



West Africa Business School
...democratizing knowledge that links business with intelligence

In Partnership with

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ELEVATE YOUR THINKING
MPOWER (UK) Ltd

ABOUT THE EXECUTIVE EDUCATION INSTITUTION

The West Africa Business School (WABS) was established in response to the need for a high-quality professional development, corporate training and executive education institute to address the needs of working professionals who have the desire to continue professional and academic training while remaining in the workforce. The school was formerly registered on 7th May 2002 with the Nigerian government (RC.1652834) as a private regional training institution. In the beginning, WABS started with organizing corporate seminars, workshops and soft business short courses. In January 2010, the school launched specialized strategic business conferences, leadership programme and management training courses across Africa focusing mainly on the financial services industry.

Today, WABS has become a house-hold name and a global brand, well known in Africa for delivery of world-class Corporate Training, Government Human Capital Development, Professional Education, Executive Education, Business Intelligence and Research Services. WABS offers short courses specializing in industries such as: Financial Services, Energy (Oil & Gas, Power, Water), Telecoms, Manufacturing, Transport & Logistics, Hospitality & Healthcare, Government Ministries, Departments, Agencies and much more. The WABS is registered and recognized by important government regulatory institutions such as Federal Ministry of Education, Federal Ministry of Justice, Corporate Affairs Commission (CAC), Industrial Training Fund and accredited by Centre for Management Development (CMD) as a management training institution in Nigeria.

Further enquiry in respect of this programme should be addressed to:

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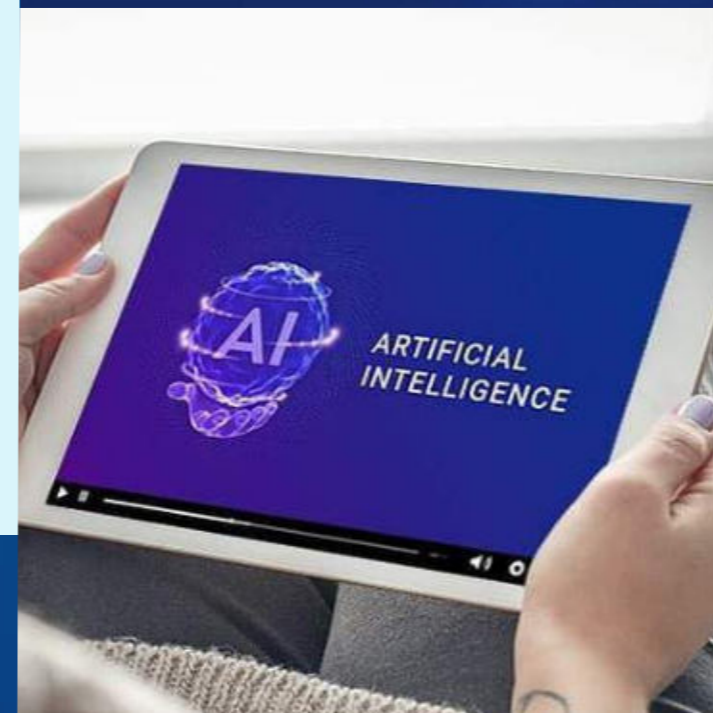
PRESENTS

Public Sector International Leadership Development Programme

for

Senior Government Officials, Permanent Secretaries, Chief Executives, Director Generals, Executive Secretaries, Directors/HODs, DDs, ADs and Senior Managers in Government MDAs.

Theme: Leadership Innovation and Artificial Intelligence (AI) for Productivity Improvement



Date: 5 - 8 May 2025

Venue: African Princess Beach hotel Kotu, Serrekunda The Gambia.

WELCOME • AKWAABA • BIENVENUE

PROGRAMME OVERVIEW

The world is changing and we are now in the Fourth Industrial Revolution (4IR) era. New ways of thinking and behavior will be required to succeed in the new world, which will continue to be characterized by Artificial Intelligence Technology, Volatility, Uncertainty, Complexity and Ambiguity. Against this context lies the human leadership story, which is complex and it can be surfaced in many ways. Behind the leadership role lies the real you. A person with many life experiences. These often impact on your energy and influence how you may manifest your thoughts. This unique leadership experience helps you to find touch points with your true self. In an increasingly changing and challenging public service environment, governments all over the world are concerned with issues of application of new technologies that are crucial to ensuring public organizations are well positioned to execute their mandate to uplift the lives of citizens for our society to move to the next level of development. Learning and applying modern principles of leadership and management as well as new technologies like Artificial Intelligence (AI) will help to create more innovative teamwork and inclusive workplace transformation. As the demand for good governance and innovative leadership in the public sector is increasing, it appears that the right kind of leadership needed now and, in the future, consists of leadership that focuses on these 4 dimensions - relational, operational, technological and strategic leadership. The Public Sector Leadership Development Programme provides Senior Government Officials, Permanent Secretaries, Chief Executives, Director Generals, Executive Secretaries, Directors, HODs, Deputy Directors, Assistant Directors, Principal Managers and Middle Managers in Government MDAs, with leadership and management knowledge and skills they need to be effective in the ever-demanding job function in the workplace. The theme of this year's Programme is Leadership Innovation and Artificial Intelligence (AI) for Productivity Improvement. This topic of discussion is coming at the right time not only for senior executives in government MDAs, but also for those who wish to update their knowledge in the functional areas of leadership, resources utilization and management in the private, public or not-for-profit sectors. There is a lot of hype surrounding AI and its impact on work, but Artificial Intelligence, automation, augmentation are much more than just buzzwords. We need to interpret the real opportunities that new technologies can offer public sector leaders and how it can improve their productivity in the workplace. The learning agenda provides general introduction to the fundamentals of leadership vs management garnished with subject matter expert's presentation on innovative leadership subjects such as authentic leadership, action centred leadership, team leadership, leading individuals, strategic leadership and enhancing people competencies. You will learn how AI is impacting workplace ecosystem, change management and transformation, leading the fourth industrial revolution, developing a strategy for leading industry 4.0, multi-generational workforce management and deep-dive into the 4D leadership model that will show you how to take your workplace responsibilities to the next level.

PROGRAMME OBJECTIVE

The main objective of this programme is to enable public sector leaders navigate what the rise of new technologies incorporating AI and machine learning means to you and how to consider building such tools into your digital personal leadership strategy. The knowledge acquired in this learning adventure would help senior and middle level public servants improve leadership and decision-making to enhance Africa's competitiveness in line with the continent's vision for the future. This learning intervention gives civil/public servants the opportunity to reflect on their leadership style and enhance their overall positive impact in delivery of effective, efficient, best practice and inclusive services to the general public and their communities. By participating in this learning mission, you will become much more fluent in understanding what the impact of AI is on your work and how the Future of Work will impact our lives. Through a set of expert-led presentations, lectures and practical exercises, participants will be introduced to new knowledge of using Artificial Intelligence for productivity improvement and 4D leadership development. Participants will learn through active participation, discussions and video materials.

At the end of this executive programme, participants would be able to:

- Explain how management and leadership differ and account for those differences
- Outline the fundamental principles of the Action Centred Leadership model
- Name and describe the Authentic and ACL leaders key focuses and how they relate interdependently.
- Describe the role and functions of a team leader, a departmental leader, and a strategic leader
- Acquire basic Artificial Intelligence knowledge and learn how to use it to improve everyday work in your organization.
- Navigate practical application of AI and machine learning for innovative leadership and management in today's organization;
- Understand the 4D leadership development model and how it contributes to the effectiveness of your organization as a whole;
- Describe both the immediate and future challenges of Industry 4.0 and list the key actions that need to be taken now in order to mitigate anticipated threats, while seeking opportunities to exploit potential benefits at all levels

MEET THE SPECIAL GUEST SPEAKERS

Dr. Alan POWER - Managing Director, Mpower (UK) Ltd., UK



Alan Power first entered operations management in 1989 when he was invited to set up a new, centralised mortgage operation for the UK's TSB Bank. Alan had previously been Director of HR and Quality for Mortgage Express Ltd, where he had launched a successful quality management programme. It was the success of this programme that directly led to his appointment as General Manager of the new operating company, TSB Homeloans. The new company was set up with a strong focus on operational excellence, using tools and techniques that would today be recognised as Lean Thinking and Six Sigma and the approaches collectively known as Business Excellence.

Dr. Alan has been a visiting tutor at the University of Warwick (UK) where he lectured on operations management on a senior management MBA programme and at the University of Leicester (UK).

Yolanda SING - Leadership Coach & CEO Chloe Consultants Pty Ltd, Winner of 'Best Education and Training Company Awards 2020' in South



Expertise: Leadership Development (Equine), Change and Transformation, Global Human Resource Management. Having held many senior strategic Human Resources roles in the Financial Services and Retail Industries across various countries, including Africa, Middle East, South East Asia, Europe and USA, she is well equipped to assist individuals and teams to unlearn, learn and transform. Her current edge is assisting people to understand their leadership roles, in their own unique circles of influence. Her international experience provided her with a comprehensive context - this ensures understanding of what is required to succeed in today's multinational and virtual business world; a world filled with complexity, ambiguity, volatility and uncertainty.

Having successfully managed her own Consultancy for the past 12 years, Yolanda has evidence of her versatility and talents as a professional facilitator and also her entrepreneurial competence. She has successfully developed a blue print for her unique offering in South-Africa, Dubai, Qatar, United Kingdom and Kenya. She is highly skilled in working with Transformation and the associated changes that is required to establish "great" cultures. Her method for individual and organizational transformation is unique, as she utilizes "equine partners" to become part of the learning intervention; they provide authentic experiences and feedback on the effectiveness of our communication styles. She has applied her learning to develop Emirati women in the Middle East. She has also published her first book "Power in the Paddock". Education: B.P.L, Hons B (B & A), M.B.A, Hons Bachelor of Arts in Psychology, Leadership Circle - Qualified Assessor, Results Coaching Systems - Executive Coach.

Mouhsine LAKHDISSI



LAKHDISSI is an expert in digital and IT with extensive experience in business, training and teaching. He is also an entrepreneur and investor, with expertise in the telecom industry, insurance, banking and public sectors. His skills include digital marketing, IT strategy and management, entrepreneurship, business intelligence and big data.

Obasi NGWUTA – B.Sc., MBA, AMNIM, MBPMP, ACISI



Obasi Ngwuta is a veteran of the financial services industry having worked in consulting, stock broking, insurance and banking sectors for 25-years. He is the Founder & Chairman of Africa Bancassurance Academy and also Director General/Chief Executive Officer of West Africa Business School, a foremost regional training institution for business, leadership and management education in Sub-Saharan Africa. Mr. Ngwuta was at various times Head of Bancassurance and Relationship Manager SME Banking at Standard Chartered Bank Nigeria; Group Head, Business Solutions Development at UBA Insurance Limited; Head Products, Branding & Marketing Support at UBA Metropolitan Insurance Limited; Head, Corporate Planning & Risk Management at Sovereign

Trust Insurance Plc; and General Manager, Operations at Intellbank Consulting Ltd. Mr. Ngwuta is a graduate of University of Science and Technology, Enugu (ESUT) where he obtained his Bachelor of Science (B.Sc.) in Insurance & Risk Management and Obafemi Awolowo University (OAU), Ile-Ife where he obtained his Master in Business Administration (MBA) degrees. Mr. Ngwuta is a long-time member of the British Project Management Professionals (BPMP), Centre for Management Development (CMD), Nigerian Institute of Management (ANIM), Chartered Insurance Institute of Nigeria, Chartered Institute of Securities & Investments UK as well as Risk and Insurance Managers Society of Nigeria (RIMSON) where he was the chairman of the technical and education committee for many years. Mr. Ngwuta is the Author of many books including the most popular 546-page bestselling professional insurance book titled "Modern Insurance Business Management" published by Nigeria Insurers Association (NIA) in 2007.

Module 16: Letting Go and the Way Forward

- System Theory
- Whole Brain Living - Neuro based decision making and emotional intelligence
- Scenario Planning - Identify their Probable and Desired Futures
- Identify what are the things, that they need to let go off, in order to move forward into the “new world”.
- Partner with an Accountability Partner, to ensure transfer back to the workplace.
- Identify which boundaries, will be required to thrive in the post corona world
- Stepping Into A New Future

Module 17: Interactive Session / Open Forum

How to register for the programme

Send names of your participants by email to: wabs.edu@gmail.com Please call and speak with the West Africa Business School representative on Tel: +234 8143004300 from 8.00am - 5.00pm Monday to Friday. You can also call and talk to the Programme Manager on Tel: +2348027922649, **WhatsApp**: +2348143002943 by 8.00am – 5.00pm Monday - Friday.

Practical information & Course Fee:

Date: 5 - 8 May 2025.

Time: 8:30 am - 4:30 pm

Venue: African Princess Beach hotel Kotu, Serrekunda The Gambia.

Course Fee:

1. Gambian participants/delegates: US\$ 1,000 per person for a single registration from a company, organisation or government ministry, department and agencies (MDAs).
2. Gambian participants/delegates: US\$ 800 per person for group registration of 10 or more people from the same company, organisation or government ministry, department and agencies (MDAs).
3. Participants/delegates from other African countries: US\$1,500 per person for a single registration from a company, organisation or government ministry, department and agencies (MDAs).
4. Participants/delegates from other African countries: US\$1,250 per person for group registration of 3 or more people from the same company, organisation or government ministry, department and agencies (MDAs).

The course fee covers:

- 4 full days quality F2F training – 8.00am – 4.00pm.
- Training venue hire, equipment, tea/coffee break, lunch, table water, soft drinks and fruits etc
- Facilitators fees, accommodation, flight cost and local airport transfers.
- Leather folder, Certificate of attendance
- PDF take-away handout material or flash drive loaded with course notes.

How to Make Payment of Course fee

1. Nigeria participants/delegates: Course fee payment can be made in local currency (forex market rate = N1,650 / \$1) equivalent of USD amount by e-transfer made in favour of West Africa Business School and paid to A/c No. 0026837347 @ Access Bank Plc. Sort Code: 044151711.

2. Participants/delegates from other African countries should make payment of course fee by swift transfer to the below bank account details:

Beneficiary: West Africa Business School

USD Account Number: 0060230470

Bank Name: Access Bank Plc

Swift Code: ABNGNGLA

Bank Address: Plot 87 Awolowo Road, Ikoyi - Lagos Nigeria

NOTE : We need to receive payment of course fee at least one week before date of start of the training. All delegates/participants coming from outside Gambia will be responsible for their accommodation, airfare, airport transfers and dinner. You can book your accommodation at same training venue by contact: +220 733 3354 African Princess Beach hotel Kotu Serrekunda, The Gambia, West Africa.

- Provide public sector leadership with insights on latest thinking and best practices in leadership innovation and transformation in a reformed civil service system.
- Learn leadership innovation and how to apply/use it to drive high performance at work.
- To learn innovative and transformational leadership and how to apply it to achieve phenomenal success in service delivery to the citizens
- Provide senior public servants with insights on best practices in digital leadership in the fourth industrial revolution (4IR) era.
- Explore how to optimize executive support and leadership in change management.
- Understand what AI is and how is it impacting leadership and management.
- Learn how technology is affecting our consumer experience and what does that mean for the workforce.
- Learn the main ways that AI is disrupting human resource technology.
- Know how to benefit from implementing AI and other new technologies.
- What is the Future of Work and how should civil service leaders be preparing for a shift in mindset?
- Understand what civil service leaders need to do to prepare to implement AI solutions in the workplace.
- Develop aspiring leaders with a strong sense of ethics and social responsibility

This programme gives you an opportunity for developing and influencing through building a strong peer cohort network for the future challenges ahead. The curricula emphasize critical thinking, creative problem solving and personal development to enhance productivity and professional performance in a dynamic, changing, culturally diverse and globally expanding work environment. You'll form a cohort with your fellow participants and be contributing to the development and support of a community of new Permanent Secretaries, Director generals, Directors and senior and middle management peers, who are in similar career stages as you.

Who Should Attend?

The executive course is particularly useful for those advancing their careers within leadership and management roles in civil / public service and serves as a refresher course for:

- Deputy Governors, Wives of Governors and Wives of Deputy Governors, SSGs and SSAs
- Heads of Civil Service (HOCS) of Federal and State Governments in Africa.
- Commissioners in State Government Ministries and DGs/Heads of Agencies
- Permanent Secretaries of Federal and State Government MDAs in Africa.
- Senior government officials in admin, finance, regulatory, supervisory or compliance functions
- Chairmen of State Civil Service Commissions and Permanent Secretaries
- Executive Secretaries in Federal and State Government Civil / Public Service
- Deputy Directors and Assistant Directors in Federal and State Government MDAs.
- Civil Service Directors (CSD) and HODs in Federal and State Governments in Africa.
- Directors of HR, L&D and ICT in Federal and State Government Civil / Public Service
- Directors of Finance and Administration in Federal and State MDAs etc
- Directors of Legal Services in Federal and State Government MDAs and GOCs.

PROGRAMME CONTENT / COURSE OUTLINE:

Module 1: Leadership Fundamentals

- Exercise: Leader or Manager
- Review of Exercise
- Defining leadership and management
- Exercise: sorting playing cards
- Review of Exercise
- The importance of establishing the right culture
- Contrasting the mindset of a manager with the mindset of a leader

Module 2: Leadership Styles

- Leadership styles and the need to match style with situation
- Assessments of leadership style: what is your natural style?
 - o Leadership Style Inventory
 - o The Enneagram
 - o The Goleman 6
 - o The Black & Mouton Leadership Grid
 - o Tuckman's Team Development Model
- Theory 'X' management and Theory 'Y' management and self-fulfilling prophecies

Module 3: Management v. Leadership

- Exercise: comparing and contrasting the functions of management and leadership
- Review of exercise
- Exercise: completing a task without a designated leader, the Playing Cards exercise
- Review of exercise
- How to deal with failure
- Case study: comparing how airlines and healthcare systems deal with failure
- Leadership and management, the differences

Module 4: Authentic Leadership

- Define Authentic Leadership (Congruency)
- Relationship between Leadership Competency and Business Results
- Authentic Leadership through the equine lens (virtual equine experiences)
- The journey from Politeness to Honesty
- Energy Management
- List the reasons, why they should lead anyone

Module 5: Leading with Emotional Intelligence

- Accounting for the differences between management and leadership
- The theory of multiple intelligence
- Defining emotional intelligence and emotional intelligence competencies
- Exercise: improving your ability to describe your emotions
- Review of exercise

Module 6: Action Centred Leadership

- The need for leadership; why it emerges
- Reasons why people form teams
- The three key focuses of a leader
- The Action Centred Leadership model
- The needs of the common task, the team and individual team members
- Potential issues that may arise when a key focus is neglected.

Module 7: Team Leadership

- The leader's concern for group dynamics and building a successful team
- The importance of creating a team with balanced role preferences
- Exercise: using an instrument to identify the role that you typically adopt when in a team
- Review of exercise
- The development and maturing of a team from forming to performing
- Exercise: using a survey instrument to assess the level of delegates own teams using the Tuckman Team Development model
- Review of Exercise

Module 8: Leading Individuals

- The common needs of people at work and how to respond to them as a leader
- Helping individuals to develop through feedback
- Exercise: role play using open questions and delivering feedback
- Review of Exercise
- Assessment: using the Johari Window to identify barriers to relationships and understanding
- Exercise: Aron's 36 Questions
- Review of Exercise
- Presentation: the complications of managing people as individuals; the variables of gender, generation, cultural heritage and performance/competence.
- Exercise: developing and using a number of Avatars to explore the potential for miscommunications and conflict in teams
- Review of Exercise

Module 9: 4-Dimensional Leadership Development

- What is 4-Dimensional Leadership Development?

- Understand how to apply the 4 Dimensions of Leadership Development
- Enhance and/or implement a vision/mission alignment
- Connect with purpose and establish or synchronize immediate, intermediate and long-term personal and/or professional goals
- Learn how to develop and support motivated, focused, enthusiastic workforce
- Enhance relationship and communication skills
- Feedback Exercise #4

Module 10: Change and Transformation

- VUCA world
- Reasons that are causing Volatility, Uncertainty, Complexity and Ambiguity in their work environment
- Difference between Change and Transformation
- Emotional Response to Change (deconstruction and reconstruction)
- Building blocks for Change
- Mental Models required to survive in the Post Corona world.
- A real life equine virtual experience, to practical demonstrate, the different emotional responses to change.

Module 11: Introduction to Artificial Intelligence

In this module, we'll cover the fundamentals of artificial intelligence, machine learning, and commonly used AI models. You will discover how AI learns from data, identifies patterns, and how machine learning algorithms are selected and adjusted. We will also explore the notions of artificial neural networks and how to improve their accuracy. We will also explore applications and use cases in different departments of the organisation.

Module 12: The Art of Good Instruction (Prompt Engineering)

During this part, we will focus on mastering the art of communicating with AI. Learn how to use specialized jargon for guided conversation with ChatGPT, how to give ChatGPT a role in conveying knowledge, and how to generate structured information. You will also learn how to combine different techniques and configure prompts.

Module 13: AI tools application workshop

To conclude the Masterclass, we will work in small groups on practical workshops. Each group will be tasked with developing a solution to a real-world problem in a predetermined domain using the AI tools and techniques we explored during the training. This session will give participants the opportunity to practice their new skills and see for themselves the benefits and challenges of implementing AI.

Module 14: Leading the Fourth Industrial Revolution

- The Phases of Industrial Revolution
- Lessons to be learned from the past
- The key components of Industry 4.0; the digital age
- The scope of Industry 4.0
- The velocity of developments in Industry 4.0
- Exercise: how will Industry 4.0 impact society?
- Review of Exercise
- The potential impact of Industry 4.0 and options for coping with them

Module 15: Developing a Strategy for Leading Industry 4.0 at a National Level

- Exercise: developing a vision and values on which to base an Industry 4.0 strategy
- Review of Exercise
- Workshop: developing insights into the threats and opportunities that may emerge during Industry 4.0
- Workshop: conducting a scan of national capabilities that can be deployed to cope with the challenges of industry 4.0 and the areas of potential weaknesses that may make a nation vulnerable.