self-paced and flexible Learning (can rewind, pause, re-play etc for assimilation and understanding)	Fixed schedule learning with in-class Participation with other learners (plenary and break-out sessions via ZOOM)
Certificate	CPDSO-Accredited Certificate on completion	CPDSO-Accredited Certificate on completion
Post-Course Material	Summary Hand-outs of key slide highlights on completion	Summary Hand-outs of key slide highlights on completion
Interaction	Interactive Q&A via platform comments, live WhatsApp chat and training@ email	Interactive Q&A – live online during class teaching sessions on course day alone (and in post-event Group coaching sessions)
Course Tutor Attention	Personalized over a course of 6 weeks. (Opportunity to clarify context, give real-time feedback etc)	Limited to the day of the training and in post-event Group coaching sessions scheduled at the request of the cohort.
Course curriculum	6hr course content over 6 weeks	6hr course content over 7hr course time schedule
Learning Type	Best suited for course participant who prefers to learn at own pace, have opportunity to go over the content, reflect and get personalized feedback	Best suited for course participant who can commit to a full day online session and is willing to engage with the content at a relatively fast pace. Sessions are not recorded
Registration Link	https://www.learn.solaabuluassociates.com/course-portfolio/	https://www.solaabuluassociates.com/signup-interest/

 Email us: training@solaabuluassociates.com

SA&A – Your Trusted Strategic Communications Training Provider

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Learn at your own pace or at a scheduled pace with a Group

BE-SPOKE TRAINING & WORKSHOPS

We develop customised curriculum content and deliver be-spoke trainings and workshops in-person or virtual for your business or organization in any of the following areas:

Services

Corporate Communications

Stakeholder Management

Issues & Crisis Management

Organizational Effectiveness

Strategic Planning

Change Communications

Public Sector, Policy & Political
Communications

Workplace Effectiveness

Project Communications & Interface
Management

Internal Communications

Social Media Strategy

Reputation Risk Management

ESG Communications & Engagement

Brand Audit & Refresh

Strategic Public Relations

Culture Change

CONTACT US

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**LEARN
WITH US!**

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