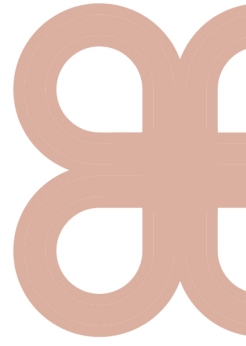


# **BUSARA AFRICA LIMITED**

C o m p a n y   P r o f i l e



# ABOUT US



**Busara Africa** is a pan-African Leadership Development Consulting Firm based in Accra, Ghana. The firm was established in 2013. Since its foundation, Busara Africa has been committed to creating a prosperous and peaceful Africa in which leadership is transformative, wise, accountable, and practiced widely throughout society.

**Our mission** is to help leaders at all levels become better at what they do by becoming better at who they are. We act as thinking partners and provide leaders with the right support to face their unique leadership challenges.



# WHY US



**We** are rooted in Africa and bring an understanding of what it means to practice leadership in the African context. We are aware that a lot of leadership development material on the market is designed for a Western audience and does not speak to the realities that our African clients grapple with. We fill this gap by providing context-specific leadership information, tools and services that are responsive to our clients' needs.

**We** go beyond the provision of knowledge to change in practice through participatory experiential programmes in leadership. This means that we support our clients to take the new knowledge they have gained and translate that into improved leadership practice.





**We** focus on leading self as a foundation to organisational leadership. This is because we believe that you cannot lead another until you lead yourself. Transforming leaders from the inside out is our trademark. In this respect, we provide skills and tools necessary for leaders to do the inner work necessary for effective self-leadership.

**After** a decade of offering high-impact leadership programmes globally for our clients, we've built a reputation for delivering excellence in leadership development. We are driven by a desire to make a difference and have a positive impact on people, businesses, and our society.



# OUR APPROACH



**We seek transformation:** We recognise that learning is a process, not an event. We thus go beyond leadership training events to leadership development as an ongoing process involving the transformation of the whole person. We therefore design modular programmes that complement training with ongoing support through coaching and follow-up engagements.

**Shared and Distributive Leadership:** At Busara, we are committed to the development of leadership as a shared, relational process that exists at all levels of an organisation. We thus work with our clients to develop leadership at all levels of the organisation, believing that everyone can exercise effective leadership if provided with the right support and development.

**Responsive Programmes:** We work closely with our clients in the design of our programmes to ensure that they are responsive to their unique challenges and the leadership competencies to be developed.



# WHAT WE OFFER



*We offer a wide range of services tailored to help clients address their most important leadership needs. Our services include:*

**Leadership Development Programmes:** Our carefully designed and experiential leadership programmes create a lasting impact at three levels: Leading Self, Leading Others, and Leading in Bigger Spaces. Available in both virtual and in-person formats, our globally experienced facilitators employ practical learning methods and strategies to develop leaders across your organisation.

**Coaching:** We offer coaching services for both individual leaders and leadership teams. Our coaching is a powerful tool for leaders to deepen self-awareness, leverage strengths, influence others better, and lead with impact. Our internationally Certified Coaches provide a safe space to reflect and serve as thinking partners to address a leader's specific challenges. Former clients have testified that coaching from Busara Africa significantly strengthened their leadership practice which in turn impacted their teams and the organisations they lead.

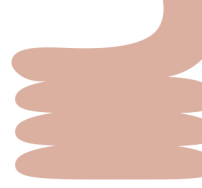




**Facilitation:** Our skilled facilitators help you navigate difficult conversations and build stronger teams. We create a safe, fun, and inclusive space for productive and healthy conversations. We employ participatory processes and tools that help participants to create common objectives, dialogue on critical issues and agree on the way forward.

**Organisation Development:** Our seasoned organisational development (OD) experts provide support for transforming organisations and businesses holistically. Putting people at the heart of our OD process, we align vision, values, behaviours and culture as well as goals/business objectives to achieve maximum efficiency and results. We help create a thriving work environment that sustains employee energy, effort, and commitment, geared towards achieving organisational goals and making an impact.





**African Leaders Circle:** We will offer promising talent access to our e-learning platform and pan-African leadership community entitled African Leaders Circle (ALC).

ALC provides online courses that give access to a wide range of self-paced courses which focuses on soft skills and addresses pressing leadership challenges. It provides discussion forums which is a safe space to share and learn from each other. Members will also have tools and resources that provide insightful and relevant checklists, strategies, templates, reading, and movie recommendations.

**Thought Leadership:** Busara seeks to change the narrative on leadership in Africa by research, writing and speaking. Our latest offering is a book by our CEO, Taaka Awori, entitled “**Leadership in Africa Redefined - Untold Stories**”.

Using stories and case studies from exemplary African leaders, the book provides concrete principles to guide the practice of transformative leadership on the continent.







## **Podcast:**

Busara also has a podcast with the same title as the book which features extraordinary African leaders sharing their stories, challenges and lessons learned.

# Leadership in Africa Redefined

WITH Taaka Awori



# CLIENT PORTFOLIO



*Busara Africa has a global reach, serving a diverse range of clients including NGOs and the philanthropy, public and private sector across Africa, Europe and the US.*



# OUR TEAM



## **Taaka AWORI** **Chief Executive Officer (CEO)**

Taaka Awori is the CEO of Busara Africa.

She is a Leadership Expert, Certified Coach, Organisational Development Specialist, Facilitator & Speaker.

Taaka brings a rewarding 20 years' experience working with public and private organisations including NGOs across the world (Africa, Europe, USA).

Taaka has continually propelled leaders to become the change they envision. A proven leader, she leverages her collective knowledge-base and expertise to create truly comprehensive solutions to intractable problems for leaders and organisations. Taaka has a proven track record of success in offering practical solutions to multi-disciplinary teams across multiple industries.

Taaka is the Chair of the Board of the African Women's Development Fund (AWDF), the first pan-African women's fund dedicated to the realisation and fulfillment of African women's rights. She is also a member of the Editorial Board of Coaching Perspectives, the flagship global publication of the Association for Coaching.

Taaka holds a Bachelor's degree in Political Science from Harvard University (Boston, USA) and Juris Doctorate (J.D.) in Law from Columbia University (New York, USA).



## **Robert AKOTO AMOAFU** **Technical Lead**

Robert Akoto Amofo is the Technical Lead of Busara Africa.

He is a Certified Trainer and Human Rights Advocate with 10 years' experience in Ghana and abroad.

Robert was the Country Director at Amnesty International from January 2018 to January 2021. He has also worked as a Communications Advisor to the Ministry of Gender, Children, and Social Protection of Ghana, served as the Technical Advisor on the HIV Continuum of Care Project at FHI 360 and worked as the Executive Director at Human Rights Advocacy Centre.

He currently serves as the President of the Alliance for Equality and Diversity, Board Chair of 3 organisations: Solace Initiative, Hope Alliance Foundation and OHF Initiative in Ghana.

Robert holds a Master of Philosophy, Human Rights, and Democratisation in Africa from the University of Pretoria (South Africa).



## **Lydia BOATENG-POBEE** **Programme Manager**

Lydia is the Programme Manager of Busara Africa.

She is a Development Practitioner with over 10 years' experience In Leadership and Organisational Development, Research and Programme Management. Lydia holds a Bachelor's Degree in Sociology and Information Studies and a Master's Degree in Social Policy Studies, both from the University of Ghana (Legon).



## **Stephen BRIFA ASARE** **Accountant**

Stephen is the Accountant of Busara Africa.

He is a self-motivated chartered accountant with over 6 years' experience in taxation, accounting, budgeting, finance, and auditing. Stephen is a member of The Institute of Chartered Accountants, Ghana.



## **Priscilla P. ANNOR** **Programme Officer**

Priscilla is the Programme Officer of Busara Africa.

She provides programmatic, operational, and administrative support to the firm. She holds a Master's Degree in Lettres, Langues et Affaires Internationales from l' Université d'Orléans, France, and a Bachelor of Arts Degree in French and Archeology from the University of Ghana.

# OUR ASSOCIATES



## **Anne Marie Mc FADYEN** **Associate**

Anne Marie is the Founder and CEO of Workplace Wellbeing, a consultancy that assists people at work maintain positive attitudes and behaviours, through executive and team coaching, mediation, and training.

She views conflict as a powerful source of information, which when used intentionally, can positively transform relationships and ways of working.

Anne Marie has a Bachelor's Degree in Social Work from the University of Queensland (Australia) as well as a Master in Conflict Resolution and Mediation from the Australian Centre for Peace and Conflict Studies.

She is also accredited by the Columbia Coaching Certification Program as an Executive and Organisational Coach and is a Certified Conflict Coach approved by the New York Unified Court System.



## **Daniel Kwame POBEE** **Associate**

Daniel is the Lead Consultant and Managing Director of HAICAD Ltd, a Leadership Training and Organisational Development consulting firm located in Accra.

Daniel is a John Maxwell Certified Coach, Facilitator and Trainer. He has a certificate in Training and Facilitation skills from the German Academy for International Cooperation.

Daniel has over 10 years' experience in Human, Leadership and Organisational Development for the private, public and not-for-profit sector in Ghana.

Daniel holds an MBA from the University of Ghana Business School and Bachelor's Degree in Psychology and Sociology from the same University. He also holds a Post-graduate certificates in Consulting, Project Management, and Leadership.



## **Susan ANDAH** **Associate**

Susan is the Founder and CEO of The Catalyst Hub, a boutique consulting firm which supports individuals and organisations to be more of who they are rather than who they are not.

She is a Development Practitioner and Process Facilitator with over 20 years professional experience in consulting and financial management. Her experience spans organisational development, project management, financial management, project or programme evaluations, organisational assessments and due diligence.

Susan has a Bachelor's Degree in Philosophy and an MBA in Finance, both from the University of Ghana (Legon).



# CONTACT US

**Address:** No. 22, Park Lane, Mayfair Gardens, East Airport, Accra-Ghana

**Telephone:** +233 256937687/ 264488381

**Website:** [www.busara-africa.com](http://www.busara-africa.com)

**Email:** [t.awori@busara-africa.com](mailto:t.awori@busara-africa.com) or [p.annon@busara-africa.com](mailto:p.annon@busara-africa.com)

**LinkedIn:** <https://www.linkedin.com/company/busara-africa/>

**Facebook:** <https://www.facebook.com/busaraafrica>

**Youtube:** <https://www.youtube.com/@busaraafricaleadershiptips1500>