

ONE
AFRICA

LEADERSHIP
DEVELOPMENT
PROGRAM



**BE A MASTER
OF YOUR
OWN FATE**

15 FEBRUARY 2023

WWW.ONE-AFRICA.CO



ONE AFRICA: THE MOVEMENT

WE BELIEVE IN AN AFRICA THAT IS A MASTER OF ITS OWN FATE

For us, this means an Africa that is capable of building its own prosperity and independence with the great natural and human resources it possesses. It also means self reliance, dignity and overcoming the challenges the continent faces, such as poverty and quality of education.

AFRICA'S MOST PROMISING FUTURE LEADERS

In order to overcome these obstacles and implement entrepreneurial and sustainable solutions, we need to develop, motivate and inspire Africa's most promising future leaders.

That is what we do at One Africa:



As a leadership development organization we partner with top corporations, successful leaders and specialists.



Help build the pipeline of African leaders in middle and upper management.



Cultivate purpose-driven leadership programs that help Africa's most promising future leaders think independently and act boldly in the interest of their organization and of Africa.



Through our multi-company and multi-country approach we develop the capacity of future leaders by helping them break out of unfavorable patterns and manage across cultures.

OUR PURPOSE

One Africa was founded to provide Africa's most promising future leaders with the tools and skills they need to become great leaders and to create a movement of changemakers who will make an impact across the continent.

One Africa is the chance to leverage a pan-African network of companies to bring insight and skills to your most promising future leaders.



RESEARCH SHOWS

There is no doubt that the demand for effective leadership in Africa is high. A shortage of effective leaders has led to the underdevelopment of organizations in many African countries. These organizations are underperforming and could improve their performance by developing their management and leadership skills.

77%

of organizations report that they are experiencing a leadership gap.

63%

of millennial employees say their leadership skills are not being fully developed.

83%

of business say it's important to develop leaders at all levels, but **only 5%** of all organisations have implemented leadership development programs for all levels.

These statistics make it clear that while companies recognize the value of leadership development programs, many are ultimately failing both the future leaders who participate in them and their organizations.

HERE IS WHERE ONE AFRICA COMES IN

We believe that leadership development is a key factor in the development and prosperity of organizations and of Africa. We collaborate with a selected group of top organizations to develop and coach their most promising future leaders by offering them the tools to help enhance their management skills, an entrepreneurial mindset and leadership skills whilst working on a project that will contribute to the success of their company and, simultaneously, promote sustainable development in Africa.



ABOUT THE PROGRAM

Start date: 15 February 2023

Duration: 3 months

Course time: ± 3 hours per week (including sessions, coaching, check-up calls, project development)

Online

- Academic sessions
- Intervention sessions
- Check-ins
- One-on-one coaching

Face-to-Face (in Ghana)

- 3 days Kick-Off Retreat
- Closing ceremony, including presentation

The program will focus on three dimensions:

MANAGEMENT SKILLS

Attributes that will help participants fulfill specific tasks and succeed in their organization.

Skills we work on:

- Building a team, delegating and empowering team members
- Communicating effectively and giving constructive feedback
- Strategy building
- Decision making process
- Managing time
- Leading in a digital world
- Understanding finance for non-financials

ENTREPRENEURIAL MINDSET

Specific set of beliefs, knowledge, and thought processes that drives entrepreneurial behavior and help participants make an impact in Africa.

Setting up your challenging project, based on Sustainable Development Goal(s):

- How to identify a problem or opportunity
- How to turn an idea into a business plan and make it work
- How to build a network and get people on board
- How to influence your company
- How to be resilient and make the project a success
- How to raise funding for your project

LEADERSHIP DEVELOPMENT

Participants identifying their leadership style and how to develop it further.

Becoming a vehicle for change:

- Self-awareness & Self-reflection
- Purpose-driven Leadership
- Personal Coaching on specific growth areas

During the program we continuously assess which skills require attention and we might adjust the focus accordingly to benefit the learning process and goals.





BENEFITS FOR YOUR ORGANIZATION

The success of your company and the fate of Africa is directly proportional to how human capital transformation is evolving. It is imperative that your most promising leaders are continuously learning and evolving during the process of achieving business goals and making a sustainable impact in Africa.

INVESTING IN YOUR ORGANIZATION AND IN AFRICA

Investing in your most promising future leaders through the One Africa Leadership Development Program means investing in your organization and in Africa.

MULTICULTURAL APPROACH

You will be part of an international program with a multicultural approach, joining forces with leading organizations from all industries in Africa to channel your energy and resources to help build a more robust continent that would be a master of its own fate.

PUTTING THEORY IN PRACTICE

What is unique about the program is that participants immediately get to put what they've learnt into practice through projects that will add value to your organization and create a sustainable impact in Africa.

INCREDIBLE NETWORK

We also offer a platform that will help participants develop an incredible network, by working with fellow participants and organizations from all over Africa. Participants receive individual and group coaching sessions and have full access to relevant specialists.



WHO WE ARE



We believe in the current generation of young leaders in Africa to build an Africa that is a master of its own fate.

MISSION

- Work with leading organizations and their most promising young leaders in Africa.
- Train and develop their leadership capacity in order for them to think independently and act boldly.
- Build a strong and an engaging alumni network.

CORE VALUES

- **Enjoy the journey:** We do the most amazing job with fun and humor.
- **Integrity:** We do what we say we are going to do and manage the hopes and aspirations of the people we work with.
- **Excellence:** With a strong sense of optimism, simplicity, humanity and independence we work with our communities to achieve their highest potential.



OUR STORY

MICHEL BARTH

Supports leaders and organizations to identify, internalize and activate their purpose.

- Executive Board Member ECOM West Africa (responsible for HR and for the set up of ECOM University)
- Managing Partner Better Future for 15 years working in over 30 countries in emerging markets; offering leadership development, personal and team coaching and strategy building
- Started his career in the banking sector
- Bachelor International Management

"If you treat the other as what (s)he can be, (s)he can reach their full potential. This is true for the individual leader and for the continent as a whole."

"For more than 20 years I have been an admirer of 'the African spirit': so many young people, willing to grow on a personal level and contribute to their communities. I feel that I have been blessed with my career and experience in leadership development. Paying it forward to the next generation on the African continent is a great honor."

JAN VAN BETTEN

Working with young talents from all over the world on their leadership for a sustainable future is Jan's passion and main focus.

- Founder Nudge Academy, an Institute for Future Leadership Development
- Non-executive Board Member for several profit and not-for-profit organizations
- Over 30 years of experience in leadership roles in various countries (at British American Tobacco and Reed Elsevier)
- Started his career as a Business Lawyer at Philips

PEARL BUADU

Prides herself in being a change maker, a creative creator and making an impact in other people's lives. Pearl's mission is to establish a sustainable pipeline of talent to meet future skills needs.

- Studied Communications Management at Hogeschool van Amsterdam
- Started her career spearheading the Amsterdam South East Youth Project – CheckPoint ZO, focusing on social issues and challenges.
- Organized events, workshops and trainings to help build a bridge between young professionals and industry leaders, specialists and coaches.

"The Africa we want requires vision, collaboration, and great leadership. Let's join forces and create an Africa that is capable of building its own prosperity and independence. This means self-reliance, dignity and overcoming the challenges we are facing. Let's build an Africa that is a master of its own fate!"



ENROLL YOUR FUTURE LEADERS TODAY!

REQUIREMENTS

ORGANIZATIONS

The organizations that sign up are corporates, non-profits or multinationals from all industries based in Africa. They have at least 100 employees, a strong brand, Social Media presence and their core business is aligned with One Africa's vision.

PARTICIPANTS

The participants that will partake in the program are the most promising future leaders of their organization who are ambitious, dedicated and are eager to make an impact in Africa. They are between the average age bracket of 25-45 years and are fluent in English, both written and spoken.

There are only 20 slots available for this program. Every organization can sign up multiple participants who will work together on the organization's impactful project.

PROGRAM FEE

The fee per participant is \$2.750*
≥ 3 participants per organization is \$2.500*

APPLY BEFORE 15 DECEMBER 2022

Visit our website www.one-africa.co
Or get in touch with us: info@one-africa.co

**This fee excludes travel expenses, accommodation costs & VAT.*

One Africa Leadership Group

Offices in:
Doorn - the Netherlands
Accra - Ghana

**IF YOU WISH TO
MOVE MOUNTAINS
TOMORROW,
YOU MUST BEGIN
BY MOVING STONES
TODAY.**

- AFRICAN PROVERB

