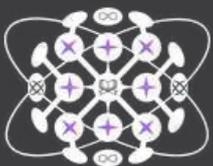


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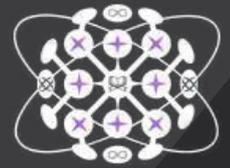
PROGRAM

**ADVANCED
PROFESSIONAL TRAINING**



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ABOUT US

The MSM Foresight Hub is the unit of MSM Global Investment Advisors (MSM GIA), whose mission is to facilitate access to high-level professional and entrepreneurial training in Africa through the integration of modern digital tools.

We position ourselves as a forerunner by offering training developed with international actors to ensure excellence, while ensuring accessibility both to the general public and to a wide range of different actors (executives, entrepreneurs, NGOs).

Our offer is specifically tailored to their needs, covering key areas such as Digital and Digital, Environment and CSR, Finance and Investment, and Project Management.

By strengthening human capital in these crucial areas, the Foresight Institute positions itself as a catalyst for empowerment, thus equipping the participants to become leaders capable of innovating and actively contributing to the sustainable economic and institutional development of the continent.



2. CONTEXT AND RATIONALE

African organizations today face increasing challenges: rapid digitalization, regulatory complexity, evolution of international standards and performance pressure.

However, many professionals still lack practical tools in project management, strategic leadership, and performance management.

The MSM Advanced Professional Training Program responds to this urgent need by offering a capacity-building course adapted to African realities, combining an academic approach, practical cases and peer exchanges.

It allows participants to acquire not only technical skills, but also a global vision of modern and sustainable management.



3. PROGRAM OBJECTIVES

The MSM Advanced Professional Training Program has been designed to meet the concrete needs of African executives and professionals, with a focus on skills development, performance, and sustainability.

The main objectives are as follows:

Transformational leadership and strategic innovation

→ Train leaders capable of thinking strategically, innovating and leading change within their institutions and companies.

Strengthening of technical and managerial skills

→ Provide participants with the essential tools and methods for effective management of projects, teams and resources, based on practical approaches adapted to African realities.

Operational excellence and result culture

→ Promote performance, rigor and transparency through the use of modern management, monitoring and evaluation tools.

In summary, this program trains competent, agile and impact-oriented professionals ready to meet the challenges of African development.

4. target audiences

The MSM Advanced Professional Training Program is designed to respond to the specific needs of key actors in development and organizational performance in Africa. It is aimed at a variety of profiles united by a common ambition: to strengthen their skills, increase their professional influence and contribute actively to the transformation of their institutions and companies.



THEY ARE AS FOLLOWS



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1. Executives, managers and business leaders

This programme is aimed at decision makers who wish to consolidate their skills in strategic leadership, change management and performance management. Provides practical tools to effectively lead your teams, create a results-based culture and align operational objectives with your organization's strategic vision.



2. Public and private project managers

Project managers, programme coordinators and initiative managers will discover modern approaches to planning, monitoring-evaluation and results-based management (RBM). The objective is to strengthen their capacity to design, implement and evaluate projects of great economic and social impact.



3. Young professionals and emerging talents

The program offers this category a unique opportunity to acquire cross-functional skills in communication, leadership, team management, innovation and problem solving. It enables them to accelerate their professional development, stand out in the labour market and become agents of change within their institutions.

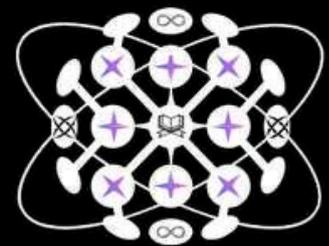


4. Consultants, technicians and public administration agents

These professionals will benefit from a reinforcement in modern working methods, governance, digitalization of processes and public policy management. The programme aims to strengthen its contribution to the modernization of African administrations and the implementation of effective and sustainable reforms.



In summary, the MSM Advanced Professional Training Program is aimed at all actors wishing to combine professional excellence, strategic vision and sustainable impact, in a rapidly changing African context where competence and innovation are the real levers of progress.



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BEYOND LEARNING BORDERS.

5. TRAINING MODULES

The MSM Advanced Professional Training Program includes six strategic modules designed to strengthen the managerial, technical and operational skills of African professionals. Combining theory, practice and case studies, it offers practical training focused on governance, project management, innovation and performance. This program aims to equip executives and managers to effectively meet the challenges of sustainable development and leadership.

MODULE 1 – PROJECT MANAGEMENT & STRATEGIC PLANNING

This module offers a comprehensive approach to modern project management, based on the PMBOK and Project Cycle Management (PCM), allowing for efficient planning, execution and evaluation of complex projects.

Key content:

- **Strategic and operational planning:** development of structured plans to achieve objectives.
- **Management of the project cycle (GCP):** monitoring of all stages, from the identification of needs to the final evaluation.
- **Performance indicators (KPIs) and monitoring-evaluation (M&E):** measure and analyze progress and impact.
- **Risk management and adaptation:** anticipate obstacles and implement solutions to ensure the success of projects.

Expected impact:

Participants will be able to manage projects with rigor and efficiency, optimize results and impact, and ensure the sustainability and success of initiatives.



MODULE 2 – FINANCIAL LITERACY & RISK MANAGEMENT

This module strengthens the mastery of financial fundamentals and improves participants' ability to effectively manage their organization's resources and risks.

Key content:

- **Reading and interpretation of financial statements:** understand balance sheets, income statements, and cash flows for informed decisions.
- **Budget planning and management control:** develop and monitor budgets, optimize resource allocation.
- **Financial and institutional risk management:** identify, analyze and mitigate risks to secure funds and ensure the sustainability of the organization.

Expected impact:

Participants will be able to effectively manage finances, anticipate and minimize risks, and strengthen the stability and credibility of their organization with partners and donors.

MODULE 3 – LEADERSHIP & ORGANIZATIONAL PERFORMANCE

This module strengthens leadership skills and improves the overall performance of teams and the organization.

Key content:

- **Transformational leadership and team motivation:** inspire, mobilize, and engage employees towards common goals.
- **Change management and individual performance:** accompany transformations and optimize the contribution of each member.
- **Corporate culture and professional ethics:** establish responsible practices, promote integrity, and foster a healthy work environment.

Expected impact:

Participants will be able to lead with vision and effectiveness, strengthen team cohesion and motivation, and establish a solid and ethical organizational culture promoting sustainable performance.



MODULE 4 – DIGITAL TRANSFORMATION & INNOVATION



This module supports organizations in their digital transformation and the adoption of innovation to improve efficiency, productivity, and competitiveness.

Key content:

- **Integration of digital tools: optimize operational processes and service quality.**
- **Managerial innovation and culture of change: encourage agility, creativity, and organizational adaptation.**
- **Value creation through digitalization: leverage technologies to develop new sources of value and strengthen the strategic position.**

Expected impact:

Participants will be able to implement effective digital solutions, stimulate innovation and adapt their organization to contemporary challenges, thus strengthening their performance and competitiveness.



MODULE 5 – MONITORING, EVALUATION & IMPACT ASSESSMENT



This module aims to strengthen participants' skills in monitoring, evaluation and impact measurement, in order to improve the effectiveness and sustainability of projects.

Key content:

- **Design of logical frameworks and SMART indicators:** define clear and measurable objectives to monitor project performance.
- **Impact evaluation and results-based management (RBM):** measure the effectiveness and scope of initiatives to ensure that objectives are met.
- **Use of data for strategic decision-making:** analyze the collected information to guide actions and optimize results.

Expected impact:

Participants will be able to rigorously monitor and evaluate projects, optimize results and impact, and make strategic decisions based on reliable data.



MODULE 6 – SUSTAINABLE DEVELOPMENT & CORPORATE RESPONSIBILITY

This module raises awareness and trains participants on sustainability and social responsibility, in order to integrate these principles into the strategy and operations of their organization.

Key content:

- **SDG integration:** align projects and activities with local and international priorities for sustainable impact.
- **Social and environmental responsibility (CSR):** to adopt practices that respect the environment and are beneficial for society.
- **Sustainable reporting and responsible governance:** implement monitoring and communication mechanisms to ensure transparency and accountability.

Expected impact:

Participants will be able to develop sustainable strategies, strengthen the social and environmental responsibility of their organization, and improve transparency and credibility with stakeholders.



6. IMPLEMENTATION APPROACH

The programme adopts a practical and interactive approach, designed to maximize learning, encourage active participation and facilitate direct application of skills in the context of African organisations.



Certification and recognition:

at the end of the program, an official certification is issued by MSM Foresight Institute / MSM GIA, in partnership with international institutions and experts. This certification attests to the mastery of acquired skills, values participants and strengthens the credibility of their organizations with partners, donors and stakeholders.



Interactive methodology:

through practical workshops, African case studies, simulations and experience exchanges, participants learn to apply concepts to real-world situations, share their good practices and enrich their understanding through peer interactions.



Flexible duration and format:

the program extends over 2 to 4 weeks, flexible according to the modules chosen. The sessions can be in-person, online or hybrid, ensuring flexibility tailored to the needs of organizations while maintaining a high level of interactivity, it is delivered in French and English.



7. expected impacts

The program aims to generate sustainable impact by strengthening participants' skills and professional practices. It optimizes the performance of projects and teams, makes informed decisions, and improves governance, internal structuring, and the credibility organizations while establishing a culture of excellence and sustainability.

1. competent and efficient professionals

participants acquire advanced tools, methodologies and skills to pilot complex projects, anticipate challenges, make informed strategic decisions and maximize the impact of their initiatives, thus strengthening their key role within the organization.



2. institution-building

the program improves governance, team structuring, strategic planning, and resource management. This promotes the sustainability of actions, the credibility of organizations and their attractiveness to partners, donors and stakeholders, while consolidating their overall performance.



3. Culture of excellence, integrity and increased employability

by promoting ethical and responsible professional practices, the program establishes a culture of sustainable performance, strengthens team cohesion and leadership, and increases professional mobility and the recognition of participants within their organizations and in the market.





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Conclusion and call to action.

The MSM Advanced Professional Training Program is a real lever for the transformation of African human capital.

By combining technical rigor, practical approach and strategic vision, this program offers participants the skills and tools necessary to excel in their functions.

It prepares professionals to become key actors in economic, social and institutional development, capable of steering ambitious projects, strengthening the governance of their organizations and actively contributing to the sustainable growth of the continent.





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