

EBENEZER BUSINESS COACHING

A 12-week coaching programme for doctors, clinic owners, health entrepreneurs and small business owners

SEE • BUILD • KEEP

The vision behind this programme

“...helping families in underserved places avoid preventable loss, and enabling doctors called to meaningful service to do it with dignity and sustainability.”

— Dr Bakahika Leonard Kururagireh, *Beyond the Stethoscope*, Principle 3, p. 156

1. Look at the Facts. Build the System. Keep What You Choose.

Ebenezer Business Coaching is the second half of that vision in practice. As the book puts it, “Rural healthcare remains the hope of Uganda’s health system. But hope without systems is just exhaustion with a noble story attached” (Way Forward, p. 113). Too many good businesses are full of activity and still thin on cash, with every decision waiting for the owner. Led by Dr Bakahika Leonard Kururagireh through Ebenezer Clinic & Diagnostic Centre, Ibanda, this programme helps doctors and other builders change that in 12 weekly one-hour sessions — because “the way out is not more hard work. It is better structure.” You will **SEE** your business as it really is, **BUILD** a simpler, stronger structure, and **KEEP** it with rhythms that hold when the feeling leaves — so the business can serve people even when you are not in every room. The method is the practical toolkit in the Appendix of Dr Bakahika’s book, **Beyond the Stethoscope — A Doctor’s Guide to Financial Freedom**, filled in with your own figures — so every participant starts with a copy of the book.

2. Two Ways to Take Part

PERSONAL (1:1) COACHING	GROUP COACHING
Who it is for Owners and founders who want private, focused work on their own business and on the personal side of leadership (ownership, fear, discipline, ego). Team members can join selected sessions so the people who carry the plan help build it. Format 12 weekly sessions of 30 minutes or 1 hour, one to one, by video call (Zoom or Google Meet), weekdays 11:00–16:00 EAT. Fully confidential. Start any week (rolling start). Investment UGX 30,000 per 30-minute session, or UGX 60,000 per 1-hour session (introductory price), plus the book. Best for Owners who want the whole hour on their own business.	Who it is for Doctors, clinic and pharmacy owners, health entrepreneurs and small business owners who want structure, peer learning and “borrowed eyes” from other owners. Format 12 weekly one-hour sessions in a cohort of 6–10 owners, in person in Ibanda or online via Zoom or Google Meet. Each owner works on their own figures; numbers are shared only if the participant chooses. Investment UGX 35,000 per participant per session. 12 sessions paid upfront = UGX 360,000, or UGX 320,000 early bird if paid by 15 Dec 2026, plus the book. Best for Owners who want the same tools at a lower cost, with peers who keep them honest.

3. What You Leave With

Sustainability, made practical. Both options use the same method and the same Appendix tools, so you can keep serving — with dignity — without the business consuming you. By week 12 you will have six working documents, built from your own records:

Outcome	Built with (from the book)
A clear profit picture — a monthly profit-and-loss ladder from revenue to net profit, with gross margin and mark-up understood	Appendix A; Chapter 9
A clear cash picture — cash in and out, a reserve started (5% of collections towards three to six months of operating costs), debtors aged with days sales outstanding, stock cover, creditors and the cash conversion cycle	Appendix B–E
The owner's money separated from the business — cash divided into boxes on arrival, leaks marked, and the owner on a scheduled salary	Appendix F; Chapter 9
A focused business — revenue streams reviewed with a keep / merge / stop decision, the keystone named, and growth tested before any hire or purchase	Appendix G; Principles 5 and 7
A focused strategy and new value curve — stakeholders ranked, a strategy canvas against real competitors, the Six Paths, Eliminate / Reduce / Raise / Create, a one-sentence position and a small test	Appendix H; Chapter 10; Principle 9
A 90-day plan with money disciplines — every shilling banked, spending from the budget, suppliers, salaries and statutory dues on fixed dates, a weekly money meeting, one owner per action, and a five-drivers review	Appendix I; Chapter 11; Principles 6 and 7

Results depend on each business and are not guaranteed. The programme is coaching, not personalised legal, tax, investment or financial advice.

4. Why Ebenezer Business Coaching

The vision is not borrowed. Your coach is living it: still a practising doctor serving an underserved district, and still building the systems that let a clinic last. That is what sets this programme apart.

What makes us different	
Coached by a practising doctor and clinic owner	Dr Bakahika is the Medical Director of Ebenezer Clinic & Diagnostic Centre, which he built from a single large room on a first floor in Ibanda, partitioned with MDF, in 2015.
Lived experience in the Ugandan and African context	He coaches from what he has lived — insurers who pay late, stock on the shelf, mobile money, small loans and staff on payroll — not from a foreign textbook.
The book is the method	He is the author of <i>Beyond the Stethoscope — A Doctor's Guide to Financial Freedom</i> . Its Appendix, "Clinic Numbers This Week", supplies the worksheets every participant fills in.
A trained business coach	Business coach trained by Ankolo Consulting. Coaching where the client has the answers — awareness first, no judgement — combined with practical financial tools.
Health management and business education	MSc Health Sciences Management (Northumbria University, Commonwealth Scholar) and Global MBA (E4Impact), Università Cattolica del Sacro Cuore, Milan — delivered at Uganda Martyrs University.

5. The 12-Week Journey

Phase	Weeks	What happens
SEE	1–4	Look at the facts: who wears which hat, the profit-and-loss ladder, cash and reserve, debtors, stock, creditors and how long cash is stuck (Appendix A–E).
BUILD	5–8	Separate the owner from the business, choose what to carry, and find a position worth paying for: strategy canvas, Six Paths, ERRC and a small test (Appendix F–H).
KEEP	9–12	Lead the change, set money disciplines on fixed dates, review the five drivers, guard against ego and write the 90-day plan (Chapter 11; Appendix I).

6. Fees and Current Arrangements

Current arrangements (subject to change). Fees are in Uganda shillings.

	Personal (1:1)	Group
Sessions	12 weekly sessions of 30 min or 1 hour	12 weekly sessions of 1 hour
Fee	UGX 30,000 (30 min) or UGX 60,000 (1 hour) — introductory	UGX 35,000 per participant per session
12 paid upfront	No package price; pay per session	UGX 360,000 (UGX 320,000 if paid by 15 Dec 2026)
Group size	One owner (team members may join selected sessions)	6–10 participants
Start	Rolling — start any week once booked	Next intake: Saturday 9 January 2027 (12 weeks, to 27 March 2027)
Session times (EAT)	Weekdays 11:00–16:00, by appointment	Saturdays 10:00–11:00 am
Where	Online by video call (Zoom or Google Meet)	In person in Ibanda, or online via Zoom or Google Meet
Payment	Per session before it starts, or all 12 sessions up front	Per session before it starts, or all 12 sessions up front

The book (optional; available from 10 November 2026). Beyond the Stethoscope — A Doctor's Guide to Financial Freedom: UGX 50,000; delivery UGX 10,000 in Ibanda town, UGX 20,000 to Mbarara, Kampala and other towns. Kindle (Amazon) or your own copy also accepted.

How to start — three steps

1. **Get the book.** Order through the clinic, get the Kindle edition, or use your own copy.
2. **Choose your option and book.** Book a 1:1 session or a January cohort place online (Ebenezer coaching booking page), or by phone, WhatsApp or reception.
3. **Bring your numbers.** Bring the last three months of sales, expenses and bank or mobile money records to the first session, so the first hour is spent on facts.

Enquiries and registration

Ebenezer Clinic & Diagnostic Centre

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Coach: Dr Bakahika Leonard Kururagireh, Medical Director

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