

The E+L concept note

E+L stands for the Entrepreneurship and Leadership Foundation.

This initiative is mirrored against the Fortune 500/Vital Voices/US State Departments' Mentorship programme. This mentorship programme selects and places extraordinary entrepreneurs and business leaders from emerging markets with Fortune's most influential business women.

Ms. Nyokabi Njuguna, the founder of the E+L foundation is an alumnus of this programme. She is the CEO of Marketing Strategies and Solutions, (MSS), a marketing and business services consultancy firm based in Nairobi. Ms Nyokabi had the privilege of training under the mentorship of one of America's most powerful business leaders, Ms. Kathleen Vaughan who is an Executive Vice President at Wells Fargo where she leads one of the many financial services companies for the Fortune 100 bank.

Africa's development and economic growth is as a result of innovation and the quality of leadership in business. In the recent past we have witnessed a renaissance in African business with improved and upgraded human capital competencies, entrepreneurial flair, a drive towards accountable and transparent business leadership.

It is against this back drop that we are launching the E+L foundation. This initiative is an exciting opportunity for experienced and accomplished entrepreneurs and business leaders to "pay it forward". By mentoring an up and coming entrepreneur, an experienced business leader can make use of their unique wisdom and experience to grow the next crop of indigenous blue-chip companies.

In the month of November, a select group of Kenyan CEOs and business leaders will meet at US Ambassador, Michael Rannebergers' residence for a round table breakfast. During this breakfast the leaders will share ideas on how to leverage mentorship as a means of grooming the next generation of management talent in Kenya. Also on the agenda will be the Entrepreneurs Mentorship E+L Walk slated for 21st February 2009. This is a mentorship event where seasoned entrepreneurs and business leaders will be paired up with up and coming entrepreneurs for the purpose of mentoring them. The two will walk together as the mentor passes on vital wisdom and experience in business leadership and management to the mentees for a maximum of two hours.

The E+L foundation aims to set standards in business leadership and make use of the abundant knowledge and best case practices available in Kenya to develop indigenous businesses.