IAF Africa
Strategy 2022
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.

VISION

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

MISSION

INCLUSIVITY
OPENNESS
GLOBAL PERSPECTIVE
PROFESSIONALISM
LEADERSHIP
EXCELLENCE

OUR VALUES
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

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

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

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

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

BUILD IAF AFRICA
o) Africa Leadership Team in place
p) All 9 Chapter Leadership in place
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