



Leaders and managers development in Africa

It is not the strongest or the most intelligent that survive, but those who can best manage change.

Charles Darwin



3 Reasons You Should Choose HRBoosters for Africa



We aim at actively seeking the commitment from your top management through their involvement in the **design of the intervention**. It wouldn't be possible to begin working with you without their involvement.



We equally aim our interventions to your company's 'back bone' – the managers. Their productivity and results are often at times unsatisfactory because unfortunately they may **lack state-of-the-art management skills**.



Moreover, we've developed not only a unique approach, but an interactive – at times confrontational – **high impact workshops** that deal directly with **applicable competencies** in team development, organisation (culture) change aside from managerial and leadership skills.



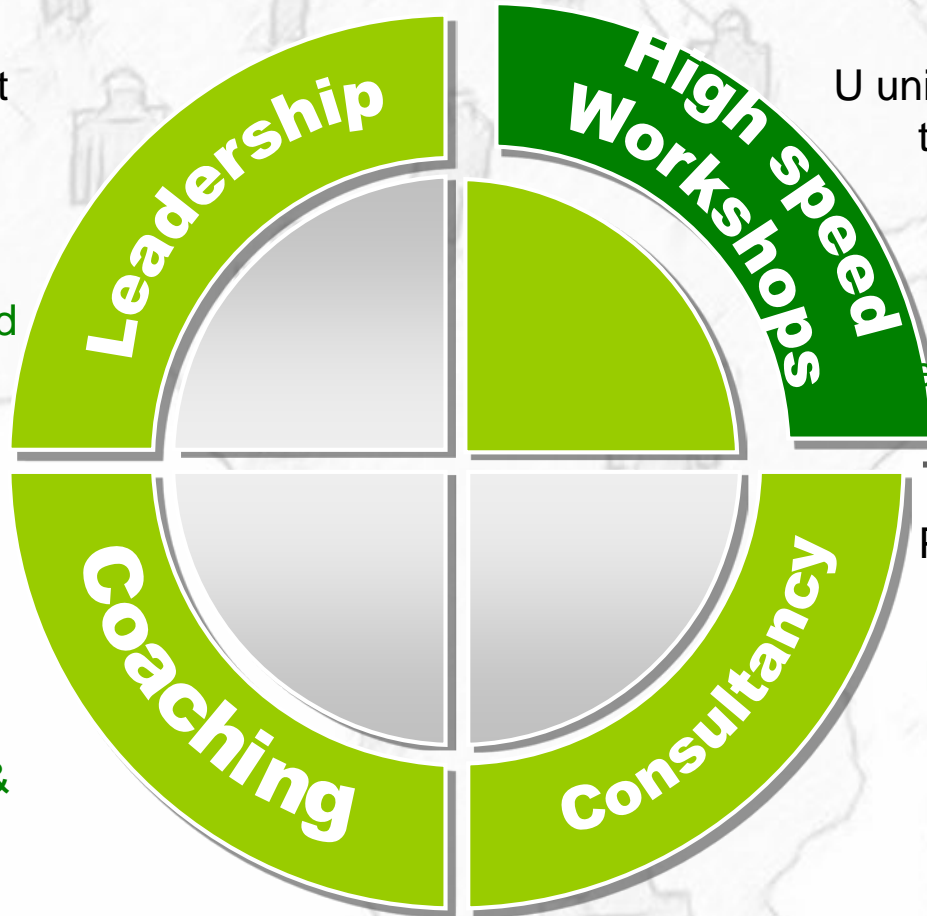
A complete organisation development curriculum available

Managers development integrated in your daily operations

We develop and coach Mgt Teams, leaders and managers

A unique approach to train your in-house coaches

We evaluate also your own in-house training & development efforts



U unique blend of tools put together in 2 to 3 days workshops

Fit seamlessly in your existing leadership development curriculum

Project approaches on (culture) change

Including performance management system change

Some examples of effects (take your pick ✓)

- ❑ A better understanding throughout the company of the **necessity to change**
- ❑ A possible surfacing of **persons with resistance to the necessary change**
- ❑ A higher **participation of hierarchy** in the development of their department
- ❑ A greater acceptance and an improved participation in **decisions taken by hierarchy**
- ❑ **A blend of Inclusive leadership and CRM**
- ❑ More people **pulling the cart** than sitting in the cart
- ❑ A greater trust between the participants enabling them to exchange and discuss **'the bigger picture'** instead of making just their own department win
- ✓ Participants will **delegate more tasks** by this increased trust
- ❑ Boost the so needed **passion for the organization, the products and the clients**
- ❑ A **self amplifying atmosphere** of speed of execution
- ❑ A reduction of **power distance** between manager and employee



Is HRBoosters different when running workshops?

We strive to offer you the best when running workshops; this is what makes us different from the rest. We stand out from our colleagues because:

- 🏃 We'll give participants relevant reference materials on branded flash disks rather than the widely used paper binders.
- 🏃 To encourage a lively and interactive workshop, we avoid using PowerPoint.
- 🏃 We conduct a 2 to 3 days workshop as longer workshops are not quite productive while shorter ones are too short to generate ties with participants.
- 🏃 High speed learning: we treat subjects not longer than 2,5 hours, up to 10 to 15 subjects per workshop
- 🏃 High impact learning: instead of teaching the long theoretical approaches, we immediately tie short theory models to the participants' practical cases.
- 🏃 We incorporate (culture) change with a project management approach.
- 🏃 We strive to create the link between behavioral competencies and culture in every organization.
- 🏃 Our workshops are fun and active. What is a good lesson without laughter? Moreover, we use practical games to easily enhance insights to participants.
- 🏃 Perspective: often times, we use the black and white principle designed to trigger every participant to form their own standpoint regarding their reality.



A Short Profile OF HRBoosters; Who Are We?

- 🏃 We are a privately held company of seven persons running transformation programs in leadership development, coaching, company engagement and cultural transformation for international clients set solely for Africa.
- 🏃 We not only deal with clients across different industries but also clients across different countries and languages.
- 🏃 Human Resources Boosters was founded in 2008 and with more than 7 years' experience we strive to develop and deliver leadership and coaching programs targeting executives and potential executives alike including managerial and leadership levels of organizations.
- 🏃 With knowledge and experience built in top Business Schools – IMD, Insead, Cornell, multinational institutions and consultancy firms, we have sufficient training and experience to introduce and implement state-of-the-art HR systems, from performance management systems and leadership competency frameworks to 360⁰ feedback, talent detection and retention.
- 🏃 HRBoosters strives at assisting and training African executives in optimizing their organizations' and personal performance by building collaborative teams, enhancing managerial competencies and improving (virtual) work effectiveness.



Who is Lex Lindeman?



A.A. (Lex) Lindeman, 1952, studied Architecture, Educational Science (Netherlands) and International Business (France). He has additionally worked for almost 5 years as the HR director of a Heineken affiliated brewery in Africa.

His experience of 27 years as people development consultant in Africa gives him the opportunity to coach and develop managers, leaders and talent of numerous industries in western and non-western cultures working both in French and English.

Along with other reputable figures, Lex was a co-creator of the Heineken University – a university that to date has been the main development institute for over 50,000 Heineken employees all over the world.

Moreover, in 1999, he was one of the first persons to start a **virtual** learning network for breweries in Africa that has made him gather massive experience to manage and monitor virtual teams.

Lex is widely seen as an expert in talent development aside from being a management skills trainer and a change specialist designing and facilitating numerous workshops over soft and hard project management skills.

Aside from working in different HR and HRD roles for Heineken for more than 25 years, Lex is also a member of the International HR writers guild, publishing copious articles on leadership and talent development in Africa.



DNA & HRBoosters

HRBoosters DNA

Open minded
Decisive
Courageous
Direct
Inventive
Critical
Sharp
Fast
Emphatic



Lex Lindeman

- has a degree in Social Business Administration, Studied Educational Science and International Management (INSEAD)
- worked 25 years for Heineken International
- occupied functions varied from HR director in francophone Africa, T&D Manager Africa to Global Business Learning Consultant
- is fluent in French, English and Dutch (of course)



**We have traversed the length and breadth of an amazing continent.
Some of the countries where we have energised today's leaders are:**

Experience in Africa

Algeria, Angola, Burundi,
Cameroon, Chad,
Congo Brazza,
Congo Kinshasa, Gabon,
Ghana, Kenya, Malawi,
Morocco, Nigeria,
Reunion Island,
Rwanda, South Africa,
Tanzania,
Tunisia, Zambia

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**If you want to change the culture, you
will have to start by changing the
organization.**

Mary Douglas



Projects and references

Recent Projects in Africa:

- 👤 2013/2014/2015 **Safaricom** People development project (>4.000 employees trained by my team of 6 trainers and myself on mgt culture change and skills >750 workshop days)
- 👤 2014 **Bralirwa** Rwanda Subsidiary of Heineken: line management skills workshops
- 👤 2014/2015 **Addax petroleum** Nigeria, Intercultural workshops
- 👤 2014 **Mulungushi University** Zambia, Business savvy, culture change and management skills workshops for total university staff
- 👤 2014 **Laborex Kenya** (CFAO subsidiary) management skills workshops 2015/2016
- 👤 East Africa HR conferences in Nairobi twice yearly

References (phone numbers upon request):

- 👤 Mrs Sonia Kubwimana, HR Director Bralirwa
- 👤 Mr Charles Gancel, for Addax Petroleum
- 👤 Prof. Hellicy Ngambi, Vice chancellor Mulungushi University
- 👤 Mrs Mwende Musunga, Deputy Director Laborex Kenya
- 👤 Mr Roy Masamba, Director resources Safaricom

