

ONE  
AFRICA

# LEADERSHIP DEVELOPMENT PROGRAM



BE A MASTER  
OF YOUR  
OWN FATE

**KICKOFF RETREAT**  
3 -5 FEBRUARY, 2025  
CAPE TOWN, SOUTH AFRICA



oneafrica.co



One Africa



www.one-africa.co



# ONE AFRICA: THE MOVEMENT

**Building leaders that help scale and improve your organizations**

## **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 LEADERS**

In order to overcome these obstacles and implement entrepreneurial and sustainable solutions, we need to develop, motivate and inspire Africa's most promising leaders. That is what we do at One Africa.

### **As a leadership development organization we:**



Partner with top corporations, successful leaders and experts



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



Cultivate purpose-driven leadership programs that help Africa's most promising 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 promising leaders by helping them break out of unfavorable patterns and manage across cultures.

## **OUR PURPOSE**

As a pan-African leadership development organization, One Africa offers a 3-month hybrid program that helps participants evolve on a personal level, drive change on an organizational level and create impact across the continent.

The One Africa program is the chance to leverage a pan-African network of companies to bring insight and skills to your most promising 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 help develop their most promising leaders. In a period of three months, we help participants enhance their management skills, assist in their personal development, and encourage purpose driven leadership through an entrepreneurial impact project that not only benefits their company, but also promotes sustainable development in Africa.

**80%**

of organisations that signed up for our program reported a considerable improvement in the leadership skills of their employees.

**75%**

of participants in the One Africa program have experienced substantial progress in their leadership skills and personal development relevant to their careers.

**66%**

of participants in the One Africa program have shifted mindset from exclusively focusing on their personal and organizational success to implementing long-term development projects that benefit Africa as a whole.







# ABOUT THE PROGRAM

**Start date:** 3-5 February, 2025

**Duration:** 3 months

**Course time:** ± 3 hours per week (including academic sessions, coaching, check-in calls, project work, and intervention group sessions).

## Face-to-Face (in Cape Town)

- 3 days kickoff retreat

## Online

- Skills sessions
- Coaching sessions
- Peer coaching sessions
- Happy Hour (Check-in calls)
- Closing ceremony (including presentations)

**The program will focus on three dimensions:**

## LEADERSHIP DEVELOPMENT

Participants identify their leadership strengths and development opportunities.

### Becoming a vehicle for change:

- The Leadership Circle self-assessment & evaluation report
- Personal one-on-one coaching on specific growth areas

## MANAGEMENT SKILLS

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

### Skills we work on:

- Strategic Thinking
- Leading Innovation & Change
- Emotional Intelligence & Constructive Feedback
- Managing your context: Data & Digitalization
- Building a Team: Developing People
- Culture in Context

## PURPOSE AND LEARNING PROJECT

How to lead an impact project with a purpose and make an impact in Africa.

### Setting up an purpose project:

- How to identify a problem, challenge or an opportunity
- How to turn an idea into an impact project 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

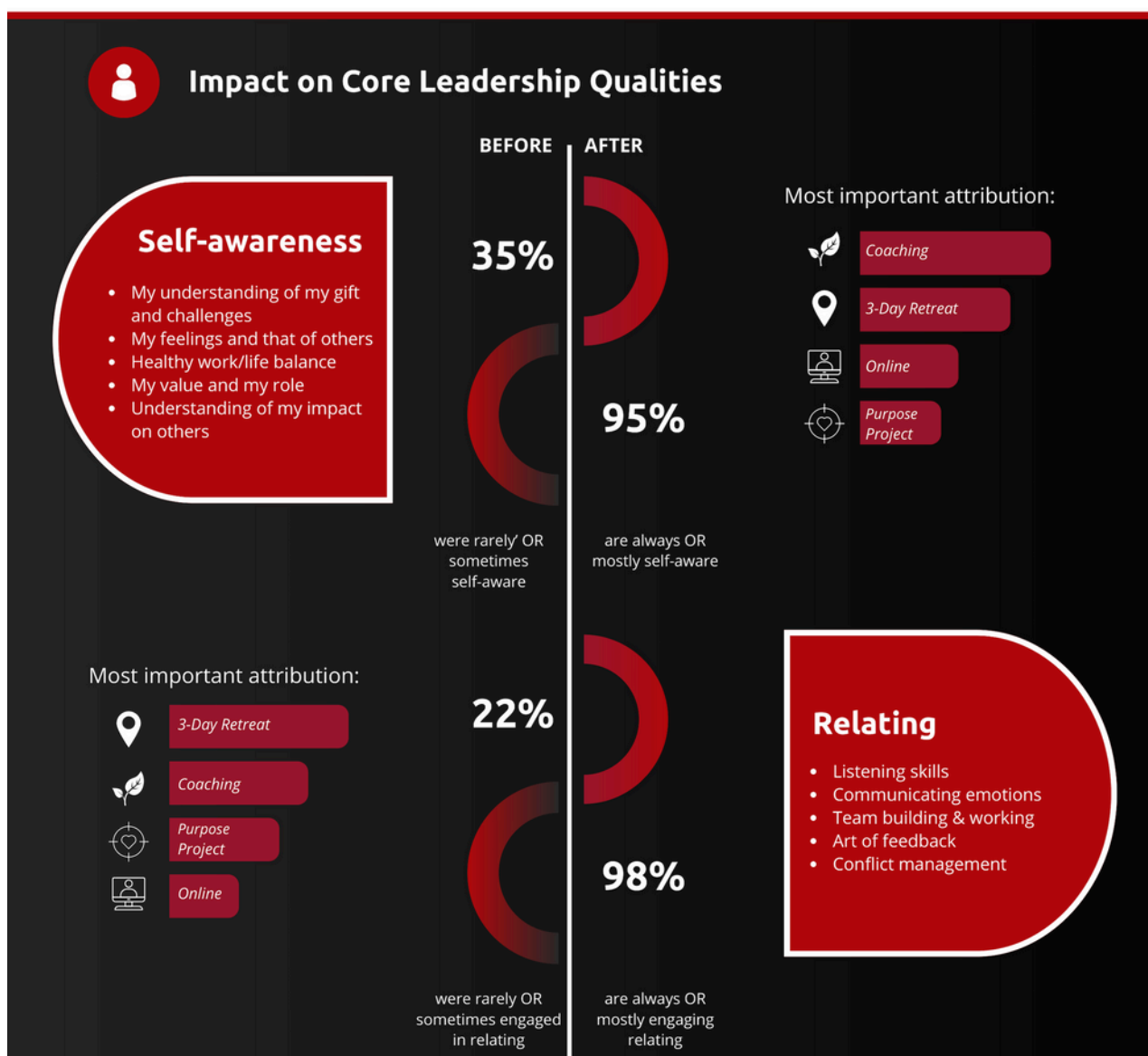
*During the program we continuously assess which skills require attention and we might adjust the focus accordingly to benefit the learning process and goals.*





# THE IMPACT OF OUR PROGRAM

Results show that we deliver the highest quality.  
The programme focuses on four (4) elements:



## Purpose driven

- Clear understanding of purpose and professional goals
- Strong sense of direction and purpose
- Confidence in contribution
- Communicating purpose to others

BEFORE

13%

were rarely OR  
sometimes  
purpose driven

AFTER

98%

are always  
OR mostly  
purpose driven

Most important attribution:



Coaching



Purpose  
Project



3-Day Retreat



Online

Most important attribution:



Coaching



3-Day Retreat



Purpose  
Project



Online

21%

were rarely OR  
sometimes system  
aware

98%

are always OR  
mostly system  
aware

## System Awareness

- Identifying opportunities and initiating change
- Leading organisational change
- Co-creating change with others
- Championing innovation
- Paying attention to external forces
- Understanding and driving social impact

## Innovative and strategic thinking

- Navigating and analysing complexity
- Learning from mistake & failures
- Engaging in creative thinking
- Exploring alternative approaches and information
- Developing organisational strategies & tactics
- Aligning self-purpose and organisational vision

21%

were 'rarely' OR  
sometimes engaged  
in strategic thinking

94%

are always OR  
mostly engaged in  
strategic thinking

Most important attribution:



3-Day Retreat



Online



Coaching



Purpose  
Project

[SEE FULL REPORT](#)

# 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 organizational goals and making a sustainable impact in Africa.

## BUILDING BETTER LEADERS

The program helps increase employee retention, improve productivity, promote better decision-making, build better teams, and create space for knowledge sharing.

## INVESTING IN THE BIGGER PICTURE

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 learn best practices in management and strategy. Which will assist in channeling your energy and resources to help build a more robust continent.

## PUTTING THEORY IN PRACTICE

What is unique about the program is that participants are empowered to create change and impact. We help them transform their ideas, ambitions and passion into action and tangible results. As part of the program they will work on an impact project that will add value to their organization and create a sustainable impact in Africa.

## BUILDING A COMMUNITY

We create fertile ground for intimate connections and offer a platform that will help participants build a community and develop an incredible network. Ambitious, courageous, and driven participants from various organizations across Africa will get the chance to work together to become the changemakers of Africa. Participants will also receive individual and group coaching sessions and have full access to leadership and management experts.

## TRANSFORMATIVE EXPERIENCE

The One Africa program is a transformative experience. Participants will walk away from this program with a better understanding of themselves, the impact they have on others and the change they are capable of making in Africa.





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

## MISSION

- Work with leading organizations and their most promising 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 learn and grow outside of our comfort zone, and we accept all that comes with it.
- **Excellence:** We work to achieve your and our highest potential.
- **The One Africa way:** We say what we do, and we do what we say with a touch of magic.

**LOUISE KIBUGI**

Louise, an ICF-certified coach and strategist, has over a decade of experience in marketing, brand strategy, and project management across industries like renewable energy, agriculture, and banking. As a senior consultant and former Chief of Staff for a regenerative farming enterprise, she excels in strategic alignment and leadership.

With a Bachelor's in Design, PMP certification, and a focus on women's empowerment, Louise is dedicated to helping African leaders create positive, lasting impact through purpose-driven collaboration.

**DAVID ROSENBERG**

David Rosenberg is a sustainability and innovation expert, advising multinational and African companies. He founded UTZ Certified, established Agri-finance initiatives, and coaches teams for optimal performance. With an MBA from Rotterdam, MA in Economics from Boston University, and a BS in Civil Engineering from Princeton, Rosenberg combines expertise with a passion for sustainability-driven solutions.

**SALMAAN SANA**

Salmaan Sana is passionate about transforming teams and organisations by fostering inclusive and collaborative work environments. He specialises in leadership development, team cohesion, and effective communication. He has worked with multinational companies and significant events as a moderator, keynote speaker, and consultant. As a TEDxAmsterdam licensee and board member, he helps facilitate impactful ideas. Additionally, he serves on the boards of the School of Moral Ambition, Treesistance, and The Radiqs.

**MICHEL BARTH**

Michel has served clients in over 30 countries, offering leadership development, personal and team coaching, and strategy building. He is focused on supporting leaders and organizations to identify, internalize, and activate their purpose.

**DESAN PILLAY**

Desan Pillay specializes in digital transformation and data-driven strategies, managing large projects across Africa, the UAE, and Turkey. With qualifications from Stanford and Northwestern, he lectures on digital innovation and speaks at events. Entrepreneurial and self-driven, he focuses on technology, customer experience, and strategy development to address the challenges of African citizens.

**PETRA LENS**

As an Organizational Advisor and accredited Executive Coach in leadership, people development, and Human Resources, Petra catalyzes growth and connection through coaching and organizational development sessions in international environments with societal relevance.

**DR. MALIKA VIRAH-SWAMY**

As a facilitator, systems scientist and activist, Dr Virah-Sawmy focuses on social transformation. She provides leadership on systems change, with institutions such as the UN, NGOs and with companies. Her work is rooted in theory and practice in systems change, innovation, learning, collective healing and leadership, and ancestral wisdom. She supports her clients on a journey to collective transformation processes crossing boundaries between personal, institutional and systemic.





# ENROLL YOUR FUTURE LEADERS TODAY!

## REQUIREMENTS

### ORGANIZATIONS

The One Africa program is for corporates, non-profits or multinationals from all industries based in Africa. They have a strong brand and their core business is aligned with One Africa's vision.

### PARTICIPANTS

The program targets two groups of participants:

- Corporate

The top and brightest employees from leading companies in Africa, who are ambitious and have the drive to contribute to the success of their company and the development of Africa. They are on their way to C-suite or on their way to leading a business unit within the company.

- Wildcard

Individuals and/or social entrepreneurs who are either on the same level as or above the corporate participants. This group of participants have limited financial resources to apply for the program but are ambitious and dedicated to make an impact in Africa.

### DISCOUNT

Organizations enrolling more than five participants are eligible for a special discount.

**APPLY BEFORE 1 JANUARY 2026**

Visit our website [www.one-africa.co](http://www.one-africa.co)

Or get in touch with us: [info@one-africa.co](mailto:info@one-africa.co)

*\*This fee excludes travel expenses, accommodation costs & Tax*







# OUR CLIENTS



## OUR PARTNERS



### One Africa Leadership Group

Offices in:  
Doorn - The Netherlands  
Accra - Ghana  
Nairobi- Kenya



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

- AFRICAN PROVERB