

BIG SUMMIT

TALENT FESTIVAL



Igniting People. Igniting Growth.



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We welcome

Alisha Ramar from



Alisha Ramar
Learning & Development
Manager: Africa at AB InBev





Leadership Development Journey

Unleash Potential

| Ignite Passion & Purpose

| Create a Leadership Legacy

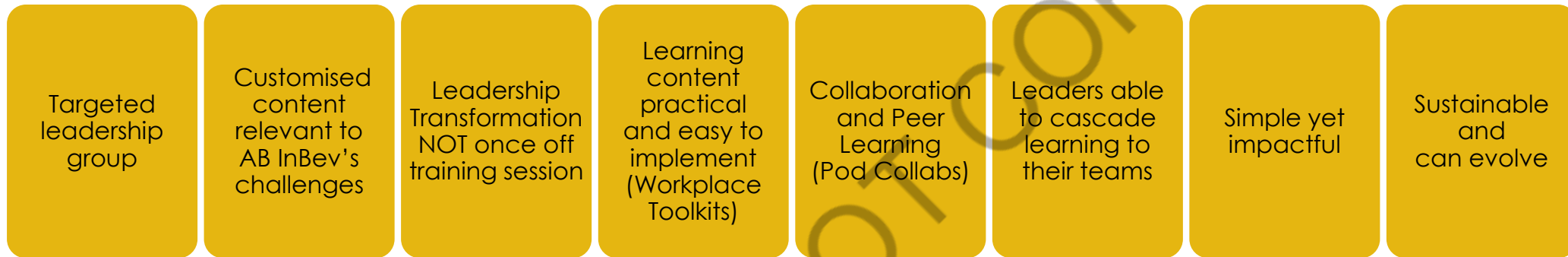
The Leadership challenge...

Lack of Awareness of the Role of a Leader at AB InBev Africa

Ownership & Accountability

Varying levels of leadership capabilities for these accountabilities

The guiding principles



Transformational and Experiential Learning Experience

What good looks like?

VISION

- Africa Zone Leaders who understand and own their Identity as an ABI leader.
- Great Leaders who want to create a “Leadership Legacy”

MISSION

To develop Fanatical Owners that are able to ignite their team’s passion and purpose to drive outstanding results

The Leadership Identity we needed to build

We believed the iLEAD Journey would help leaders own and anchor themselves to these Identities.



Foundation for the iLEAD Journey

Conversations

- ✓ Building a conversational culture
- ✓ Culture of discussion vs debate
- ✓ Conversations that we know we should have but don't want to!
- ✓ Honest and Safe Space
- ✓ POD Collabs - Cross functional Facilitated by Coaches

Strengths

- ✓ Strengthscope assessment to leverage Individual Strengths for High Performance
- ✓ Strengths, overdrive behaviors and energy drainers
- ✓ Individual report with strength profile and suggested actions to develop leadership effectiveness

Habits

- ✓ Focus on building identity-based habits to shift behaviour
- ✓ Focus on habit building, busting, adopting – using individual strengths and toolkits
- ✓ Ongoing reflection and feedback on progress

High-level Journey Map

PRE-IGNITE PHASE



IGNITE PHASE



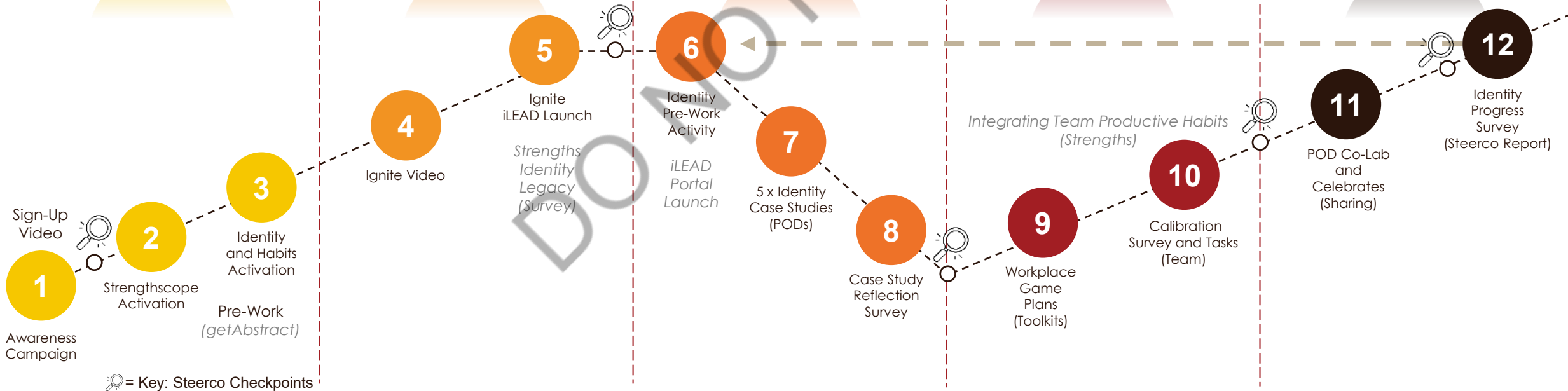
IMMERSE PHASE



ENGAGE PHASE



EVOLVE PHASE



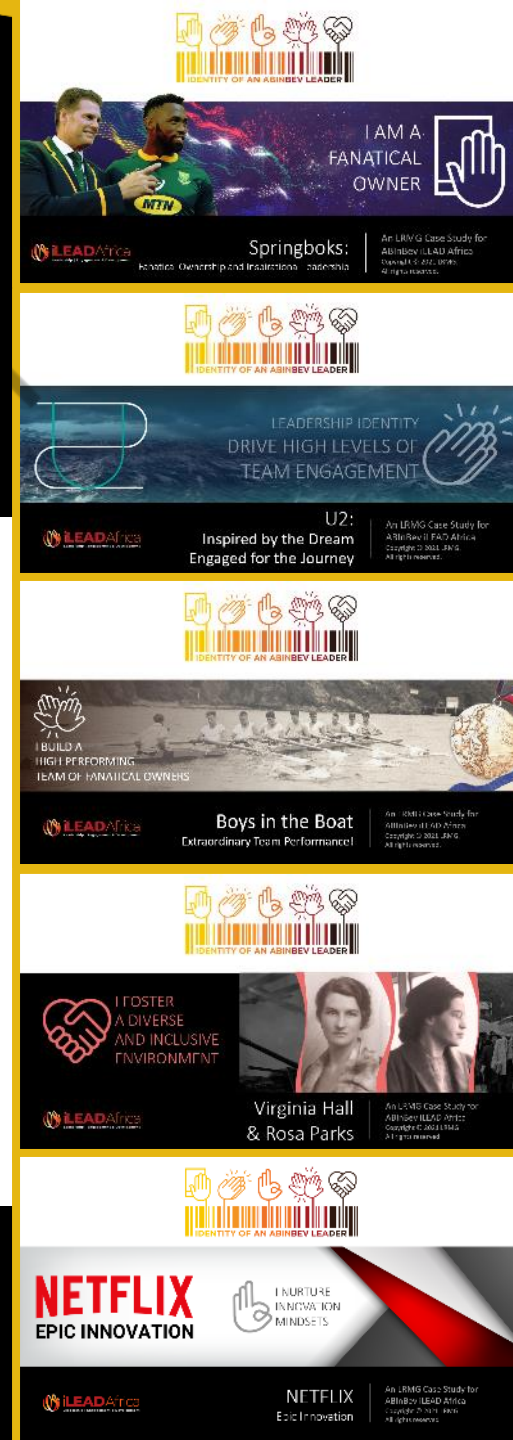
Impactful high-performance case studies along the journey

+ POD CONVERSATIONS

+ WORKPLACE APPLICATION (TOOLKITS)

+ POD COLLAB SESSIONS

Gamified progress:
Portal and Leaderboard



iLEAD Africa Leadership Journey

450
delegates

Key Impact Measures

- Survey feedback
- Polls
- Team engagement scores
- 180 Feedback (conversational)
- Africa Zone Collaboration groups
- iLEAD Evolution 2022

“

Brilliant, life-changing, transformational journey.

Powerful story-telling, excellent moderation and outstanding pod coaching.

The best leadership journey I have ever been on.

Blend of the case study, toolkits, co-labs, pod coaching was highly impactful.

Learning from each other as leaders was most inspirational.

This journey has contributed to building self-belief. I'm ready to inspire my team.

It completely exceeded my expectations- incredibly sad that it has ended.



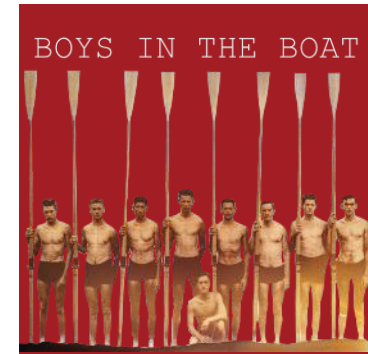
NPS (iLEAD Journey): **72**
NPS (Case Study) : **79**



NPS (iLEAD Journey): **76**
NPS (Case Study) : **75**



NPS (iLEAD Journey): **73**
NPS (Case Study) : **68**



NPS (iLEAD Journey): **72**
NPS (Case Study) : **68**



NPS (iLEAD Journey) : **84**
NPS (Case Study) : **85**



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THANK YOU

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