

SUCCESS IN AFRICA

PODCAST WITH
DR. MODUPE



PARTNERSHIP
INVITATION



Dear Prospective Partner,

You have been carefully selected to support the development of the ‘Success in Africa’ Podcast. The podcast is created by BCA Leadership, a pan-African organization dedicated to the transformation of Africa into a middle-income continent by 2030.

About the Success in Africa Podcast

The Success in Africa Podcast (“SIA”) is a weekly audio-and-video podcast designed to support and inspire people who wish to experience success in Africa with the knowledge that they need to make optimal decisions and achieve their goals. It is a 12-15-minute weekly podcast that will be broadcast primarily through YouTube, BCAOnline and Podcast streaming mediums including podbean. The podcast will feature Dr. Modupe Taylor-Pearce, the CEO of BCA Leadership, as he shares his perspectives and learnings about achieving success in Africa through his experiences and the experiences of successful Africans that he has studied.

Background/Justification:

It is said that the grave is the wealthiest place in Africa, because it contains the unrealized visions of success that many people die with. The reasons for people not achieving their visions of success in Africa stem primarily from a lack of knowledge about how to go about the implementation of their vision. The lack of knowledge contributes to a perception of impossibility that is fuelled by stories of failure and frustration that are carried enthusiastically through folklore and lead to a general malaise and misconception that “these things cannot happen in Africa.” We learn from research that leaders who demonstrate great leadership can achieve seemingly impossible dreams in the unlikeliest of places. Africa needs ordinary people to achieve their extraordinary visions of success by following the steps to success by doing the little things that lead to success in Africa and avoiding the pitfalls that plague many of their predecessors.

Success in Africa Podcast is based on four primary assumptions:

1. Africans desire to be successful in Africa.
2. There are Africans achieving success in Africa whose stories can inspire other Africans to take the steps necessary to be successful.
3. Africans want to be made aware of how to be successful in Africa.
4. With awareness, Africans will make a choice to take the positive actions that lead to success in Africa.

Features of Success in Africa Podcast (SIA):

1. *Host*

The host of the podcast will be Dr. Modupe Taylor-Pearce, a Sierra Leonean scholar and practitioner of leadership and organizational development.

2. *Frequency*

SIA will be aired weekly and four times per month, 48 times per year. Each quarter, one week will not feature a new show.

3. *Medium*

SIA podcast will be posted on Youtube on the BCA Leadership Channel, and also on BCA Online. The audio of the podcast will also be posted on various podcast outlets. Snippets/shorts of the podcast may also be used for marketing purpose through other social media platforms (e.g., LinkedIn, Facebook)

Why Invest in the Success in Africa Podcast as an Individual

1. **To Support Young Africans to achieve great visions.** Africa's greatest resource is its burgeoning population of young people, most of whom aspire to do great things but do not know how to get there. The podcast is designed to equip them with the knowledge to achieve their dreams.
2. **Make a Lasting Difference in Africa.** You have been looking for ways you can support a change in the narrative of leadership in Africa. The Success in Africa Podcast is the vehicle to drive transformative change and your support will fuel the vehicle to move forward.

Why Invest in the Success in Africa Podcast as a Corporate Entity

3. **Brand-Content integration** - Sponsoring the podcast at its birthing stage means that we can seamlessly incorporate your brand into the content. When this is done, the message by your brand can be delivered in a natural way, avoiding the intrusive nature of traditional advertising.
4. **Long-lasting content** - Podcast episodes have a longer shelf life than traditional advertising. Once an episode is published, it continues to be available for listeners to discover and engage with your brand over time. This results in an extended exposure for your brand.

Levels of Support

A

Annual partner - As an annual partner, you will donate/invest \$10,000 to the Success in Africa Podcast. You will be acknowledged in all the fifty-two episodes scheduled in a twelve-month period.

B

Half-year Partner - As a half-year Partner, you will donate/invest \$5000 to the Success in Africa Podcast. You will be acknowledged in twenty-four episodes scheduled in a six-month period

C

Quarterly Partner - You will donate/invest \$2500 to the success in Africa Podcast. You will be acknowledged in ten episodes within a three-month period

D

Goodwill Partner - You don't need any acknowledgements. You are passionate about Africa and you just want Africa to be a better continent. You will donate any amount you choose to the podcast.

How to Support (Goodwill Partner)

To donate to or support the Success in Africa Leadership podcast, please send your contribution to the following account:

Account Name: **BCA Leadership**

Account No: **054393000000010**

Bank Name: **AfrAsia Bank**

Swift Code: **AFBLMUMU**

IBAN: **MU29AFBL2501054393000000010USD**

Bank Address : **AfrAsia Bank Ltd, Bowen Square, 10 Dr Ferriere Street, Port Louis, Mauritius.**

Or to donate/invest via credit card, please click the link below:

<https://buy.stripe.com/00gg033g7cfw93ieV3>

How to Support (Quarterly/Half-Year/Annual Partner)

To support the Success in Africa Podcasts as an annual, half-year or quarterly partner, please send an email to mfrimpong@bcaleadership.com or info@bcaleadership.com.



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