

# Talent Matters: The Human Capital Supplement 2019

An African Business Magazine  
and Global Career Company initiative

African  
BUSINESS



GLOBAL CAREER COMPANY

Unlocking the Power of Africa's Talent

African  
BUSINESS



# Human Capital Supplement 2019

African Business Magazine and Global Career Company are launching Africa's first ever human capital supplement. Called Talent Matters: The Human Capital Supplement, this will be published quarterly in African Business Magazine, reaching over 300,000 decision makers, business leaders and policy shapers in over 80 countries.

**EACH EDITION** will explore a particular topic or theme through a variety of editorial content pieces, opinions and perspectives from HR and business leaders across a range of local, regional, pan-African and multinational brands. But the key focus is always on talent and how to unlock talent within your company.

**GLOBAL CAREER COMPANY** is an innovative talent consultancy, unlocking and enabling the power of Africa's talent by helping the continent's employers to recruit and optimise their people.

**FOUNDED IN 2002**, Global Career Company's initiatives support employer branding, global

sourcing, executive search, talent insight and advisory; delivered by a network of local talent experts across Africa, GCC Associates, and supported by our global African Talent Network.

**AFRICAN BUSINESS** is the undisputed market leader and best-selling monthly pan-African business magazine, considered essential reading for anyone with an interest in the continent's economy and its development.

**AFRICAN BUSINESS** profiles those leaders and businesspeople that are shaping the future of Africa, the world's fastest-growing economic region.



African Business has teamed up with Global Career Company to produce a quarterly supplement focusing on human capital, with the key focus on how to unlock talent within your company. **Alex Mugan**, Managing Director of Global Career Company, introduces the first edition

## TALENT MATTERS: THE FUTURE OF WORK

**W**elcome to the first edition of Talent Matters, a quarterly human capital supplement produced in collaboration between Global Career Company and African Business magazine. Each edition will explore a particular topic or theme through a variety of editorial content pieces, opinions and perspectives from HR and business leaders across a range of local, regional, pan-African and multinational brands. However, the key focus will always be

on talent and how to unlock it within your company. Focus on this area is long overdue. Anyone who believes talent is an issue for the backburner of their business, or solely the purview of HR, is already being outcompeted by organisations who know that talent is a whole-business responsibility, and that engagement directly correlates to bottom-line performance. I'm writing this from Johannesburg, where Global Career Company and African Business are hosting the Talent Agenda Series forum. At the conference, we're



# Editorial Calendar:

## June Edition

Theme:  
**The Future of Work**

Synopsis:  
Changes in the use of digital technology and the fourth industrial revolution have already had a huge impact in the jobs we do and the way we work. This impact is only likely to increase as we move towards more of a gig economy, companies increase their investment in artificial technology and more people connect through mobile devices.

This inaugural edition of Talent Matters will explore some of these key topics around the future of work with expert viewpoints from companies like Willis Towers Watson, Hogan Lovells and Africa50.



## August/September Edition

Theme: **Employee Engagement and the Employee Experience**

Synopsis:  
Every HR professional or business leader knows that a great employee experience can make the difference between hitting and missing their business targets, so it's more important than ever that organisations continue to optimise this experience. Now in its 4th year, the annual Careers in Africa Employer of Choice survey reveals the key drivers that matter most to African talent across the continent and around the world, as well as who they believe are the continent's top employers.

This edition of Talent Matters will explore some of these key themes and drivers in more detail with expert views on what companies can do ensure they are able to deliver on the opportunities that they present.

## November Edition

Theme: **Leadership**

Synopsis:  
All successful organisations and businesses need effective and well-trained leaders to formulate and communicate strategic direction and, in a constantly shifting landscape and business environment, ensure that the business stays on the right path. Leaders who show passion, inspire, set direction and respect and nurture talent are also critical factors when it comes to attracting and retaining talent and driving employer brand affinity.

This edition of Talent Matters will explore some of the key themes around leadership such as leadership development programmes, defining and delivering a personal leadership brand and the leader's role in delivering an employee experience that drives bottom line benefits.



# EMPLOYER OF CHOICE 2019

Promote your brand as one of Africa's Employers of Choice. The Careers in Africa Employer of Choice study will publish the **top 100 ranking**, as voted for by African professionals in the **August/September Edition of Talent Matters**.

Brands who want to attract and retain the best talent will be telling their people story in this issue. Make sure you are one of them.

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### Talent Matters: The Future of Work

Interview **Carole Wainaina**, Chief Operating Officer, Africa50

Africa50 is an infrastructure investment platform that contributes to Africa's growth by developing and investing in bankable projects, mostly in the energy, ICT and transport sectors. Its COO, **Carole Wainaina**, talks to us about how Africa50 is building a team to support its mission and describes some of its priority projects

## AFRICA50: AN INNOVATIVE AFRICAN SOLUTION TO AN AFRICAN CHALLENGE

*Your career has centred around work that mostly involved strategy, people, management and development. Why did you decide to join Africa50?*

Carole Wainaina was attracted to Africa50 by the impact of private infrastructure of Africa.

*How do you see building the team at Africa50 to support this mission?*

The journey of building a world-class pan-African organisation is going well. We are up to almost 20 employees now, covering the general project development and financial expertise, backed up by investors. We've been able to attract recognised experts in finance and development on the continent that had both a commercial and a developmental mindset was exciting. I was also inspired by the fact that Africa50 is an African solution to an African challenge.

*How do you see the impact of digital technology on the continent?*

The internet and mobile phone have brought great benefits in most sectors of human activity. Indeed, Africa is already reaping into many of the opportunities unlocked by the mobile revolution but it must do more to fully engage in the digital economy. Although the continent has the fastest growing population of internet users in the world, only 15% of the population is online. In some countries, only 7% of the population is online, including two thirds rural areas.

The lack of connectivity infrastructure, including reliable electricity, is a major barrier to increased access, along with high cost, and lack of appropriate skills. The supply side we need to significantly ramp up electricity generation, the continent's most pressing need, and find alternative ways of expanding ICT networks to remote areas. On the demand side we must improve ICT literacy and skills and stimulate interest by providing relevant local content and services. And, most of all, we need to make all this affordable for everyone.

Much depends on what is commonly known as 'last-mile' connectivity. We must reach not only the millions of Africans living in large urban cities, but also those far from roads and electricity. This is possible. Africa's international internet bandwidth has tremendously increased over the past decade. Almost 50% of the population in sub-Saharan Africa now lives within reach of an operational fibre optic network node, compared to about 20% in 2013. I believe they can even be accelerated - seen the vast reality of Africa with high-speed internet connectivity, allowing the fourth industrial revolution to really take off.

*Africa50 recently launched its first innovation challenge. How will that contribute to solving Africa's connectivity issues?*

At Africa50, we are committed to contributing to our continent's most critical and pressing development challenges. Internet connectivity is a key driver for inclusive growth, provided it is accessible, affordable, easy to use and adapted to people's needs.

We just launched the first edition of the Africa50 Innovation Challenge at the 2019 Transform Africa Summit in May 2019. Through this initiative, Africa50 will crowdfund innovative solutions to help increase access to high-speed internet in under-served areas in Africa. The call is open for ICT developers, innovators, engineers, entrepreneurs to submit viable solutions. An online platform, to be launched by the Africa50 Innovation team, will partner the winning solutions and provide grants to be used for project development funding. Projects will be rolled out in Rwanda as the pilot country with the objective to scale them up to other countries in Africa. This Challenge is an exciting opportunity for us to engage with the most creative minds to find novel solutions that can help address last mile connectivity in a holistic and sustainable manner.

*What is possible, if Africa has full connectivity and internet access?*

The impact of improved connectivity and the technology infrastructure that come with it is already having a significant positive impact on Africa and its people, and this is only the beginning. From some of the most advanced technologies that are being used in many parts of Africa, much like computers in the new age. Emerging technologies such as AI, robotics, and big data are being used to improve the standards in health, education, manufacturing, and transport infrastructure, among other things. It is already done in financial services.

One possibility that is due to my heart as an African mother, is the opportunity for Africa's youth to become key players in the digital economy with the right skills and capabilities to help drive the economic and social development of our continent and, indeed, the world.





# Tailored messaging in our human capital features

Talen Matters will give businesses and HR leaders a voice with which to address issues, initiatives and successes in their organisations. With our Employer of Choice survey, this is the first truly mainstream media platform for discussing people strategies in Africa and showcasing the best of the continent's talent approaches.

- Featuring a variety of interview, roundtable, editorial and infographic formats.
- Thought leadership and exposure to senior leaders creates compelling content.
- Position advertising for your employer brand and opportunities alongside content to amplify impact.
- Partner HR with corporate communications to tell your employer brand, corporate affairs and CSR stories which deliver multiple objectives for your business.

The most powerful network for employer branding and talent story telling.

**African Buisness reach**  
**Africa's only ABC audited international business magazine**

**26,472**  
**audited copies**

**Sales breakdown**  
**21% East & Central Africa**  
**31% West Africa**  
**1% North Africa**  
**29% Southern Africa**  
**18% rest of the world**  
**20,000 copies were distributed at**  
**75+ international and industry specific events**

## Global Career Company



**15,000+**

Business Leaders & HR Directors reading Talent Matters at Talent Agenda Series events & Marketing



**300,000+**

Engaged email subscribers



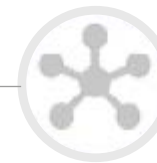
**1.4 million**

Annual website visitors viewing employer profiles and African job opportunities



**600,000+**

Registered African professionals in our talent network



**250,000+**

African social media connections



**1,000+**

Talent Agenda Series attendees per year

