

via the following contacts. 0772 457251 / 0701 457251/ 0713 457251
 Email: luyerafrancis@yahoo.com / grasp.apply@gmail.com

ROAD-MAP
 Individual or group sessions on Self-Discovery and other Personal Development Programs can privately be arranged at affordable rates.
 Either at (i) A place of your convenience
 or (ii) The SELF-DISCOVERY INITIATIVE HOMELAND located at Nsangi - 20km from Kampala on Masaka Rd.

From Kampala → Nsangi Trading Centre → To Masaka
 → 0.5km → **S.D.I. HOMELAND → To Buloba
 HANA MIXED SCH.

(Use the above given contacts for booking.)

Easy To Grasp And Apply Solutions



Fast Learning, timely application!

P. O. Box, 21976, Kampala (Uganda)
 Location: SELF DISCOVERY HOMELAND - Nsangi-Nakatema, Wakiso District(See Behind).
 Tel: +256 (0)772-457251, (0)701-457251, (0)752-457251, (0)713-457251, (0)792-457251
 Email: grasp.apply@gmail.com www.EasyToGraspAndApply.com

PROSPECTUS



Welcome to this new and exciting offer addressing your inner quest for success!

Learn easily what you will hardly forget.

Who we are

Easy to Grasp and Apply Solutions is a duly registered, private consultancy firm specializing in socio-economic development. Our main area of expertise is promoting genuine self-engineered personal development. We provide a missing link in the contemporary formal education system.

Our vision

To play a leading role in transforming society, from relying on dependency to becoming self-reliant

Our mission

Empowering individuals to pioneer their career and general personal development through skillfully discovering, developing and deploying their full potential.

Our Core Values (Beliefs)

- Individuals can turn their lives round by intently listening to their hearts and sincerely responding to their legitimate desires. *“When your heart speaks, take good notes” - Judith Campbell. It whispers, so listen carefully!*
- Every individual should endeavor to find their rightful place in this world. Being the person you most want to be. *“Everyone is born a king but most people die in exile!” ~Oscar Wilde.*
- It is incumbent upon every individual to initiate strategies of uplifting their career and general well being.
- Our attitude and bona-fide actions play a fundamental role in influencing our personal development and that of others.
- Every person and every community no matter what they are, have potential resources to spearhead shaping of their destiny.
- Human potential should be well utilized in order to exploit the productive resources at our disposal for our prosperity.
- We can mutually work with other well-intentioned partners as we strive to achieve our goals.

What we do

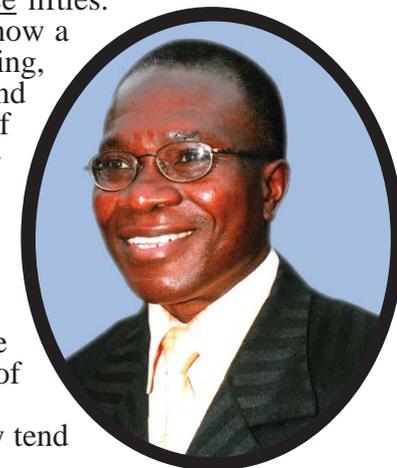
As agents of change we inspire individuals to successfully pursue their respective aspirations in making their lives more meaningful. Not just being driven by a wild search for riches but having true love for what one does.

“You will never find peace of mind until you listen to your heart.”

~George Michael

FRANCIS X. G. LUYERA, a protagonist of **Self-Discovery** is a Ugandan, born in the late pre-independence fifties. He was once a school teacher and is now a universal Educator offering invigorating, age-old wisdom; talks / seminars and written works to people of all walks of life. He is a family man, a trained Educator & skilled Manager, a self-made Entrepreneur, a socially moulded Leader & Mentor, and an Inspirational Speaker/Writer. His ambition is to fulfill the tripartite notion below

- **Vision:** Intellectually talk to the World for the prosperity of humanity.
- **Mission:** Articulate what we usually tend to take for granted.
- **Ideal:** Be an Agent of change in people’s lives.



Academic Credentials

He obtained a Diploma in Education from the National Teachers’ College (NTC)-Kyambogo in 1980, a BA (Arts) Degree from Makerere University in 1987, a Certificate in teaching French from CELAB, Besançon-France in 1989, Certificate in Administration from AIM (Institute of Administrative Management Kent, UK) in 1991, Pitman Stage I & II Certificate in Accounting in 1991 and a Master’s Degree in Development studies from Uganda Martyrs’ University Nkozi in 2004. He has attended various trainings and workshops at home and abroad. He is now aspiring to obtain a Doctorate in coaching for personal development.

Working Experience

He worked as a teacher and head teacher in various Ugandan schools from 1980-1997. Thereafter he served for 9yrs as a Director of SOS Children’s Village, Kakiri-Uganda, affiliated to SOS Kinderdorf International.

Current Occupation

He attained his own independence in 2007, maximizing his potential as a free lance writer, public speaker and mentor on personal development. He is a promoter of **SELF-DISCOVERY**, **“The Success Password,”** empowering people to enjoy the freedom of designing their own lives. He also doubles as the C.E.O. of **EASY TO GRASP AND APPLY SOLUTIONS**.

Publications: The Self Discovery Series and some fiction books.

Hobbies: Nature Watching, Gardening, Reading & Interacting with people.

The Way Forward

That is where the **SELF DISCOVERY INITIATIVE** comes in handy, as a landmark **Bridge Model** supplementing the existing conventional models, to make our education more comprehensive. It is based on a provocative / inspiration approach (creation of a burning anxiety within oneself due to a compelling reason i.e. the strong why) as underscored in the words of one scholar, namely Galileo, *“I cannot teach anybody anything, I can only make them find it within themselves.”*

That basic philosophy is what you will fully explore upon reading **F.X.G. LUYERA’s** Self Discovery Handbooks and during his down-to-earth inspirational Self Discovery Talks, Seminars and Workshops. Remember, *“You are a more powerful creative being than you could have ever imagined possible”~Melaine Evans. “What you truly are might be what you are yet to find.”* Come on; get on the bandwagon before it is too late!



Please use the contacts on the cover page for all transactions.
MANY THANKS!

Advertising offer!

In our various publications and on website we create a unique opportunity for those who matter in the business world to find a reliable and cost effective way of making their business talk directly to the prospective consumers.

We offer training and advocacy for promoting personal initiatives in uplifting people’s quality of life (holistic general well being). We conduct workshops, seminars and tutorials for all interested persons; irrespective of their social or even academic background. These invaluable trainings which started in 2007 have so far benefited many and more will come on board. We are continuing to register a very positive response from contented participants who are now passionate to achieve self-actualization. *“Man can starve from lack of self-realization in the same way as from lack of food!”~Richard Wright.*

Our core subject is **SELF DISCOVERY** but we also take interest in other related areas namely; public speaking, Leadership, general administration, human resources & projects management.

Inspirational Sessions

The motivational talks and seminars are mainly conducted by an in-demand speaker, FRANCIS X. G. LUYERA who is a seasoned educator and Self-Discovery enthusiast, Ref to his personal profile ahead. His passion to empower people embrace self-realization came about as he pursued a Master’s Degree majoring in Development Studies. He has ever since devoted his life to this cause, reaching out to numerous individuals in various communities, e.g.; families, schools, institutions, clubs, NGOs, corporates, churches etc. In addition he has authored several vital user friendly handbooks (mind-openers) on that subject.

The Self-Discovery Module

This self-energizing program is tailor-made to suit diverse needs and audiences, as a brief one to two hours’ presentation or a one day up to maximum 3 full days’ workshop, depending on one’s choice.

The general objectives are:

- To stimulate the participants’ interest to explore and reflect on what can influence their development to grow as all round individuals. Encouraging innovation other than copy cat tendencies.
- Intrigue them to fully awaken and honestly utilize all their endowments to achieve their desired goals. Taking real action and avoiding mere lip-service.
- Provoke them to recognize opportunities around them and seize them accordingly.
- Prepare them to face squarely any challenges they may come across in the above endeavors. *“When the journey gets tough as it sometimes will, rest if you should but don’t quit.”~Robert H. Schuller.*

Methodology

1. We focus on the human person as a unique and inimitable being whose heart is always longing for satisfaction namely experiencing total; joy, love, peace and prosperity. This involves valuing the abilities, knowledge, skills, experience, zeal and relationships of every one. Such a positive approach helps people gain confidence to recognize their own worth and acknowledge their role in taking their destiny into their own hands.
2. In addition we employ a learner-centered approach enabling individuals to constantly discover their own uniqueness and potentiality as well as that of other people they may wish to emulate. We make reference, to personal experience, audio & visual aids and testimonies of success stories in daily life situations for them to appreciate making the best of what they have and the need of sustaining our co-existence.
3. We also draw lessons from the works of renowned writers, scholars, philosophers, thinkers and educators, in order to justify the universal nature and true value of the Self Discovery phenomenon.
“*The ink of a scholar is more powerful than the blood of a martyr.*”
4. Use of open communication and free discussion among participants and facilitators enables us to accommodate a wide spectrum of opinions consolidating the understanding of our focal theme.
5. We stir up querying of one’s existence and the meaning of all what is around us. We therefore systematically cultivate excellence in **critical thinking**. This is vital because the total sum of our life and the standard of what we produce depends on the degree of our thought. Shoddy thinking is costly, both in money terms and in quality of life. “***I cannot teach anybody anything; I can only make them think,***”~*Socrates*.
That awareness ultimately leads individuals to reaching into the depth of their hearts and minds (the beyond within), in search of developing personal creative solutions, to achieve their set targets in a genuine and mature way while respecting the freedom of others.
6. Last but not least, we advocate for engaging in public debates, symposia and general networking as need be, to gain best practices, in entrepreneurship and personal development.

FOOD FOR THOUGHT!

Change of Mentality Campaign

In this day and age, whereby graduation functions are almost a daily occurrence, it is no longer a task to justify the need for people especially fresh high school leavers and graduates as well as retirees to undertake **Self-Employment**, thus becoming **job-creators** rather than **job-seekers**.

Unfortunately this bitter reality is what our society is still grappling with!

The Govt, NGOs and a number of other institutions are now actively engaged in imparting knowledge & skills to potential beneficiaries of this drive.

However, despite such concerted efforts for change of attitude, the academically educated fellows have not reciprocated accordingly. They still regard Self-Employment as *casual* or sheer *unemployment* altogether! Many of them including those who have done technical subjects, entrepreneurship or business courses in general are roaming the streets in a desperate search of “**generous employers**” or worse still, a “**foreign messiah**” to rescue them!

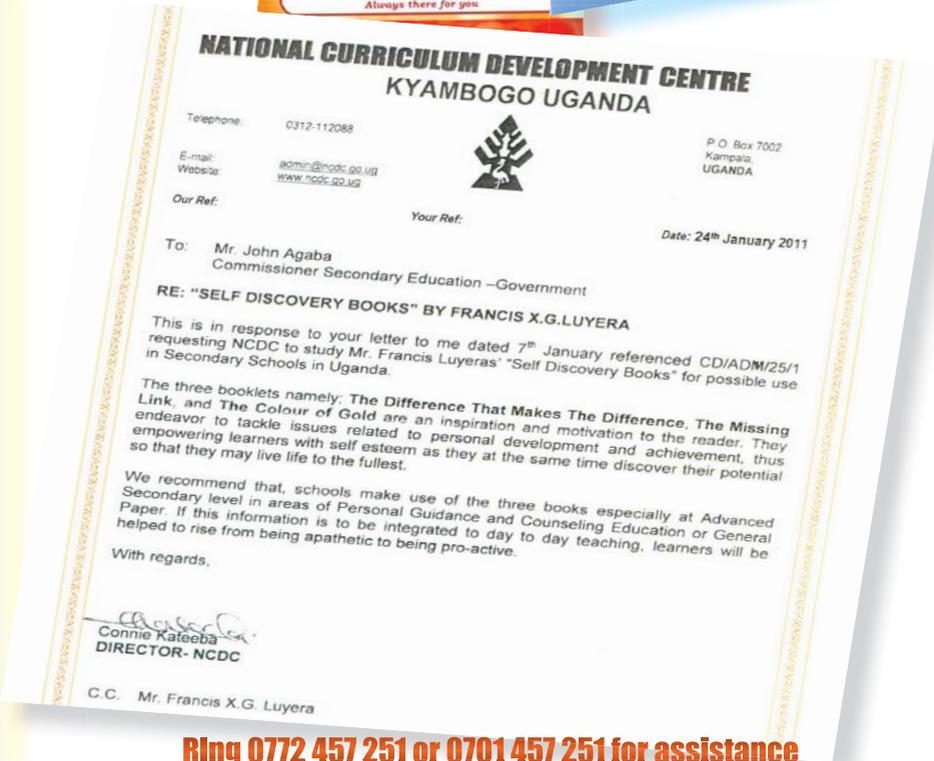
Surprisingly, the employers usually turn out to be **Self Made entrepreneurs** who were formerly looked at as school drop-outs or even uneducated at all!

This therefore, poses a fundamental question as to what remains to be the **missing-link** in the entrepreneurship and personal development equation. Surely it takes a lot of courage (***the Will Power***) to become an entrepreneur especially when starting from scratch!

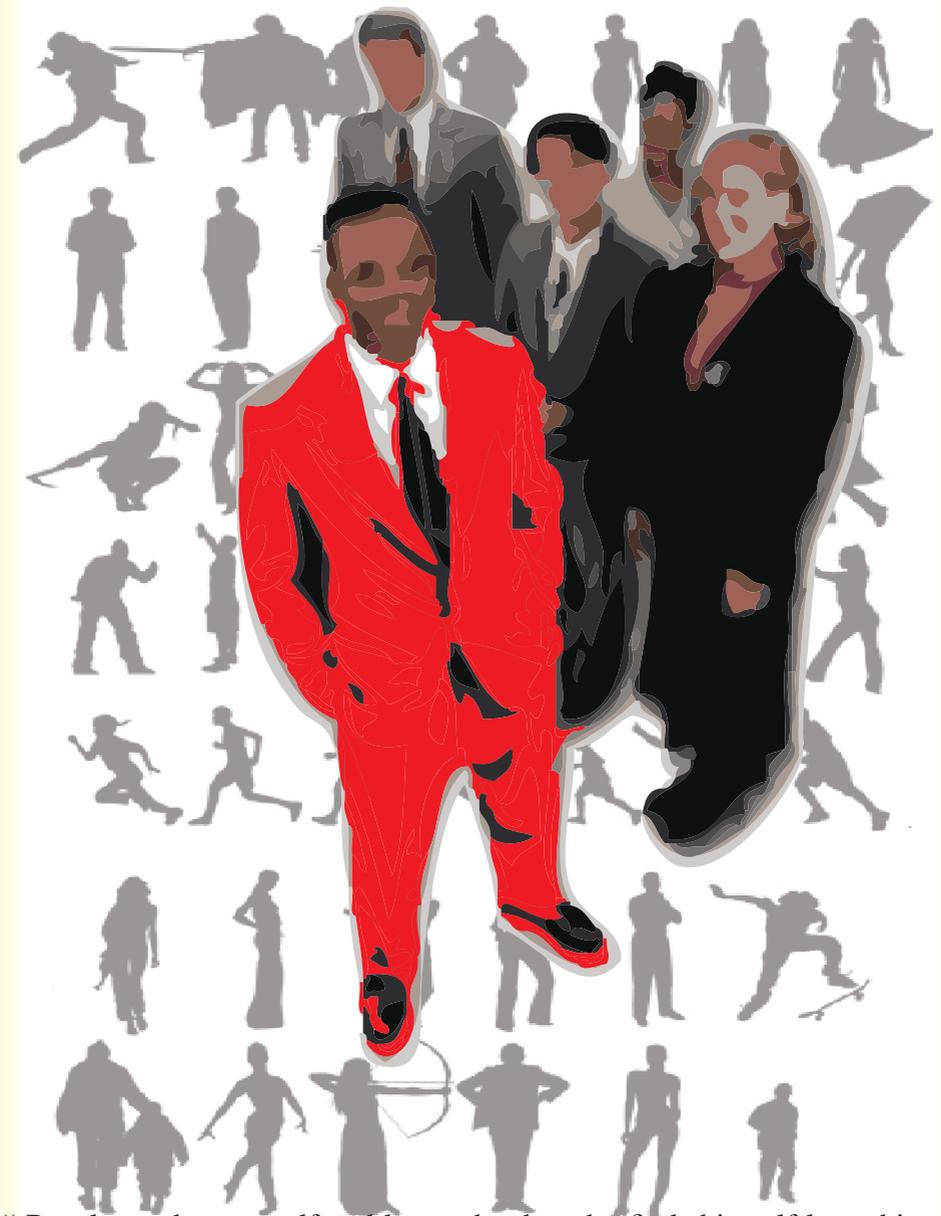
Business courses as offered in schools and higher institutions today are just another batch of academic subjects. Students are taught in details what **ideally** business is all about (i.e. the know how) but they are not necessarily **aroused** enough to love doing business. They remain doubtful and fearful to undertake any venture! Needless to say that basically the best way to learn doing business is to set up one.

Incidentally, even sponsored charitable organizations and most salary earners too need to generate some side income!

GET YOUR OWN SET AT ONCE!



Ring 0772 457 251 or 0701 457 251 for assistance



“Resolve to be yourself and know that he who finds himself loses his misery.” ~ Matthew Arnold ~ *Self Dependence*

FREQUENTLY ASKED QUESTIONS (FAQ)

Q1. What is Self Discovery?

- A. Seeking knowledge and understanding of oneself in order for one to succeed in unlocking, developing and deploying one's full potential. In society, success is achieving beyond the ordinary

Q2. What is the place of Self Discovery in the day to day life?

- A. It is the "success password" the ultimate formula to personal and community development. *"Active citizens give rise to productive communities and consequently independent developed nations."*

Q3. Can one obtain a certificate, diploma or degree in Self Discovery?

- A. Paper qualification is not the main point. The Self Discovery experience is rewarding and helps you find or add true meaning to your life. Getting to realize the purpose of the gifts you were given to share with the rest of the world.

Q4. Who should undertake Self Discovery?

- A. Any body wishing to take full control of his / her life's destiny.

Q5. What is required to do so?

- A. The desire and willingness to achieve self-realization. In addition you should be able to create enough time and devotion for your self to do so.

Q6. When and where should the Self Discovery journey or study begin?

- A. Anytime, anywhere once you choose to descend into the depth of your heart. It is for you so you don't do it for anyone else.

Q7. What are the benefits of Self Discovery?

- A. Enjoying the freedom of pursuing your aspirations as you design your life, hence becoming what you really are. Society will also gain much more from what you can do with all your heart and might.

Q8. Isn't Self Discovery abstract?

- A. Records have it that from time immemorial, the Self Discovery phenomenon has been man's key to success from generation to generation. Classic examples are all around us though we tend to ignore them.

Q9. Why is Self Discovery not a core subject so far taught in schools?

- A. The tendency of overlooking vital aspects in life is a common human weakness. Even drinking enough water which is a basic necessity for sustaining our life is not yet fully embraced by all.

Q10. Isn't it high time something was done about it?

- A. Your personal interest in this subject is already a big step in the right direction and feel free to share the benefits with others.
Mass sensitization by various means will certainly draw in more people. Furthermore, hopefully Self Discovery will in due course get incorporated into the education curriculum.

Q11. How long does it take for one to achieve Self Discovery?

- A. The road to success is always under construction. Every attained step along your pathway is a strong reward and motivation for you to move on. It becomes more and more exciting to keep going.

Q12. What are the bottle necks of undertaking Self Discovery?

- A. Apparently the would be obstacles can all become positive aspects by turning them inside out. Indeed set backs are instead great feedbacks.

Q13. How can I deepen my understanding of Self Discovery?

- A. From all available sources e.g books, mass media, internet, daily experience and knowledgeable persons about the subject.

EASY TO GRASP AND APPLY SOLUTIONS is at your service to see you through this. Don't hesitate to get in touch with us via the contacts provided.

Q14. Isn't it too costly to venture into all that?

- A. It is worthwhile considering the probable benefits. You are bound to realize rewards beyond your wildest expectation!

GOOD LUCK!