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Kepsa pushes for innovation under 'Great Mind Challenge' initiative

The Kenya Private Sector Alliance has called on its members to support the Great Minds Challenge-Nairobi 2018. Themed "The Future is Now", the initiative is aimed at nurturing young talents, creating innovating ideas and building problem solving modalities in companies.

by **Chacha Mwita** — August 7, 2018 in Investing

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From Left : Nick Nesbitt(KEPSA chairman), Majo Rosa (Oxford Business Group Country Director) Vimal Shah(Bidco), Corine Mbiaketcha Nana(MD Oracle Kenya) and Anne Kirima(Chairperson KenInvest) at the launch of the OBG Business Barometer Kenya CEO Survey in Nairobi.

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NAIROBI, AUGUST 7, — The Kenya private Sector Alliance (KEPSA) has called on its members and the private sector at large to invest in young talents for future problem solving and growth of business institutions.

This comes as the private sector lobby group rallies behind the “Great Minds Challenge-Nairobi 2018”, which will see companies benefit from skills development, innovation, future proofing ideas, sustainability and new generation leadership.

Kepsa which has called on its members to support the initiative says nurturing young talents with integrity, new creative mindsets, values and character is key to attaining the strategy, vision and mission of organizations and nations at large.

“ Investing in young talents through world class training in performance process, sustainability and break-through innovation is in line with your organization’s purpose to be people, planet and prosperity driven,” Kepsa said in a communiqué’ to its members.

The Great Mind Challenge which was launched during the **3rd Conference on Sustainable Inclusive Business**, in May, is a two month top performance, process acceleration program, with a three day high-powered challenge under the theme “The Future is Now”.

It aims to bring together the most innovative global thinkers, thought leaders, scholars, entrepreneurs and change-makers under one platform, for transformation and formation of the future for work new generation leaders, who will focus on sustainability and innovative future-proof solutions for the company.

Business entities can sign up their young talent at a cost of Ksh99,000. Participants will work with renowned business experts and coaches to develop their impact plans (from challenges facing their organizations) and personal projects.

Upon identification of an impact plan, the participants will develop a personal skills growth and road map development with clear objectives and goals. They will also use proven tools and insights to achieve their personal skills growth and road map development.

“Become a support partner of the Nairobi Great Minds Challenge and create future leaders for your company, while also you develop your business with premium exposure and enhanced organizational knowledge,” Kepsa said in its call for support of the initiative.

The challenge is coined towards capacity building, achieving innovative business concepts, give companies a competitive networking advantage and motivating young professionals.

In line with Sustainable Development Goals, the young talents will work with other new generation leaders from around the world to create innovative business concepts for social impact startups business cases from marginalized and slum areas to improve the society.

“The Great Minds” will also be inspired by business leaders and top CEOs, ensuring youth employees become motivated, proactive and learn to mold their respective companies into sustainable future proof firms.

According to PWC’s CEOs Survey 2018, generation of leaders, innovative future proof ideas on sustainable circular economies and skills development is at an all-time high; especially now that 80 per cent of global CEOs are worried about availability and mastery of key skills amongst their workforce.

Investing in young talent remains prudent for future growth noting that Africa has the fastest-growing and most youthful population in the world.

According to the African Development Bank (AfDB), over 40 per cent are under the age of 15 and 20 per cent are between the ages of 15 and 24.

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