



promoting the power  
of facilitation worldwide

The International  
Association of  
Facilitators

# IAF Africa

Strategy 2022

# IAF AFRICA



## VISION

To see professional facilitation used throughout Africa to address the challenges faced by people in their groups, organizations, and communities.



## MISSION

Our mission is to grow the community of practice for all those who facilitate, establish internationally accepted professional standards, build credibility and promote the value of facilitation around the world.

We want to see a vibrant and highly engaged community of members throughout the African region.



## OUR VALUES

- Inclusivity
- Openness
- Global perspective
- Professionalism
- Leadership
- Excellence

# OUR OBJECTIVES



## DELIVER MEMBER VALUE

Understand and be responsive to member needs in Africa

Create and capture member value



## ENABLE GROWTH

Share resources for professional development

Grow professionally through learning

Share opportunities among members



## INCREASE ENGAGEMENT

Increase the level of membership engagement

Increase visibility of regional, chapter and global events



## ENABLE ACCESS

Enable access to membership and programmes

Develop a multi-lingual approach to our work

Offer membership and certification support through available financial assistance



## BUILD IAF AFRICA

Develop a solid, structured, credible & supportive Africa Leadership Team

Support the development of vibrant chapters throughout the region

Promote collaboration

# 2022 KPIs



01

## DELIVER MEMBER VALUE

a) Have an up-to-date paid membership register

b) 5 Members are CPFs  
10 Members are certified Endorsed Facilitators

c) 6 professional development events held

02

## ENABLE GROWTH

d) 3 new chapters are formed

e) 2 chapter learning exchange events were held with IAF global chapters

f) Have 3 FIA entries from Africa

03

## INCREASE ENGAGEMENT

h) Refresh IAF Africa webpage with the 2022 work plan

i) Represent all regional and chapter events on the Africa web page

j) Create and activate Africa LinkedIn Page

k) Contribute at least 5 articles/blog posts on IAF website as part of our thought leadership

04

## ENABLE ACCESS

l) Increase membership by 20%

m) Africa has at least 2 members on the IAF Multi-lingual Group

n) Offer financial support for certification, membership, or event attendance

05

## BUILD IAF AFRICA

o) Africa Leadership Team in place

p) All 9 Chapter Leadership in place



# YOUR 2022 DIARY



# AFRICA LEADERSHIP TEAM



**Ben Manu**  
Ghana  
Regional Director



**Elizabeth Ajala**  
Nigeria  
Regional Representative,  
West Africa



**John Kingsley**  
Kenya  
Membership & chapter  
development



**Sharda Naidoo**  
South Africa  
IAF Global Treasurer



**Mariam Umarji**  
Mozambique  
Regional Representative,  
Southern Africa



**Emmanuel Michael**  
Nigeria  
Professional Development



**Sophie Kange**  
Uganda  
Regional Representative, Eastern  
Africa



**Wim van Schalkwyk**  
South Africa  
Marketing & Comms