

## Professional Project I

What is your name? **Stephen Kweku Dadzie Forson**

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Describe the project. **Project Description: The project is the establishment and development of Faithful Forson Group of Companies Limited, a Ghana-based startup founded in 2020 with the vision of building a diversified conglomerate aligned with the United Nations Sustainable Development Goals (SDGs). The Group oversees eight subsidiaries operating across key sectors: Cherubim and Seraphim Radio Station and TV Station (media and broadcasting). Spring of Life Water Company and Spring of Life Fruit Juice Company (beverage manufacturing). Si Phone and Computer Manufacturing Company (Si Inc.) (technology and electronics). Si International University and SOPLAR Library (education and research). Phylis Undercover Security Agency (security services). The project focuses on building sustainable businesses that empower communities, create jobs, and foster innovation. Its mission is expressed through the company's tagline: "Empowering Futures. Building Legacies." Currently, the project is in its development and expansion phase, with business plans, strategic partnerships, and fundraising efforts underway to secure the capital required to launch full-scale operations both in Ghana and internationally.**

Is it a current project or was it completed? when was it completed? **Answer: My project is a current, ongoing initiative. The Faithful Forson Group of Companies Limited, along with its eight subsidiaries, is still in the process of development, structuring, and fundraising. The project has not yet been completed, as operations, business plans, and partnerships are actively being pursued. Initial groundwork began in 2020, but the project remains ongoing as of 2025, with a long-term vision and execution roadmap.**

What did you learn? **Answer: From this project, I have learned the importance of leadership, organizational culture, and strategic planning in building a sustainable company. I gained deep insights into how a clearly defined vision and values serve as the foundation for guiding teams, inspiring commitment, and shaping long-term success. I also learned the significance of aligning objectives with culture, ensuring that every decision, structure, and process reflects the core values of the organization. This helped me appreciate that culture is not an abstract idea, but a practical tool for growth and impact. In addition, the project has taught me practical lessons in critical thinking, perseverance, and adaptability—skills necessary to navigate challenges, refine strategies, and stay focused on the mission. I now understand that building an organization is not only about business operations but also about cultivating people, systems, and environments that reflect the desired future. Most importantly, I learned how to apply these leadership and organizational principles not only in business but also in my personal development and academic journey, aligning my goals with my values to create consistency and meaningful progress.**

How did you apply your knowledge in the project? **Answer: I applied my knowledge in this project by integrating leadership principles, organizational culture, and strategic planning into the development of Faithful Forson Group of Companies Limited and its subsidiaries. Specifically: I used my understanding of organizational culture to define the company's values and vision, ensuring they guide all decision-making and long-term objectives. I applied leadership by example, modeling discipline, resilience, and innovation to inspire those collaborating with me. I utilized my knowledge of strategic management to create detailed business plans, financial structures, and growth roadmaps for the group and its eight subsidiaries. I applied critical thinking and adaptability to overcome challenges, refine processes, and align systems such as recognition, performance indicators, and operational procedures with the company's values. Finally, I**

transferred these lessons into my personal learning approach, structuring my study habits, project management, and long-term academic goals around the same principles of culture, clarity, and consistency. Through this, my knowledge became a practical tool for turning vision into action and laying the foundation for a sustainable organization.

Write about the implementation of the project. Did everything go smoothly? **Answer: The implementation of the project has been a progressive and ongoing process, with both successes and challenges. From the outset, I focused on laying a strong foundation by defining the company's mission, vision, and values, followed by drafting detailed business plans for each of the eight subsidiaries. This phase went smoothly and allowed me to clarify the strategic direction of the Faithful Forson Group of Companies Limited. However, not everything moved without obstacles. Securing funding and partnerships proved to be a significant challenge, as the project is highly ambitious and requires large-scale capital. In addition, aligning diverse business areas—ranging from media and education to manufacturing and security—demanded continuous refinement of strategies, systems, and structures. Despite these hurdles, the implementation has produced positive momentum. I successfully developed structured plans, initiated branding and design work, and began outreach for potential investors and collaborators. Each challenge encountered became an opportunity to apply critical thinking, creativity, and resilience. In summary, while the project has not always gone smoothly, every difficulty has contributed to growth, learning, and stronger alignment with the long-term objectives. The implementation process is still ongoing, but it is steadily moving forward toward achieving the vision of empowering futures and building legacies.**

How does this project relate to your major at AIU? **Answer: This project directly relates to my major at AIU because it integrates the core principles of leadership, organizational culture, strategic management, and entrepreneurship that are central to my field of study. Through the development of Faithful Forson Group of Companies Limited and its subsidiaries, I have been able to apply theoretical concepts from my program into real-world practice—such as aligning vision with organizational culture, creating strategic business plans, and leading diverse teams toward shared goals. The project also connects to my academic focus on innovation, sustainability, and human development, as it seeks to create impact across industries including education, technology, media, and manufacturing. By building systems that reflect ethical values, critical thinking, and long-term growth, I am applying the same academic knowledge I gain at AIU to foster a meaningful business model. Ultimately, the project is both an extension of my studies and a living laboratory where I test, refine, and expand the knowledge gained through my major.**

What is the most valuable skill that you developed in the project? How did you develop it: **Answer: The most valuable skill I developed in this project is strategic leadership—the ability to align vision, culture, and objectives into actionable plans that drive progress. I developed this skill through the process of building Faithful Forson Group of Companies Limited and its subsidiaries from the ground up. This required me to: Define a clear mission and values that could guide diverse business areas. Create structured business plans and financial models to give direction and attract investors. Practice adaptability and resilience in overcoming challenges such as limited funding and the complexity of managing multiple industries. Strengthen my communication and influence by presenting ideas clearly to potential partners and collaborators. Each stage of the project demanded a balance of critical thinking, decision-making, and people management, which refined my ability to lead with vision and consistency. As a result, strategic leadership has become not only my most valuable skill but also the foundation for my personal growth and academic journey at AIU.**