



Impact Storybook

20th Anniversary Edition





2019 Outstanding
ILEAD Fellow Award

Presented to

Aramide Atinuke Bakare

In recognition of
Exceptional Performance
during the
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LEAP Africa @20: Celebrating Impact, Redefining the Future

For 20 years, Leadership Effectiveness, Accountability and Professionalism (LEAP) Africa has stayed true to its mission of raising leaders that will transform Africa. Through multiple interventions and cutting-edge programmatic thrusts, LEAP inspires, equips, and supports young people and their enablers to lead ethically while motivating them to deliver positive change in their communities.

As a foremost youth focused non-profit, LEAP Africa actively contributes to youth development through its strategic imperatives of ecosystem building, thought leadership and advocacy. The last 20 years has been rewarding, impactful and fulfilling for our constituents and stakeholders. We look forward to the coming years with renewed hope and zeal to deepen impact that will truly transform the continent.

... Raising Leaders, Transforming Africa

Forward



Sarah Johnbull
Human Resource Officer

This year LEAP Africa's Young Professional Development Programme (YPDP) was aimed at raising emerging leaders in the development sector in Africa. The program is designed to equip fresh graduates with the requisite knowledge, skills, tools, and training needed to accelerate their career development, professional potential, and opportunities for global exposure. This cohort had a total of eight (8) young graduates who are passionate about creating positive and lasting impact across Africa.

As part of the programme, associates were exposed to on-the-job training experience, with hands-on supervisory mentorship aimed at building their key strength and capacity. Each associate was given an opportunity to drive projects in their respective units geared towards improving their technical and soft skills. The programme included a buddy program and learning sessions on programme management, grants and partnership, writing, stakeholder management as well as mentorship sessions with inspiring individuals within and outside the organization.

With over two decades of action-oriented commitment to raising leaders that will transform Africa through interventions for young people, that bridge the gap in leadership, education, employability, and entrepreneurship. LEAP is positioned as a leading Pan Africa youth focused leadership development organization. We recognize and strongly believe that youth leadership and inclusion is critical to economic growth, and development in Africa.

We are excited about this impact story book because it shines a spotlight on the transformative journey of our multiple stakeholders. This book reflects the growth of our associates who contributed to making this vision a reality for our 20th anniversary celebration. As we go into the coming years, we will continue to leverage different platforms and projects to educate, engage and train young graduates to support their career development and growth for Africa's transformation.

LEAP Africa Through the years!

Unique Footprint in 13 African Countries

While our reach cuts across 34 African countries ensuring that our mandate to transform Africa is realized.

1.8+ million Beneficiaries

46,000+ Students

1478 Teachers

1400 Entrepreneurs

4500 business supported







*Leadership & Civic
Responsibility*

Redefining Africa's Leadership Challenge: The Rise of a Crippled Giant

Africa's leadership challenge has received center stage attention in recent times; the reason is not farfetched. As the dictum goes, everything begins and ends with leadership, hence, the development of any nation is hinged on the quality and effectiveness of its leaders. African history is besotted by events that gives a similitude of a continent only capable of raising poor leaders interested in private gains at the expense of the masses. While there is indeed a leadership challenge in Africa, its framing calls for deep questioning as it might in fact be a major part of the problem.

From the 60's when most African countries began their struggles for independence, conversations of who and what its leadership will look like emerged. There were concerns about how a region so diverse can be managed effectively to harness its potential. In the wake of these conversations, leaders in their youthful prime rose to the challenge in a gargantuan attempt to lead their countries towards peace and prosperity. Notable amongst them were Julius Nyerere (Tanzania), Félix Houphouët-Boigny (Côte d'Ivoire), Ahmed Sékou Touré (Guinea), Modibo Keita (Mali), Chief Obafemi Awolowo (Nigeria), Kwame Nkrumah (Ghana), and Mau Mauof Jomo Kenyatta (Kenya).

The transition from colonialism to independence was marked by crises, exploitation and several forms of discrimination and exclusion. Post-colonialism governance was not different as coups, counter coups, civil wars, and unrest led critical pundits to suggest that Africa was never ready for its independence. While this view appears critical, it may be useful to juxtapose Africa's position and transition with other regions that have similar historical antecedents. In this regard, it may be interesting to explore the history of Europe and America to understand the nature and context of the leadership challenges they faced. This exploration will be useful in understanding why Africa is framed as a region that is incapable of managing its own affairs. If leadership challenges are universal and contextually problematic, why is Africa projected as the worst-case scenario? This argument does not negate the reality of these challenges; however, it

attempts to argue that the framing and outlook may need to be revised to effectively tackle the challenge.

Africa's Leadership Challenge

There is an ongoing debate that Africa's first crop of leaders failed largely because they were unprepared for the realities of post-independence. Most of the leaders were activists and educated elites whose focus was ending the dark days of colonialism in the continent. Hence, their first attempt at uniting the continent was divisive and founded on conflicting ideologies (non-align movement, leftist Monrovia group and the right-wing Casablanca bloc). However, they instituted Pan-Africanism which has remained an important part of their legacy.

The 21st century presents a new challenge for Africa to square up to the realities of the times by positioning itself as a power to be reckoned with. This call is for Africa's voice to be heard and projected, to promote peace and prosperity across her borders and to create a just and equitable society for all. Nevertheless, if this must be achieved, its leaders will champion this journey to greatness.

Strides to Greatness: The Rise of a Crippled Giant

Africa's development is hinged on the cultivation of leaders with exceptional character and skills. The recognition that leadership skills are not groomed when a position is conferred must be acknowledged, and so efforts must be geared at raising capable talents for political and socio-economic leadership. There is an urgent call for leadership heralded by young people whose potential have been under-utilized over time. Africa is experiencing a youth bulge, 70% of its population is under the age of thirty, representing about 743 million of over 1Billion people in the continent. 375 million young people in Africa will reach working age by 2030 — a population equivalent to the combined populations of Canada and the United States.

This demographic bulge presents the continent with an enormous opportunity to harness the potential of its youth in the actualization of Sustainable Development Goals (SDGs) and Africa's own Agenda 2063. It also has weighty implications for economic development, public service provision, security, and stability. Young leaders must be groomed as policy actors and co-drivers

of transformative change in Africa. In truth, no useful effort at of development in Africa can be devoid of young people. Hence the continent is faced with a new challenge of raising young talents who are equipped to lead Africa's strides to greatness.

Leadership development for young people in Africa deserves spotlight attention as the current reports position youth as drivers of development. Although outliers exist in few pockets across the continent, young people historically have been excluded from developmental efforts resulting in the current socio-economic crises. Sustainable development requires inclusive collective action driven towards common good hence, interventions and efforts must be tailored to strengthen the capacity of young people to lead themselves, lead others and lead change. Participation and adequate representation of youth in policy dialogues must become an advocacy focus as they must ***be included to feel included.***

The future is here, and Africa more than ever is in dire need of excellent and competent leaders who are not driven by lust for personal aggrandizement. The transformation of Africa is hinged on our ability to raise and equip young people to reach their highest potential while harnessing same to foster sustainable development.

Rage for Change – The Birth of a Changemaker

Young people are a force to be reckoned with for change in Africa. Africa is the youngest continent in the world and recent statistics shows that 75% of Africa is under 25 years of age¹. This means that young people are in the majority in Africa and form major stakeholders in Africa's economy. This means that young people today bear the burden of Africa's problems and challenges. Statistics show that half of Africa youth have no formal education while 60% are unemployed.² Despite these statistics and the wicked challenges that plagues the continent, African youth are enthusiastic, driven, and they have tremendous impact when they come together.

In Nigeria, the #EndSARS protest which took place in Lagos, in 2020, was a turning point for the nation as it became apparent that there was a need to hold the government and politicians accountable. The protest attested to the capacity of young people to utilize their agency and power to effect positive changes. This event amongst others reinforces that ***the youth wield power***. Given the right support, tools and resources, there is no limit to what they can achieve. This article spotlights the Youth Leadership Programme (YLP) and its potential for developing the civic consciousness of young people who are budding change agents.

The Process of Change

A change agent is one who has the skill and power to stimulate, facilitate and coordinate the change effort. Until a level of dissatisfaction is attained, change may not occur.³ Change can only occur when individuals or groups are displeased with certain processes and structures such as governance, leadership, or any other social issues.

As a developing continent, Africa possesses opportunities for young people to demonstrate their capacity as change agents. Entry points of innovation include education, health, civic participation, electoral and governance processes, gender, and social inclusion amongst others.

¹ AfDb 2011

² Kingsley Ighobor (2013). Africa's youth: a "ticking time bomb" or an opportunity. Available on: <https://www.un.org/africarenewal/magazine/may-2013/africa%E2%80%99s-youth-%E2%80%9Cticking-time-bomb%E2%80%9D-or-opportunity>

³ Eikenberry, 2007

The Youth Leadership Programme (YLP) was initiated to raise civic engagements and active citizenship awareness among young undergraduates in Nigeria. A cohort of three thousand participants were inducted and they went through a rigorous training to develop their capacity as transformative change agents in their communities. A group of participants from University of Benin, Edo state recognized the anomaly in the electoral structure which hinders participation in politics. It is interesting to note that over 60% of Nigeria's population are under 24 years, a majority of which are disenfranchised due to factors including apathy. There is a distrust between the youth and government hence the former is often disinterested in participating in politics. Recognizing these issues, the group of undergraduates utilized the power of social media to raise awareness and sensitize their peers on issues in civic responsibility such as voter registration and participation in the electoral process. They also conducted market rallies carrying printed banners and fliers to reach the older population. Not only did this group do online and physical sensitization, but they also partnered with the Independent National Electoral Commission (INEC) which is the electoral body that oversees elections in Nigeria to visit rural communities in Benin to conduct voter registration. This change project ran for 4 weeks and the group of changemakers impacted over 1,300 people - ***sensitizing 1100 people on the importance of voting and exercising their rights and registering 261 people who did not have their voter's card.***

The activities of this group of change makers have led to multiple voters' registration, reduction in voter apathy and a renewed aspiration for the coming elections in 2023. They are testament to the saying that when young people are equipped, enabled, and supported, they can achieve anything. In their rage for change, they have birthed new aspirations in the minds of the electorates in Edo state. A change the continent will benefit from in the coming years as the drive for ethical leadership continues.

Voice of Change: From Classroom to Politics

Transformative leadership is more than just leading oneself; it is an audacious attempt to lead others. This is the inspiring story of Madam Mary from Tamale, Ghana. Her story leaves one with the belief that courage is all we need to achieve anything. As a teacher, she was initially bereft of the courage to attempt more than her job as a guardian and counsellor.

Through her participation on the Transformative Leadership Programme (TLP) an initiative of LEAP Africa, funded by Mastercard Foundation, Madam Mary was prepared to not only aspire to public office in her community – an attempt that has since inspired more women to have higher aspirations – but also become an icon and advocate for other women.

In her interview, she noted that she had always been a talker who often spent productive time chatting away with friends. An activity that contributed little to her future aspirations and her life. Participating in the Training of Trainers raised her consciousness to understanding the concept of self-awareness. She took deliberate steps in outlining her strengths and weaknesses to focus only on skills and competencies that will contribute to her future aspirations.

She did away with idle chatter and utilized her passion for speaking towards social good by advocating for women's rights. Her self-confidence soared and she took an audacious step by contesting for public office as councilor in her region. The reception surprised her as she was quite unsure of the outcome of her declaration.

Although she did not win the election from the party primaries, her declaration has opened opportunities and platforms. At the time of this interview, she was a guest on local TV and radio stations as they expressed surprise at the prospect of a 'common teacher' vying for public office.

A true demonstration that anyone can be a leader as leadership skills is not innately bequeathed. Madam Mary has since returned to the classroom doing what she loves as a guidance counselor. She is actively supporting students and teachers in the school to achieve their dreams irrespective of their background. She lends her voice to issues that affects women in Tamale as she has become an icon they look up to.





Youth for Change

**IT'S IN MY
HANDS TO
CREATE A
BETTER WORLD**



Leaders of Today, Builders of Tomorrow

The saying that the future belongs to the Youth has becoming a resounding singsong. The future is now, and the youth are the leaders of today. With great expectation comes responsibilities; such is the plight of Africa's youth whose collective agency remains the hope of the continent's transformation. It is obvious that such great expectations must be followed with capital investments in youth to ensure that the demographic dividends are harnessed. This is not the case as investments in youth development is not commensurate to the responsibilities assigned this demography.

Young people are no longer backbenchers in their development, it is paramount that they are equipped with the necessary skills and competencies that prepare them to lead and supported with resources and mentorship that ensure sustainability. Over the past couple of years and most especially with the pandemic, there is a recognition that youth are the champions of social innovation in Africa.⁴ This article elucidates the transformative impact of leadership training for young graduates in Nigeria.

⁴ The Guardian Nigeria News, 2021

The iLEAD programme aimed at transforming mindsets, and equipping youth to be value creators and change agents, it also aims to support youth to successfully transition to the next phase of their lives. The uniqueness of the programme is that iLEAD is a multi-dimensional programme through which engages teachers, school administrators and graduates to equip underserved students in public secondary schools with leadership and life skills, employability, and entrepreneurship skills.

The fellowship is a transformative journey towards harnessing agency, building confidence, and realizing potential. Participants on the programme often enter the fellowship with little or no sense of purpose and how to channel their gifts and talents. A pathway of social transformation is provided in a way that is tailored to individual needs. At the end of the fellowship, participants are well equipped with skills to create value in their community while meeting personal developmental goals and aspirations. For Chinaza an iLEAD fellow in 2017/2018 the opportunity to cascade leadership and life skills training to students gave her a renewed sense of purpose and clarity on her vision and life goals.

In recognizing that mentorship is a critical aspect of youth development, the programme provides tailored mentorship to give participants a picture of the pathway of transformative change. This is because youths need models and mentors that they can look up to and that can provide them with guidance.

There has never been a more appropriate time to prioritize issues surrounding youth development. For an organization like LEAP Africa, the iLEAD fellowship has a direct impact on teachers, students, and university graduates, directly impacting the lives of three diverse groups through one initiative. The model of the iLEAD fellowship can be replicated on a continental-wide scale, given the fact that the continent is also experiencing a youth bulge. The programme provides young people with the opportunities and platforms to help drive transformative change.



SOCIAL INNOVATORS PROGRAMME

abje



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The iLEAD fellowship has been a transformative experience for me, I have always had a passion for solving problems and driving impact, the fellowship has given me an edge as I pursue this purpose and has helped launch my career in the International Development space. – **Bashir Umar**



Provide inter...
makers an...
opportuni...



The Journey to Becoming a Global Citizen

The inspiring story of Ebuka Alumona is one for the books! It tells the candid journey of a teenager whose life's trajectory took an admirable turn due to early engagement with ethical leadership.

“Leadership goes beyond titles and positions; it is the ability to lead self and others. It starts with the classroom as a student” These were my words to the American Journalist who interviewed me for the Arik air magazine in 2012 for LEAP Africa’s 10th year anniversary. My school just emerged as the winner of the Leadership and Ethics and Civic (LEC) programme change project; runners up included schools from Ogun and Anambra States. I was only 12 years of age but the rage for change had already consumed me.

As a student at the prestigious Immaculate Heart Comprehensive Senior Secondary school, winning was a culture for me and my colleagues but beyond that was the desire to make an impact in our community. The LEC programme exposed my colleagues and I to leadership for self and society. I was handed a manual at the start of the programme to document my learnings and plans. Over the next one year, I followed the programme religiously and graduated during the 10th year anniversary of LEAP Africa.

As I concluded my secondary education, it seemed like an end to a defining part of my life; however, I had something to hold on to - student manual. The manual became a guide for me as I reviewed my careers goals over the years. Being the first child with working parents, I can say that the manual served as a guide to navigating my path through thick and thin.

The next year, I got admitted into the university at 15 years, ready for the unknown. Although I went off track, but I had a prompter in my head - the nuggets from the manual. It always defined leadership for me with inspirations like Nelson Mandela. Four years after, I completed my undergraduate studies, and became a young adult with a vision and purpose. It was an enigmatic reunion to see LEAP Africa's flyer to join the iLEAD fellowship. I quickly applied and was selected to join the fellows in Akwa-Ibom.

The Training of Trainers held in Abuja was a mind-blowing experience as I learnt the art and act of leadership, business proposal, creative thinking, teamwork, self-awareness, and self-confidence. One thing that stood out for me was the training in leadership; I was made to understand the true definition of a leader and what it entails to be a leader. The training lasted for five days. It was meant to prepare Fellows for the task ahead in the iLEAD programme and equip them with the requisite skills for transformative leadership.

The iLEAD students did not find it easy at first; this was a new procedure for them. Usually, what they did was to sit and listen to their assigned fellows take them on topics relating to leadership, entrepreneurship, or employability after which refreshments were distributed. This routine changed as the fellows had little time to cascade life skills in them. As a result, it was difficult to get them together in one class after school to read but they began to come around after persistent push and motivational talks.

The iLEAD club was instituted in the third year of the programme, so it was new to both the students and the fellows. We were told to start the club while we were still in Abuja for the ToT. At first it looked big to achieve, it took consistency and reinforcements. We eventually started with about thirty students and increased to 170 club members excluding the iLEAD students. The club meetings were run by the iLEAD students with oversight from me. They were allowed to express themselves, deliberate on selected topics while demonstrating leadership. The topics

they took students were extracted from their year one and two manuals. For instance, in one of the club meetings, the students taught time management, which they had already learnt in year one of the programme. The club had a president, vice-president, secretary, assistant secretary, public relation officers, provosts, financial secretary, treasurer, welfare officers and pillars (responsible for creative designs and illustrations).

Due to the COVID-19 pandemic, the study session was converted to online engagement sessions. Most of the students who had registered accounts on Facebook were added to groups for study sessions. With time online engagement sessions became an everyday routine as students started showing more interest and commitment. In addition, I introduced debates and talk sessions with prizes as incentives.

I won the outstanding fellow award in my cohort. It was an affirmative moment that reinforced that I was on my way to greatness and living an impactful life. Not just because of the award recognition but because I was empowered and ready to become a global citizen. Today, I am living as a global citizen and making the change I want to see in the world by working with the same organization that inspired me as a teenager. I currently serve as a Youth Advisor to the European Union Delegation to Nigeria, a highly competitive position across all EU delegations.





“

I am making the changes I desire and contributing positively to the achievement of the United Nations Sustainable Development Goals (SDGs) because of LEAP Africa and the ecosystem it is building in Africa. We can all be global citizens! – **Ebuka Alumona**



RAISING LEADERS, TRANSFORMING





Not All Heroes Wear Capes, Some Lead the Way!

One of the fascinating things about the mind is its ability to adjust to accommodate changes and learnings consciously and even subconsciously. The brain storage capacity is considered unlimited which lends credence to its ability to stretch itself when put to the test. Interestingly but not surprising, early life experiences are crucial to shaping quality of one's life and may impact soft skills development such as emotional intelligence, self-confidence etc.⁵. The implication of this realization provides the foresight to proactively encourage the inspiration of leadership and essential life skills in young people at the preliminary stages of their lives.

With the education system loosely prioritizing employability and soft skills (which have become evidently vital in the current work spaces and the society at large⁶), it is important to inculcate them through various personalized institutes and platforms. This will drive social change through the agency of young people who have been well equipped. True to its core, this analogy deeply resonates with the goal and objectives of the Lead the Way (LTW) programme, championed by

⁵ Louis Cozolino (2013). Nine Things Educators Need to Know about the Brain. Available at https://greatergood.berkeley.edu/article/item/nine_things_educators_need_to_know_about_the_brain

⁶ S. Vasanthakumari (2019). Soft Skills and its application in work place. Available at <https://wjarr.com/content/soft-skills-and-its-application-work-place>

LEAP Africa which aims to inspire and equip teenagers between the ages of 13-17 with leadership and valuable life skills necessary to achieve their full potential.

There is the tendency to sideline or ignore teenagers from privileged background from engaging in positive community development. This is most times born out of the belief and ideas of their realities being far removed from the general contexts in low-income communities. Hence, these conventional notions portray them as passive actors on social and economic issues. Unfortunately, these kinds of philosophies create limiting obstacles that discourage the ability to truly harness the valuable potentials in all young persons, irrespective of their backgrounds. Young people in Africa have shown to be quite powerful when their collective efforts towards diverse causes are consolidated. As such, it is only prudent to ensure that all young persons are continuously engaged on all fronts on issues regarding social change.

Through the Lead the Way programme since 2016, LEAP Africa has taken up the mantle to instill core skills and values in teenagers to enable them to thrive and become effective leaders. With a robust curriculum with components of immersive virtual self-paced courses, leadership workshops, community change projects and site visits, they are given ample exposure to opportunities to gain experience with fundamental skills necessary for them to succeed regardless of the terrain or situation they may find themselves in life. Emerging evidence suggests that through these trainings, participants have developed skills in decision making, leadership, communication, and self-confidence which they acknowledged as useful for them. They have also been instilled with ethical values to guide them on their life journey as they set their goals and aspirations.

Relatedly, providing the participants with an opportunity to demonstrate leadership has been described as 'eye opening'. This year, the teenagers were privileged to visit the Ilaje community in Bariga Local Government in Lagos state. From being tasked with identifying problems in their communities to becoming contributors to solving those problems, the young leaders were led to tap into their innovative and critical thinking skills. They donated food items and household items to a fraction of the residents which consisted of about thirty-five women with about 105 household impacted. Confronted by the extent of environmental waste and learning of the harsh

realities of the residents of the community, they were motivated more than ever, to contribute their own quota to achieving the sustainable development goals in diverse ways.

The experiences of young persons and specifically through the platform of LEAP Africa's Lead the Way programme has significantly shown that the potentials of young persons should never be underestimated regardless of their background or structural barriers in terms of privilege. In line with the contributory approach adopted by the participants over the years, it is imperative to continue to harness the agency of these change makers to think and act upon the SDGs necessary to promote and improve millions of lives and beyond.



A Lesson in Responsibility: Tree Planting for a More Sustainable Planet

Climate change has been an area of keen concern for world leaders as it affects everyone. A key contributing factor to environmental degradation and climate change is tree cutting which has significant impact on the ozone layer. To combat this increasing menace, the Kenyan government is on a mission to increase reforestation by 10% in 2030. This audacious move can only be achieved through the active participation of the citizenry who have been incentivized to execute this mandate.

At Karima Girls High school sitting in the East Africa Rift Valley, the Teacher Mentors and Students are executing this mandate as they are on a mission to plant six thousand indigenous trees to promote reforestation and preserve the environment. TMs Peterson and Mary have taken the lead to increase reafforestation in the Jabini forest region of the Rift valley. With the support of the school principal, Madam Grace, they had planted about three thousand seedlings as at the time of drafting this report.

The project has specifically enabled students and teachers to not only perform their civic responsibilities as Kenyan citizens but as a community member ensuring sustainability of the planet. It has created a sense of responsibility and shared ownership – values that are useful for self-leadership and community development. The principal reiterated the usefulness of the project as it has the capacity to reduce the economic burden of buying timber for construction within the school community. As a long-term investment, cutting the trees will take a minimum of 15 years; this timeline is sufficient for stabilizing the ecosystem. The students were responsible for watering the seedlings and weeding the ridges to ensure that growth conditions are favorable for the trees. Mr. Peterson and Ms. Grace echoed the collaboration and teamwork they enjoy as they collaborated with students on this project. They are hopeful that their contribution through the tree planting project helps to protect indigenous and extinct species of flora.





Spotlight Corner

Strengthening Youth Agency Through Positive Youth Development

Positive Youth development has become a leading approach in youth work, particular in the pursuit of achieving positive youth outcomes. With reference to Africa's growing youth population, many have asserted that approaching the continent's youth bulge from a Positive Youth Development lens creates a significant shift from focusing on youth as a problem but as individuals who have the potential to contribute positively to the development of the continent. Positive youth development is simply an approach that emphasizes the strength and agency of young people. Despite difference in context and application, the framework has been referenced for enabling positive outcomes for youth across Africa.

The Traps of Buzzwords

Like most development lingual, Positive Youth Development (PYD) is used in many circles with little or no understanding of what the concept means. There is a tendency for development practitioners to tie loose meanings to concepts without defining or understanding its context or application. It is not only important to gain practical knowledge and use of concepts, but capacity must also be developed in its application. The non-African origin of the framework may pose contextual challenges in application within Africa. This means that rigor must be employed in ensuring that the lived reality of Africa's youth is understood, and the framework tailored to suit these realities. Only then, can youth development in Africa become transformative and sustainable.

Reaffirming the Value of Youth Agency

Key reflections on youth development in Africa affirms the enormous resource resident in Africa's youthful demography. There is a growing recognition that young people are change makers and can bring about positive change given the right opportunity and environment. There is a rallying cry for multi-sectoral stakeholders to address youth issues **WITH** the youth and **FOR** Youth. There must be shift from paying lip service to sustainable action to support youth led and youth focused action.

The Human in Human Resourcing

Research has shown that humans are the most abundant and widespread species of primate; meaning that everywhere you go on the planet you would be sure to find one thing – human beings. Humans are responsible for the development of advanced tools, culture, a vast amount of knowledge and language around the world. According to recent statistics, the world’s population is more than three times larger than it was in the mid-twentieth century⁷. The global human population will reach 8.0 billion in mid-November 2022 from an estimated 2.5 billion people in 1950, adding one billion people since 2010 and 2 billion since 1998. The human population is on the increase every day; however, the management has created a complex reality. More significantly, how can people in the workplace be managed effectively to ensure productive outcomes?

Often, the expectation of what human resourcing is within organization may be far from reality. There seem to be a mismatch between people’s understanding of human resourcing and what is obtainable. The toughest part of managing people is this expectation mismatch which leads to dissatisfaction when people get into the workplace. People management is not an easy job, but it can be done if clear and open communication is embraced.

The recruitment circle usually begins with the sourcing of talents; individuals who you hope would be a good fit for your organization both culturally and technically, it would be a great plus if they have wonderful personalities as well. They come in and are expected to be great additions, with fresh energy and perspectives charged and a mandate to take the organization to a new level. But remember that they are talents that were attracted, and talents should be nurtured and given an environment to grow and develop. Developing human resources starts with caring for people. No one has ever invested, created, or developed anything he did not take interest in. The seed for caring for people is to have an interest in or be concerned about them. It is therefore important to keep this at the center of planning and management as human resourcing will be ‘plastic’ without humans in it.

⁷ Population Division of the United Nations Department of Economic and Social Affairs

Leveraging Digital Resources for the Mission

The aftermath of the global COVID19 pandemic revealed a recognition that digital transformation is a strategic priority that forward thinking organizations must adopt. From the adoption of flexible working hours to investment in digital tools, LEAP Africa has effectively positioned itself to remain sustainable in tech driven global economy.

The use of social digital tools has played a crucial role in helping organizations evolve, maintain relevance, scale impact, and augment human capacities. Specifically, digital tools have the potential to increase programme impact numbers, reach, amplify campaigns through online and physical interactions, measure results through digital surveys, streamline payments through payment gateways, build online courses, manage virtual communities, and curate e-learning curriculums that is useful for advancing social good.

Despite the increasing focus on digital tools, there is a need to recognize the role of people in ensuring that these tools deliver maximum results. This means that digital tools are usually as effect as the people who deploy them. Not only do people enhance the efficacy of digital products, but they also help organizations understand trends to make informed decisions about their digital future.

LEAP Africa is an inclusive organization that employs digital savvy individuals and leverages technology to drive transformative social change throughout Africa. After years of using the traditional work method, LEAP Africa was one of the few organizations that quickly adapted technology to conduct daily activities, track results, and achieve its objectives and mission during the Covid-19 pandemic.

The Sweet Noise in Communication

Every organization's communication goal is to project the work that they do in a way that positions them as agents of positive influence. Influence often comes from a good public image amplified through effective communication of work done. There are so many means to amplify an organization's impact but a prominent one leverages the advancement of technology in the creation of platforms like the social media channels, websites and emailing apps. Technology has graciously improved and sophisticated word-of-mouth story telling.

A beautiful means of telling impact stories is through email marketing. Emails do not have to always be boring and straight jacket or very formal. Some email platforms allow that you add pictures, videos and infographics that keep your audience excited and wanting more. Research has shown that people suffer a reduced attention span and as such need exciting content even though informative to keep them reading past the first few lines.

Social media as an amplification tool span and covers a range of usage from testimonials to real time activities' pictures to live sessions that speaks to an organization's works. Doing impactful work should not be hidden under the umbrella of a brand's popularity. Some brands could be popular, but their works are hidden and lost in their names thus leaving mental gaps for the audience to fill in. The filling of mental gaps can be misleading, misinforming and all together wrong. An exciting feature of Instagram as a networking platform is the capability to make what has come to be popularly known as "reels." This allows brands to document their works in ninety (90) catchy seconds. It could be the processes of product making, the outcome or reviews.

Websites plays a critical role of positioning brands for visibility. Research shows that 60% of the times a new brand is mentioned, people look it up on the internet. Brands with websites are in better positions to sell themselves and convince the audience at moments like that. It is therefore it is important for organization to amplify their impact and give voice to their work through the sweet noise in communication leveraging digital tools.

Contributors Profile



Obamwonyi Hope Imuetinyan is a skilled development practitioner and researcher with over 5 years of experience in international development, youth, and African politics. With experience in evaluation, Hope projects youth voices in her work by using contextual methodologies and approaches. She is interested in writing and traveling because they are gateways to living a rich and fulfilling life. She serves the LEAP Africa team as Monitoring & Evaluation, Research and Learning (MERL) Manager.

Favour Peter is currently with the P&C team at LEAP Africa. He has a keen interest in communication and media and the role they play in shaping the lives of young people across Africa. Favour is a big advocate of people-first culture in the workplace. He is also an inspirational writer who writes on ambassadorbobby.blogspot.com



Towojesusdun Odede is a youth development enthusiast with interests in education, health, and social innovation geared towards the transformative development of Africa. She is keen on learning and applying new, innovative, and sustainable ways to improve the youth experience in Africa. Her aim is to continue to build her career in development and to contribute to the transformation of Africa.

Evi Michael is a MERL Associate at LEAP Africa. She is highly passionate on monitoring and evaluating projects aimed at driving development in Africa and is a strong proponent of social change. Evi possesses a keen interest in data analytics and research of which she has continually engaged in opportunities to hone this skill on various platforms. Through these opportunities, she has been able to effectively contribute towards the achievements of goal-oriented projects through data driven and sustainable solutions.





Bashir Umar is a Programmes Associate at LEAP Africa where he supports the conceptualization and implementation of impactful youth programs within and outside Nigeria. He is a graduate of the University of the Witwatersrand where he obtained his Degree in Development Studies and International Relations. He is passionate about solving problems and driving impact. His goal is to contribute to the plan and blueprint for transforming Africa into the global powerhouse of the future.

Adebola Adedoyin is an impact-driven Development professional currently working as a Programme Associate at the LEAP leadership Institute. She is passionate about Development research and programmes, particularly in the areas of Gender and Youth development.



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Aniebiet Udokang is a communication enthusiast skilled in developing communications and advocacy materials that improve effective leadership and drive change among youths and professionals. She is a creative passionate about the journey of young people through navigating their early years while amplifying their wins and challenges.



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