



Impact Report 2020:

Building Africa's #1 EdTech Finishing School

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We provide social and marketing intelligence that increases the productivity of people and organizations.



Gbemisola (Gbemi) Abudu

WELCOME

TO THE BMGA IMPACT REPORT

This report outlines the growth process of our organization since inception, with emphasis on achievements in the different segments from which we operate. This way, our clients and other stakeholders can be abreast of the deliberate impact that we have made.

Throughout the past year, we experienced different highs and lows across the globe due to the COVID-19 pandemic and this redefined our work processes but did not affect our ability to continue to deliver on the promise of excellence to customers.

From capacity building programs for our corporate clientele to the BMGA Fellows Program, we ensured that we were able to address the skills gap or mismatch inherent in numerous organizations.

From Q3 2019, when BMGA was established, till present time, we have demonstrated integrity and respect using customer-centric processes that align with the organization's core values and cater for the needs of our corporate clients. Through marketing initiatives and in-person learning engagements on soft skills, we were able to take critical steps towards our vision of increasing the productivity of human capital.

BMGA's commitment to the transformation of organizations is further augmented through programs that are focused on uplifting women and narrowing the gender skills gap in society. Part of our DNA is to ensure that the work we do helps to redefine the societal narratives of women and improve women's involvement in the social, economic, and political development of society.

Through the BMGA Fellows Program, which is a social impact initiative designed to narrow the gender skills gap that exists among female university graduates in Africa, we delivered ground-breaking results of inclusion, transformation, and excellence. The pioneering, 2020 cohort comprised 24 young women who possess outstanding academic feats, exhibit high intellectual aptitude, and have a strong passion to impact the social, economic, and political development of their immediate environment.

We aim to transform up to 10,000 female leaders directly and indirectly in the next five years. Because we apply the transformational domino concept by ensuring that we admit high potential women into the program, we are confident that BMGA Fellows will go on to transform young women in their respective networks. This will ensure that more women are equipped with skills that enable them to be active contributors to a gender-equal world.

As we reflect on all of the hard work put in by BMGA employees, and stakeholders, it creates a baseline for our future goals as an organization. We look forward to championing engagements that prepare professionals and organizations for the future of work.

Kindest Regards,

Gbemisola Abudu

Our Impact at a glance



1500

Deployed in-person learning programs to 1500 professionals



06

Expansion to six African countries

15

Supported by 15 organizations



03

Collaboration with 3 out of the top 20 global universities



Partnership with Association of Commonwealth Universities



13 Global Leaders on the BMGA Leadership Speakers Series podcast



24

24 Young Women for the 2020 BMGA Fellows Program



780 Minutes of Conversation on the BMGA Leadership Speakers Series podcast

780

12 Universities in Nigeria and Benin Republic



20%

First-Generation Students



10

Every course focuses on at least 3 of the 10 Core Skills of the Fourth Industrial Revolution

2 Summary Overview



Research shows that there is a significant skills mismatch between employers' requirements and employees' display of skills in the workplace, particularly concerning soft skills. Also, employers are satisfied with the disciplinary knowledge of students, but they are dissatisfied with graduates' IT skills, interpersonal qualities, and soft skills. Furthermore, soft skill-intensive occupations will account for two-thirds of all jobs by 2030. Yet, less emphasis has been placed on soft skills within academic institutions.

BMGA Enterprise Limited (BMGA) is an educational technology finishing school for the next Information Revolution. We provide social and marketing intelligence that increases the productivity of people and organizations.

We equip individuals and organizations with soft skills that optimize their performance and marketability in the business environment using a methodology that is rooted in the science of learning and behaviour.

We create and deploy capacity-building programs that are designed around how the human brain gathers, retains, and recalls information.

Our learning programs are taught by subject-matter experts and partner institutions across the globe.

These learning engagements are done in-person or via virtual technological tools i.e., the BMGA e-learning platform to enable efficient delivery.

Some of the courses we offer include Emotional intelligence, Business Etiquette, Global Communication, Strategies in Global Development, Customer Excellence, and Managing People. These courses ensure that our clients are equipped with ten (10) soft skills required for the Fourth Industrial Revolution as described by the World Economic Forum.



Components of the Company



1. CORPORATE PROGRAMS

The entry-level and mid-level programs are specifically designed for the reskilling and upskilling of employees within corporate organizations. This enables them to gain the skills required to increase their work productivity.



2. EMPLOYABILITY PROGRAMS

This equips students from tertiary institutions with soft skills for the future of work. Through the BMGA Fellows Program and BMGA Employability Program, the organization addresses the skills gap that exists within academic institutions.



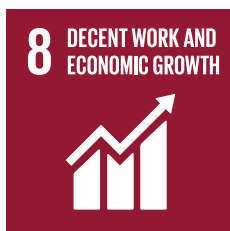
3. ASSISTED-LEARNING PROGRAM

The BMGA Leadership Speakers Series podcast offers additional learning support to enhance the development of soft skills. Listeners learn and develop an understanding of leadership and the skills that shaped guests into who they are today.



BMGA is dedicated to the actualization of the United Nations Sustainable Development Goals (SDGs).

With particular focus on SDG 4: Quality Education, SDG 5: Gender Equality and SDG 8: Decent Work and Economic Growth, the organization aims to drive the process of transforming the economic and social landscape of enterprises, corporations, and nations.



Regarding SDG 4, BMGA has deployed various courses using the three primary learning styles that promote high retention and recall of information, which are visual, auditory, and kinesthetic. This way, individuals have been equipped with necessary soft skills via modern technological tools and resources.

The capacity building courses for corporate clients and the BMGA Fellows Program are components of the organization that focus on quality education. Also, according to McKinsey Global Institute's report titled "The Power of

Parity: Advancing women's equality in Africa", there are five actions that are required from the public and private sector to ensure that African countries seize the economic benefits of empowering women; which are:

- (1) invest in human capital;
- (2) create economic opportunities;
- (3) leverage technology;
- (4) shape attitudes; and
- (5) enforce laws, policies, and regulations.

With respect to gender-focused initiatives, BMGA is focused on 1, 2, 3, and 4, which are the cornerstones for much of the work that is done within the organization.

For example, BMGA created and produced Rare Dahlia's I am Every Woman campaign, which is focused on redefining some of the stereotypes and negative narratives of women in society, particularly for African women.

Furthermore, the BMGA Fellows Program is designed to bridge the gender skills gap by providing young women aged 21-26 with access to world-class professionals and learning resources that have refined their mindset and prepared them for leadership roles within their various industries.

Finally, through custom-made learning resources that fit specific situations within Africa, BMGA has provided the opportunity for Africans to improve on their work productivity which has yielded positive results in employability and economic growth. In line with SDG 8, our corporate programs and employability courses are geared towards ensuring that individuals can have decent work.



**Social impact
initiative for female
university graduates**

In-depth on corporate capacity building programs



“Our programs offer a robust curriculum that enables professionals to develop the necessary soft skills.”





The BMGA corporate programs are designed to equip individuals and organizations with soft skills that optimize their performance and marketability in the business environment. We believe in maximizing the human potential, which is why we focus on unlocking such potential by improving the efficiency and effectiveness of each individual.

Our programs offer a robust curriculum that enables professionals to develop the necessary soft skills required to be more effective and competitive on the global stage. They deliver a dynamic perspective to entry-level and mid-level professionals using the three primary learning styles that promote high retention and recall of information, which are visual, auditory, and kinesthetic.



Quick Highlight Focusing On The Program Deployed For Sterling Bank

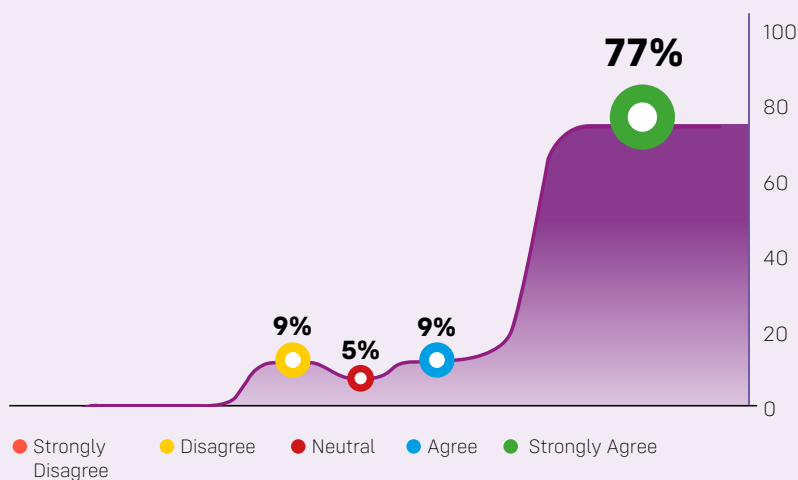
BMGA deployed a capacity building program for entry-level and mid-level employees at model branches of Sterling Bank. The program was delivered in-person in Lagos and Abuja.



Post-Program Survey Question:

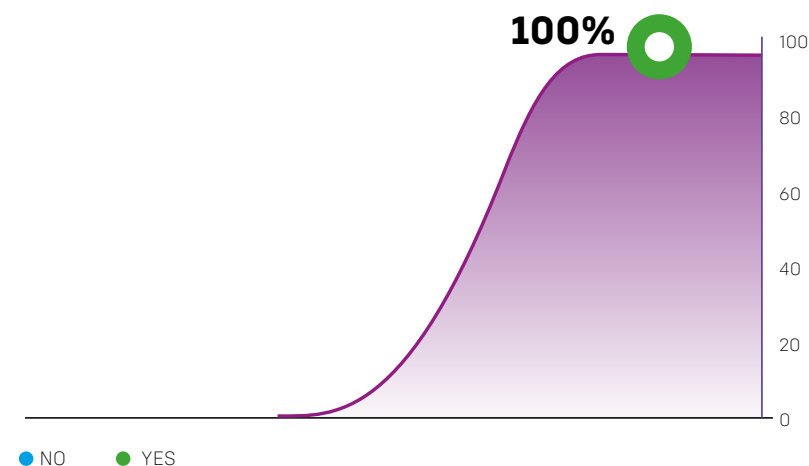
The facilitator simulated your interest in the course?

Feedback from the program revealed that 77% of participants enjoyed the program's facilitation and 100% of participants would recommend it to others.



Post-Program Survey Question:

Would you recommend this course to others?



TESTIMONIAL

“As a forward-looking financial institution, it is important to ensure that Sterling Bank’s employees constantly perform at the optimum level.

This is why we engaged the services of BMGA to deploy a soft skills program for employees in our model branches. BMGA’s commitment to excellence and ability to deliver on their promise was evident by the result we noticed in our employees and their performance. BMGA’s programs are of international standard. I highly recommend BMGA.”

Abubakar Suleiman,
Managing Director & CEO,
Sterling Bank PLC.



In-depth on the BMGA Fellows Program



“The BMGA Fellows Program is a social impact initiative designed to narrow the gender skills gap that exists amongst university graduates in Africa.”

The program is under the BMGA Foundation but powered by BMGA Enterprise. It is a six-month online blended program that provides young women with professional and life skills that are essential to build a competitive career in the 21st Century.

The program provides high-level professional development courses such as Business Etiquette, Emotional Intelligence, Global Communication, and Career Development. It was created out of the desire to address the skills mismatch that exists between employers' requirements and university graduates' display of skills in the workplace specifically with respect to female university graduates.

The core objective is to align young women's skillsets with skills that are required for the current and future workforce, which places less emphasis on disciplinary knowledge.

Based on a broad working knowledge of capacity building, the learnings and methodology from BMGA's capacity building program for corporate clients were applied to create a program that gives academically motivated female university graduates the unique opportunity to have a transformational learning experience that will play a pivotal role in their personal and professional development.

OBJECTIVES:



Develop core life skills that are salient in professional settings.



Accelerate transformational learning to narrow the gender skills gap in Africa.



Provide transformational professional training that is focused on career development, employability skills, personal branding, ICT literacy, and mentorship.



Promote career development, advancement opportunities, and improve the employability skills of young women in Africa.



Develop competencies essential for the workplace and solidify participants' understanding of personal branding and career development.

COMPONENTS OF THE PROGRAM:

1 **BMGA e-Learning Platform**

The platform is designed to help participants hone their Information and Communication Technology (ICT) literacy skills. On the e-Learning Platform, participants engage in professional development courses. The learning platform is designed and structured to allow for learning in a style that is engaging and easily understood.

2 **High-level soft skills courses with live lectures**

During the program, participants engage in lectures with professors or subject-matter experts which are structured as meeting-style interactive sessions such that participants can learn how to engage in meetings at work.

3 **Book Readings**

Assigned entrepreneurial books are examined through the lens of courses to cultivate entrepreneurial knowledge and skills in participants.

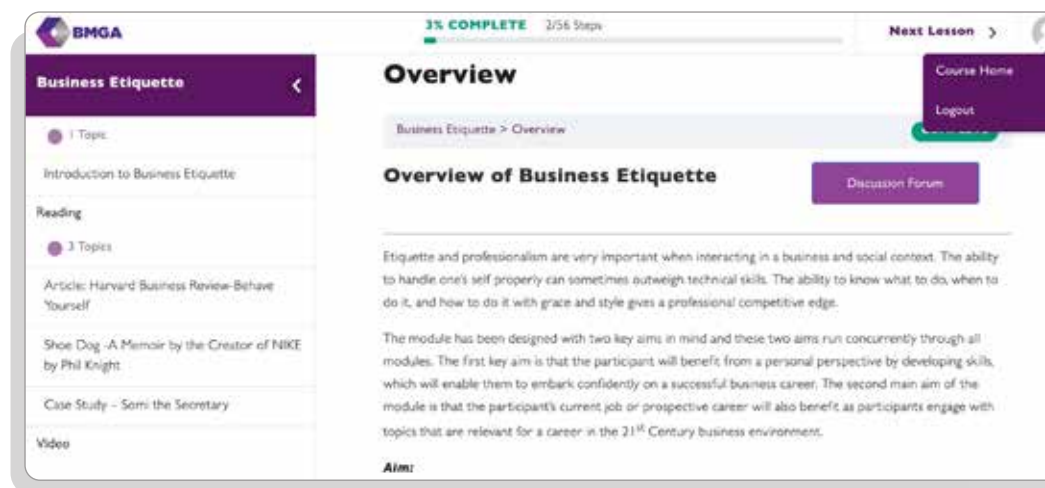
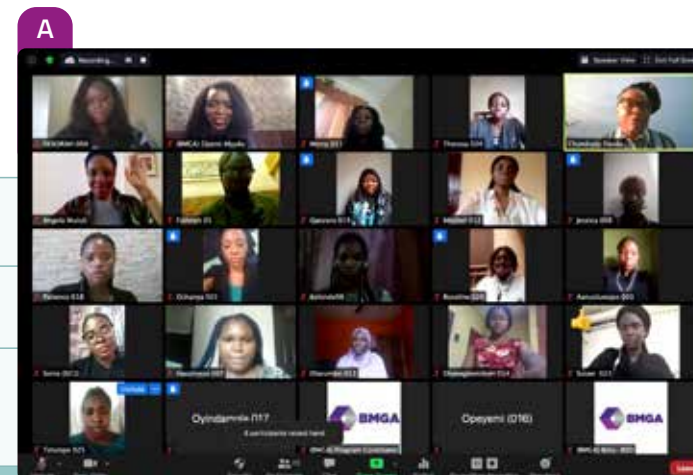
4 **Champions of Africa's History lecture series**

This shines the spotlight on forgotten female African heroes as examples to participants that they come from a rich and honorable lineage while addressing issues that affect African women such as colorism.

IMAGE CAPTIONS

A. UN Women Class

B. BMGA Online Learning Platform



24  YOUNG FEMALES

12  NIGERIAN UNIVERSITIES

10  ESSENTIAL SKILLS

5 **The BMGA Leadership Speakers Series**

This provides participants the opportunity to learn about leadership directly from a distinguished array of global business leaders with exemplary careers.

6 **Peer-to-Peer Mentorship**

This provides participants access to personal and professional mentorship from graduate students from top universities across the world such as the University of Cambridge.

7 **The Troubleshooters Competition**

This is a business case competition designed for participants to learn how to solve complex problems by identifying pertinent issues within a sector and proffering viable solutions to these issues.

8 **Post Program Mentorship**

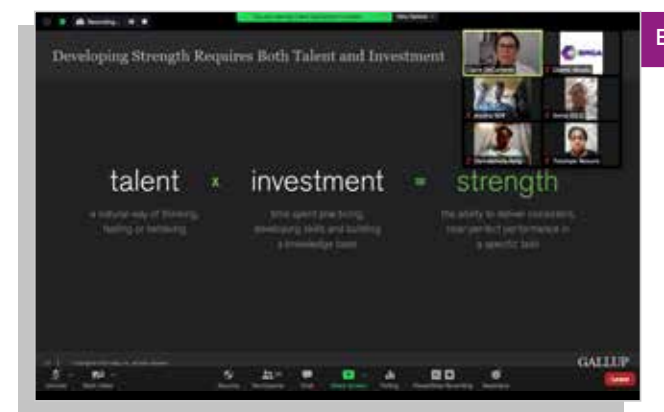
Fellows that graduate from the program are paired with business professionals/industry experts that will help them navigate the complexities of the business environment



C Live Lecture Ice Breaker

D. Women and Leadership

E. Strength Finding session with Gallup



With focus on ten (10) core skills of the Fourth Industrial Revolution such as emotional intelligence, critical thinking, problem solving, communication, and negotiation, the program utilized live classes, TED talk videos, case studies, and other learning tools to ensure that participants were able to gain new insight into the skills required for the future of work.



06

BMGA FELLOWS PROGRAM RAN FOR SIX MONTHS FROM MAY 2020 TO NOVEMBER 2020



20%

THE COHORT CONSISTED OF 20% FIRST GENERATION COLLEGE STUDENTS



24

BMGA FELLOWS PROGRAM COMPRISED 24 YOUNG WOMEN



10

TEN CORE SKILLS OF THE FOURTH INDUSTRIAL REVOLUTION



12

THE YOUNG WOMEN WERE FROM 12 UNIVERSITIES

SUPPORTERS:

The 2020 BMGA Fellows Program was supported by Sterling Bank, Yale Centre for Emotional Intelligence, African Society of Cambridge University, Association of Commonwealth Universities, Rungas Group, University of Lagos, University of Ibadan, Gallup, Emotional Intelligence Skills Group, Women at Risk International Foundation, The Longe Practice, UVisuals Studio, Redboxx, Living Corporate, and Creative Studio.



The Association of Commonwealth Universities



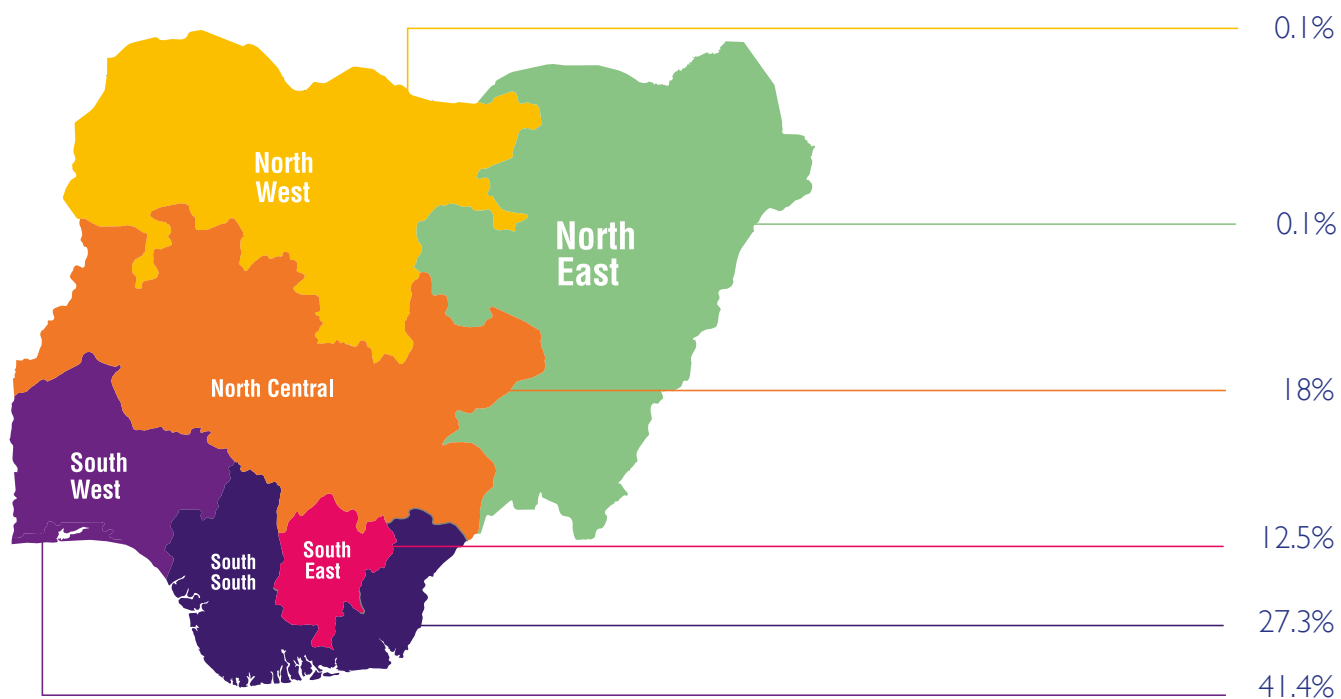
GALLUP®



Yale Center for Emotional Intelligence

DEMOGRAPHICS OF 2020 COHORT:

Regional demographics of the cohort:



29%

UNIVERSITY
STUDENTS



22-27

AGE RANGE



71%

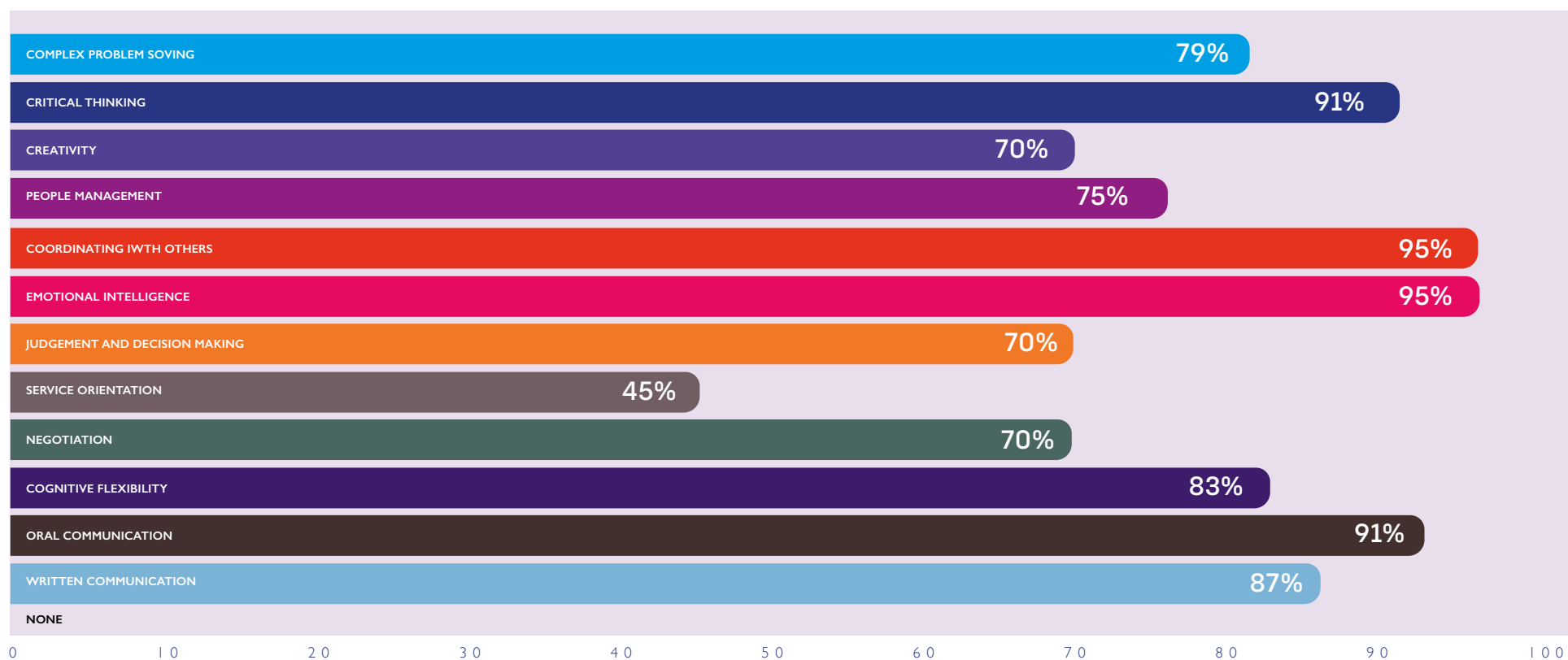
UNIVERSITY
GRADUATES

ACHIEVING THE OBJECTIVES:

For the first cohort, the program recorded an overall **90%** success rate in achieving its core objectives.

2020 Cohort Survey Question:

The program was created to bridge the gender skills gap in Africa, have you been adequately equipped with skills needed for the 21st Century workplace?



Survey showing the skills participants of the first cohort gained from the program.

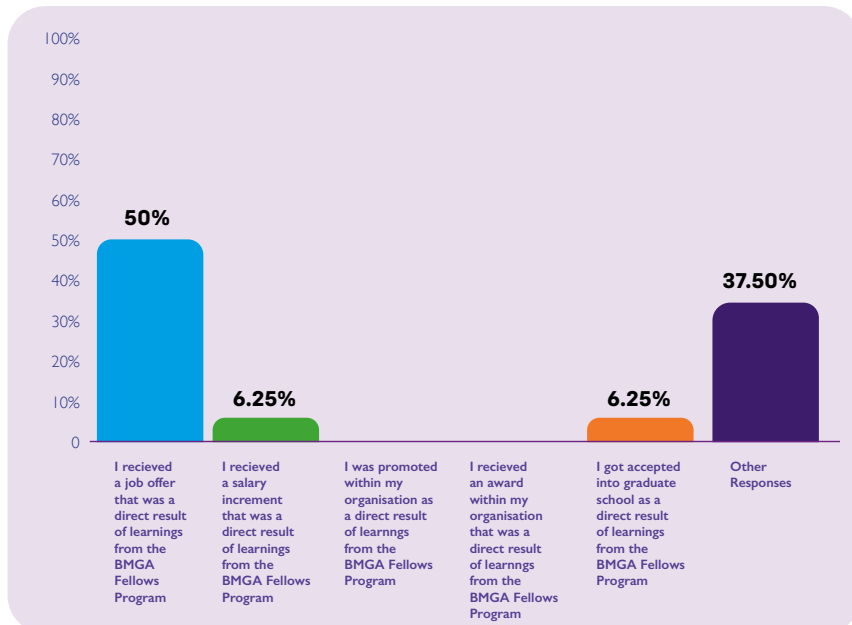
POST-PROGRAM SURVEY (3 MONTHS):

50% received a job offer that was a direct result of learnings from the BMGA Fellows Program out of which 37.5% are graduates. This is an improvement from British Council's report titled 'Can higher education solve Africa's job crisis?' which estimates that an average of 8.8% female graduates across Nigeria receive a job offer within the first six months of graduation.

Also, 84% stated that they have improved significantly in their communication skills, and 80% recorded an increased aptitude for emotional intelligence.

Survey Question:

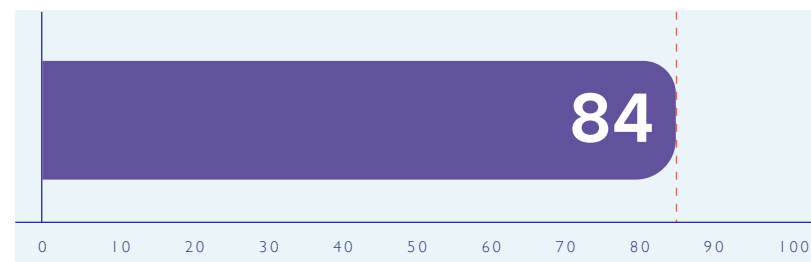
Over the past three months, which of the following did you experience as a direct result of learnings from the BMGA Fellows Program?



Based on the responses, Other = None

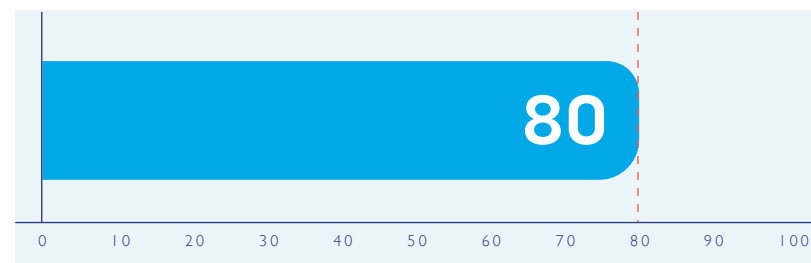
Survey Question:

I have significantly improved my communication skills



Survey Question:

I have become emotionally intelligent in my relationship with my family and friends



HIGHLIGHTS OF TESTIMONIALS:

“The business etiquette class helped me to develop a degree of consciousness. It made me appreciate some of the things that I took for granted. The first improvement I noticed was with my email communication. For the first time, I wrote an email and my sister, who is an editor, had no corrections. Before this, my emails seemed angry, informal, and impolite.

I also noticed that I have started to make serious plans for the future. Before the class, I had no long-term plans or goals. My only plan was to find a well-paying job. As Phil Knight puts it, I am on a journey to find my calling. At the moment, I do not know what it is, but I’m learning. Thank you, BMGA, for this opportunity.”

Jessica Muodozie
2020 BMGA Fellow

“Precisely in April 2020, I got an acceptance letter into the BMGA Fellows Program. They told us that it would be an intense program, but nothing could have prepared me for the program’s intensity. It was very intense yet completely worth it because I had the opportunity to be lectured by professors from top universities worldwide. The curriculum was holistic and tailored to equip me for unprecedented career growth.”

Theresa Odey
2020 BMGA Fellow



Podcast Series



OVERVIEW – SEASON ONE



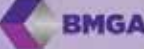
780 Minutes of
Conversations

13 Global
Leaders

Guests on the BMGA Leadership Speakers Series podcast shared their career path and leadership journey of triumphs and challenges with the intention of fostering and nurturing the leadership potential of the next generation of leaders..

**BMGA LEADERSHIP
SPEAKERS SERIES
PODCAST
season one**

 MO ABUDU CHIEF EXECUTIVE OFFICER, BANK OF AFRICA	 CHRISTIAN BUSCH AUTHOR, THE ENTREPRENEUR MINDSET: THE ART AND SCIENCE OF CREATING GROSS VALUE	 MASAI UJIRI PRESIDENT OF THE TORONTO RAPTORS	 LIZ AGBOR- TABI VICE PRESIDENT, GLOBAL PORTFOLIO OF ULTIMATE VENTURES
 ABUBAKAR SULEIMAN MANAGING DIRECTOR, CHIEF EXECUTIVE OFFICER, ATKINS RUSSELL LLC	 JUMOKE ODUWOLE CHIEF OF STAFF TO THE PRESIDENT OF FEDERAL GOVERNMENT OF NIGERIA	 HOST GBEMI ABUDU FOUNDER & MANAGING PARTNER, BMGA ENTERPRISE LIMITED	 AYOTOLA JAGUN CHIEF COMPLIANCE OFFICER AND CHAIRMAN, SECURE BANK OF NIGERIA
 IJEOMA OGBURN CHIEF OF COMPLIANCE, PUBLIC & PRIVATE	 ACHA LEKE CHAIRMAN, BOARD & SENIOR PARTNER, MORGAN & LEVINSKY	 KEMI DASILVA-IBRU FOUNDER, WOMEN IN INTERNATIONAL FOUNDATION (WIF)	 OLATOWUN CANDIDE- JOHNSON FOUNDER & CEO OF CLASS AFRICA
 TOYIN ODULATE FOUNDER & CEO OF GLOVE COMPANY	 OSARETIN GUOBADIA AUTHOR, BE PURPOSE: FOUNDED IN THE ARTS AND CULTURE MOVEMENT	LISTEN HERE www.bmgaenterprise.com/podcast	





"I would recommend the podcast to anyone because you get to hear from successful people on how they navigated the wilderness moments in their often not talked about zig zag journey to success."

Dr. Ibukun Adedugbe
Consultant Anaesthetist, UCLH NHS Trust



"The podcast has elements to interest a broad spectrum of people. This includes people that are interested in personal development, Africa, women's rights, entrepreneurship, inspiration, and more. The podcast is especially helpful for anyone from secondary school students to undergraduates, and those in their early careers."

Gbenga Showole
Director, Procter & Gamble

The screenshot shows a Zoom meeting interface. At the top, there are two video thumbnails for participants: Gbemi Abudu and Christian Busch. Below them is a presentation slide with the title "CULTIVATING SERENDIPITY" in large orange letters. Under the title, it says "HOW ?" with an arrow pointing to a list of three bullet points: "Asking questions differently (e.g., hooks; open-ended)", "Looking at 'mistakes' or crisis differently (e.g., Sildenafil; BestBuy, p.f.)", and "Reframing situations (e.g., Riabs; Philips)". At the bottom of the slide, there are controls for "Unmute", "Pause/Stop Recording", "Q&A", and "More". A Q&A window is open in the foreground, showing a list of questions and answers. The Q&A window has tabs for "Open(25)", "Answered", and "Dismissed". The first question is from "Deinde" at 09:32 AM, asking about coping with tough decisions. The second question is from "Tolulope Mosuro" at 09:32 AM, asking about the most difficult decision in their career. The third question is from "Happiness Okereke" at 09:32 AM, asking about being criticized for being a feminist.

Infusing Gender Equality in our work



Work with Rare Dahlia

BMGA consulted for Rare Dahlia, a perfumery based in Abuja, Nigeria, to create the 'I am every woman' campaign designed to change the narrative of women in Nigeria. The campaign aimed to celebrate the versatility of women and the men in their lives that support them as they take up space and contribute to the development of society. It was able to reach 21.5 million people online with 56,000 coverage views.

How Rare Dahlia's campaign impacts women's rights

The campaign served as an opportunity to create and deliver an impactful platform that would celebrate the versatility of women while highlighting supportive men in their quest to be active contributors in society. The objective of the campaign was focused on redefining some of the stereotypes and negative narratives of women particularly African women.

Title:

**I am Every Woman- I am a Homemaker
(Volume 1, Episode 1)**

My family is my world, I take pride in taking care of my family and running our home smoothly and efficiently. Spending quality time with my family means everything to me. I choose fragrances that are aromatic, fresh, and long-lasting.



From inception to execution, BMGA saw the campaign as an opportunity to challenge and redefine some societal narratives through the use of strong imagery and captions that defined each role women embody. The 10 (ten) episodes of the campaign tell a compelling story, while creating a desire for the client's brand and product offering.

In line with Goal 5 of the SDGs, the 'I Am Every Woman' campaign is geared towards contributing to shape attitudes on how women are perceived in society. In addition, to challenge the global beauty standard which tends to be Eurocentric, a dark-skinned African woman with natural hair was utilized as the main character in the campaign.

The 'I am Every Woman' campaign was a great way for BMGA to intertwine creativity and our commitment to the upliftment of women to showcase the phenomenal elements of being a woman in Africa.

Title:
I am Every Woman- I am a Friend
(Volume 1, Episode 8)

I am a confidant and a shoulder to lean on. Our friendship is built on love, trust and mutual respect. We support each other through adversity and have each other's back. We embrace and accept our differences while still being able to call each other when we're in wrong. I am loyal to the ones I call my own. Just like exquisite fragrances, I leave a lasting impact on people.



Title:
I am Every Woman- I am a Champion
(Volume 1, Episode 9)

I am an advocate for equal rights and the belief that everyone contributes to the advancement of society. I am unafraid to stand up for what I believe in. I am confident in fighting for the voiceless and being the symbol of change. I am a voice for this generation and the next. This is why I have a preference for fragrances that embody my boldness and personality.





COVID-19 response

In response to the COVID-19 pandemic, BMGA chose to carry out its tasks using remote work.

All employees worked from home and adjusted to the process of delivering tasks using flexible work schedules so as to cater for the psychological, physical, and social impact of the virus.

Work from home practice

BMGA comprises a fully remote work force that have been able to adapt to work needs amidst the COVID-19 pandemic. Despite the upheaval, employees were able to consistently deliver on the different impact programs organized in-person and virtually.

To ensure proper management of the mental and physical effects of remote work on employees, BMGA utilized frequent video conference calls to simulate in-person engagements. This enabled the accurate perception of body language and non-verbal cues while interpreting verbal communication.

Also, there were periodic in-person meetings to foster camaraderie amidst employees which aids team work.

In-house work policies for the future of BMGA

To align with the remote work environment that will be prevalent in the future, BMGA has introduced different productivity tools that will enable a virtual work space that is seamless and interconnected.

Learn more online at www.bmgaenterprise.com/about-us





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