



TOFA LEADERSHIP CONFERENCE REPORT

1ST EDITION

29TH APRIL 2023



Together For Africa Organization

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This report is a summary of the inaugural TOFA Leadership Conference held on the 29th of April 2023.

Organizational Information

1. [Together For Africa Organization](#)

Together For Africa (TOFA) Organization was the **convener** and the organiser of the leadership conference.

We are a Non-Governmental Organization registered in the Republic of Kenya under registration number **OP.218/051/18-335/11262**.

Leadership, Entrepreneurship and ICT & Innovation is the core mandate of the Organization as it seeks to provide solutions that help young people become empowered as future leaders of value, entrepreneurs of excellence and innovative experts not only in Kenya but Africa as a whole. This is done through its operations in 3 counties namely Nairobi, Kajiado and Kiambu.

The Organization's vision is to establish a community of over 5000 youths who are committed to using their skills, passions, and talents to dominate their lives and the marketplace by creating sustainable solutions to the most pressing challenges in Africa by 2027.

The Organization's mission is to train and empower the youth on pragmatic humanitarian approaches to bridge the economic and social disparities in the society.

2. [We One Action Network](#)

We One Action Network (WOAN) were the main sponsors of the leadership conference.

WOAN is a registered **501 c3** Non-profit Organization based in Stanley, North Carolina (USA).

The Organization is committed to creating opportunities for bright minds and creative souls in Kenya where a vast majority of youth lack the basic opportunity to strengthen their ability. The Organization does this by supporting initiatives and projects that are designed to encourage the highest standards of creativity and long-term self-reliance.

3. [M-Wellness Kenya](#)

M-Wellness were our main partners for the leadership conference.

M-Wellness Kenya is a Community Based Organization registered under the Ministry of Labour in the year 2022. It is a mental health Organization that gives a platform for the youths to express their mental health state freely without being judged, encouraging interactions, peer to peer support and advocacy, socialization, and network building for social support as well as learning.

They do this by conducting different trainings that help the youth share the struggles they encounter daily which in turn provides them with an avenue to get the necessary help.

Executive Summary

In East Africa, over 60% of young people, aged between **18 and 35 years** suffer from identity crisis and are ill equipped for the marketplace, which is a very tough terrain to get through.

A World Bank report dated 16th February 2023 revealed that Covid 19 affected the human capital in the areas of leadership, further worsening the situation.

At community-level, our leadership program focuses on ensuring joint delivery of a comprehensive, sequenced ‘package’ of core interventions to support youth economic and social empowerment - through a combination of direct implementation and on-the-ground coordination with community-level programming.

At the onset of our various programs, we conduct **conferences** that act as a platform to help us better understand the pain points of our target group.

Our intention is to have three conferences every year which focus on Leadership, Entrepreneurship, and ICT.

The conferences feature public lectures and a panel discussion which help us engage our audience. After the conferences, we conduct **weekly virtual sessions** to further the discussion on the subject.

Conference Summary

The TOFA Leadership conference had a total of **50 participants** inclusive of the speakers and the panellists. Our audience was comprised of youths between the ages of **17 – 35 years**.

The conference commenced at **1400HRS to 1900HRS EAT**.

Below is a summary of the activities:

- **Public Lecture/Talk** – We had a total of four speakers who spoke on: *Definition of Leadership; Standing Out as Leader; Starting Small and Dreaming Big; Teamwork; Creating Change; Invention and Innovation; and Limitations in Leadership.*
- **Panel Discussion** – The panel discussion comprised of three panellists and one moderator. The focus of the discussion was on *Self-leadership and Its Challenges*, which is the building block of leadership.
- **Gifting Session** – We had a brief gifting session for our speakers and panellists to extend our appreciation.
- **Vote of Thanks** – We extended our gratitude to our partners, audience, speakers, and the management of the venue. We also read an appreciation note from our main sponsors, WOAN.
- **Prayer Session** – Since we are guided by Christian principles, we had a brief prayer session for a successful conference.
- **Tea Break and Networking** – The culmination of the conference was a tea break where we encouraged all the participants to network to broaden their opportunities and comprehension scope.

SWOT ANALYSIS

1. Strengths

- a) As its first ever conference, the Organization had already created a strong network of leadership speakers and panellists who were able to impact the audience in a tremendous way.
- b) The Organization had also created a good following as more than half of those who had registered attended the conference from counties as far as Bungoma. This has shown that the Organization has stretched its reach not only in Nairobi, Kiambu and Kajiado but also in other counties such as Bungoma.
- c) The Organization has made ripple effects on social media based on the feedback from the audience who mentioned that they came to know about the conference through our various social media platforms such as Instagram, LinkedIn and even Twitter.

2. Weaknesses

- a) The weakness which was evident during the conference was the Time factor. The Organization had planned to begin the conference at 1pm, whereby the audience were meant to arrive at 12pm while the speakers were to arrive at 12:30pm. Despite this plan, the audience started streaming in at 1pm and some of the speakers arrived after 1pm as well which led to the conference commencing at 2:00pm.
- b) Attendance – From the registration database, 89 people had registered. Inclusive of the TOFA leadership team, the speakers, panellists, and 2 technical staff, the number came to 100. Due to a communication mishap, the venue management charged us for 100 people instead of the 50 people who were in attendance.

3. Opportunities

As its inaugural conference, a lot was learnt logistically. Some of the take homes were.

- a) Communication – We decided to work on streamlining our communication and decision-making channels to cut on costs.
- b) Time management – We intend to emphasize the issue of time to both our audience and speakers to maximize on the impact created by our future conference.
- c) More Marketing – With increased marketing and testimonials, we hope to attract more youths to our future conferences and programs.

4. Threats.

- a) Funding - For these conferences to be successfully conducted, funding is required. This therefore brings a key issue in conducting future conferences.
- b) Venue – We intend to look for venues that are cheaper. Our hope is to partner with an organisation that can offer us a free and accessible venue.

Conclusion

Generally, the event was a success! We got a rating of **7/10** from the attendees we interacted with.

We continue to push on towards our goal of impacting of over 5000 youth by 2027. From the conference one of the speakers told us to “***Think Big, Start Small, and Start Now***”. This is us living up to this mantra.

All said, we acknowledge God for helping us achieve this milestone as an organization. We believe that every win has a ripple effect.

We extend our sincere gratitude to **We One Action Network (WOAN)** for financing us when the light at the end of the tunnel was dimming.

We cannot sign off without recognizing **M-Wellness Kenya** for their support in terms of marketing and planning for the conference.

Finally, to all our **individual donors, speakers, panellists, moderators, and attendees** – this would not have been possible without you. Thank you!

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

— Margaret Mead.

Resources.

Pictures – [Click Here](#)

Videos – [Click Here](#)

Social Media Handles – [Click Here](#)

www.tofakenya.org