



# Annual Report 2024

**Building Impact,  
One Step at a Time**

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# A YEAR IN NUMBERS: 2024 ACHIEVEMENTS AT A GLANCE

## Projects

- Successfully partnered with 15+ clients and delivered high-impact projects for international development partners/clients, including Panagora Group, Afrobarometer, Comic Relief, FCDO, Mighty Ally, USAID-Africa Trade Investment, The Roddenberry Foundation, and the African Leadership Academy.
- Translated over 500,800 words across multiple languages, including French, Portuguese, English, Arabic, Twi, Ga, Ewe, and Fante.
- Conducted development research projects for the West African Civil Society Institute (WACSI), Siemens
- Co-organised the first edition of the ALCA Annual Conference in August 2024 with over a hundreds LSPs, language professionals and partners attending.

## Knowledge Development and Dissemination

- Produced 30+ articles, carousel posts, and video content.
- Launched Afrolinguals Magazine, the first dedicated exclusively to the language services industry in Africa.

## Programs and Outreach

- **8 Podcasts Hosted:** Engaged top African professionals in discussions on Knowledge Management, Talent Development, Succession Planning, and Language Technology and Interpretation.
- Organized **five webinars**, attracting over two hundred participants.
- Delivered **38 internal training sessions** focused on employee development, enhancing hard and soft skills needed for professional growth.
- Presented at **eight international** conferences in the development sector, language industry and early childhood education.

# LETTER FROM LEADERSHIP

## 2024 has been a landmark year for us

As our second year of existence, it was a pivotal time where we were able to:

- Increase understanding and ownership of the corporate vision to all employees.
- Reduced staff attrition and improved employee well-being thanks to lessons learned in the first year.
- Review and restrict the scope of our ambitions, initially too broad.
- Increase understanding of relevant business and growth metrics to focus on in each of our industries: early childhood education, book publishing, talent development, and development research.
- Strengthen organisational culture and its communication to team members.
- Significantly develop the capacities of staff.
- Triple staff capacity from 7 in 2023 to 21 by December 2024 to accommodate the increased demand and growth of MK & KG.

Since most key positions are filled, and most staff clearly understand the corporate vision and industry trends, we are set to start building and scaling.

Therefore, next year, we will focus on maximising our profitability and multiplying our client/partner base to impact more lives.

We are grateful to all who contributed to our growth, knowing that more excellent works lie ahead.

**Christian Elongue**  
Managing Director,KG

# OUR IDENTITY

## Vision

Bringing joy and jobs to the world

## Mission

To drive Africa's economic transformation by fostering innovation, creating sustainable businesses, and generating significant employment opportunities, while positively impacting communities.

## Motto

Building legacies in Africa and beyond.

# Values (ILICI)

## 1 Integrity

We uphold unwavering ethical standards in our business practices, maintaining honesty and accountability. We are committed to building trust among employees, partners, customers, and stakeholders, as we recognise that ethical conduct is the foundation of sustainable success.

## 3 Love

We foster an inclusive and empowering work environment that attracts, nurtures, and retains top talents. We place our customers at the centre of everything. We strive to deeply understand their needs, preferences, and aspirations, deliver products, services, and experiences that exceed their expectations and build long-lasting relationships based on trust and continuous improvement.

## 3 Innovation

We embrace a culture of continuous learning and iterative experimentation to stay ahead of the curve. Our innovative drive also leads us to embrace audacious goals and pursue transformative ideas that have the potential to reshape industries and create paradigm shifts in Africa's business landscape

## 4 Collaboration

We actively seek strategic alliances within Africa and globally with diverse stakeholders, including governments, NGOs, academia, and industry leaders, to leverage collective expertise, resources, and networks to achieve our ambitious goals.

## 4 Impact

We are driven by a deep commitment to creating positive social, economic, and environmental impact across and beyond Africa. We prioritise initiatives that address pressing challenges, foster inclusive growth, and uplift communities while aligning our business strategies with sustainable 7 development goals. We focus on building scalable and sustainable billion-dollar businesses, enabling us to generate substantial employment opportunities and drive broad-based economic impact across Africa.

# ORGANISATIONAL OVERVIEW

Kabod Group operates through four core units, each contributing to our mission of supporting development organisations and fostering growth across Africa. These units work closely together to ensure we deliver practical, high-impact solutions tailored to our clients' needs.

## Research, Evaluation, and Learning (REL) Unit

This unit focuses on conducting thorough research and providing evaluations that help development & humanitarian organisations improve their work. Our studies, such as Overcoming Development Aid Fatigue, Social Movement, 8 ways to make e-voting work to improve democracies in Africa, Social Movements & Social Change in Africa etc., offer practical strategies for sustainable operations. Additionally, we facilitate learning by documenting lessons learned and evidence from projects like Shifting the Power into tools that strengthen civil society organisations in Ghana, Zambia, and Malawi.

## Language Unit

Our Language Unit provides translation, interpretation, and localisation services in over 16 African and foreign languages, including French, English, Portuguese, Twi, Ga, Swahili, Ewe, Fante, and Arabic. We help organisations effectively reach diverse communities, ensuring language is never a barrier to progress.

## People Management and Finance Unit

This unit handles internal operations, ensuring Kabod Group runs smoothly and sustainably. It serves as the backbone of Kabod Group, ensuring operational efficiency and organizational sustainability. The unit is responsible for nurturing a high-performing workforce through effective recruitment, training, and talent development strategies, while fostering an inclusive and empowering work environment. On the financial front, the unit ensures robust financial planning, budgeting, and reporting processes that align with our mission and strategic objectives. By maintaining fiscal discipline, compliance with regulatory standards, and efficient resource allocation, the unit supports the organization in achieving its goals sustainably. Through its dual focus on people and finance, the unit reinforces Kabod Group's commitment to excellence, accountability, and impact across all operations.

## Communication & IT Department

The Communication and IT Department supports internal and external engagements. It manages communication strategies, IT infrastructure, and digital content development, ensuring smooth operations and effective knowledge sharing.

# Organogram



# UNIT SPOTLIGHTS

## A. Research, Evaluation & Learning (REL) Unit

2024 has been a pivotal year for the Research, Evaluation & Learning Unit. We focused on refining our priorities, streamlining programs, and improving services to align more closely with our mission. This report highlights our key milestones for 2024, the programs we launched, and the services we delivered to drive value across the organization and our partners.

### 1. Projects Executed

#### 1.1 Addressing Leadership Gaps and Succession Planning Challenges

In many organizations, particularly in Africa, leadership transitions are often an afterthought, leading to gaps in leadership, loss of critical knowledge, and disengaged employees. This lack of succession planning is a major reason why 60% of family-owned businesses fail in the second generation, with that number rising to 90% by the third. These challenges can be even more pronounced in organisations that must adapt quickly to evolving strategic objectives, as leadership transitions can disrupt organisational continuity and long-term growth.

In 2024, Kabod Group specialised in helping organisations tackle these issues with tailored Talent Management & Succession Planning services that ensured leadership continuity, knowledge retention, and employee engagement

#### 1.1 Addressing Leadership Gaps and Succession Planning Challenges

Afrobarometer, a prominent research organisation with over 24 years of experience, faced these challenges as it sought to bolster its 10-year human capital strategy. With an eye on future growth and organisational alignment, Afrobarometer recognised the importance of strengthening its leadership pipeline and improving its talent management practices

To address this, Afrobarometer approached us with a clear objective: to align their HR processes with their evolving strategic goals and to ensure that leadership transitions would not disrupt the organisation's mission.

# Our Approach and Solutions

We collaborated closely with Afrobarometer to develop a comprehensive strategy addressing immediate and long-term needs. Here's how we helped:

## Strategic Alignment:

We thoroughly reviewed Afrobarometer's job descriptions and realigned them with the organisation's new strategic vision, ensuring that each role contributed effectively to achieving long-term goals.

## Optimized Staffing Structure:

Our team designed a streamlined staffing structure that was both efficient and scalable, offering HR guidance for sustainable investments in talent.

## Critical Role Identification and Succession Planning:

We identified key roles critical to Afrobarometer's continued success and worked to develop succession plans that would ensure leadership continuity even in transitions.

## Annual Talent Management Process:

We established a comprehensive annual talent management process, creating a structured framework for continuously evaluating and nurturing talent.

## Annual Talent Management Process:

Recognizing the risks associated with employee turnover, we created templates and strategies to address retention challenges and enhance professional development across all levels

Through these tailored solutions, we helped Afrobarometer build a more resilient workforce and a leadership pipeline aligned with the organisation's long-term vision. This project strengthened Afrobarometer's internal operations and ensured the organisation was better equipped to navigate future leadership transitions smoothly.



# Empowering Local Communities for Lasting Change

We firmly believe that sustainable development begins with local communities—the people who understand their unique challenges, needs, and aspirations. As ardent supporters of the #ShiftThePower movement, we have been challenging the traditional narrative of global development by empowering local communities to take charge of their futures. Through the REL Unit, our goal is simple yet profound: to conduct meaningful research, thoughtful monitoring and evaluation, and transformative learning that generates real, lasting change. We understand that impact is most powerful when rooted in local leadership and expertise.

## The ShiftThePower Programme: Redefining Development

In 2024, we commenced our crucial role as Learning Coordinators for the Shifting the Power Programme (StP), a transformative initiative supported by £60 million from Comic Relief and the Foreign, Commonwealth, and Development Office (FCDO). The programme is reshaping the development landscape in Ghana, Zambia, and Malawi by shifting development focus from externally imposed solutions to locally led initiatives that prioritise local knowledge, leadership, and community-driven change.

The StP Programme aims to empower local CSOs, enabling them to lead development efforts that reflect and respond to their communities' priorities. By strengthening their capacity, StP fosters greater independence, sustainability, and financial resilience, positioning them to drive change on their own terms.

The Catalyst Fund (CF) is a key programme component which offers small grants (ranging from £3,000 to £5,000) to grassroots CSOs in Ghana, Zambia, and Malawi. These grants were designed to help strengthen administrative systems, improve resource mobilisation, and enhance financial and strategic planning capabilities. By supporting these critical areas, the Catalyst Fund equipped local CSOs with the tools to access national and international funding, ensuring their long-term sustainability.

The Catalyst Fund has already made a tangible impact, benefiting 20 organisations in Ghana, 25 in Zambia, and 26 in Malawi, thanks to strong partnerships with local Anchor Partners such as Star Ghana/West African Civil Society Institute, Zambian Governance Foundation, and Tilitonse Foundation.

# Kabod Group's Role: Coordinating Learning for Real Change

As Learning Coordinators for the StP Programme, Kabod Group played a vital role in ensuring that the programme's lessons, successes, and challenges were captured and shared with all partners. Some of the initiatives we led and contributed to include:

## Malawi Convening (April 2024):

We coordinated and attended the learning event "Equitable Partnerships," which brought together key stakeholders to exchange knowledge, experiences, and strategies for enhancing more inclusive and effective partnerships in development.

## Reporting:

We produced a detailed report on the Malawi Convening, capturing the key learnings and takeaways from the event to inform future programming and improve the overall effectiveness of the StP initiative.

## Finance Sub-Group Report:

Our team developed a report for the finance sub-group, which explored key financial sustainability challenges and provided recommendations for strengthening the financial systems of local CSOs

## Catalyst Fund Bespoke Research and Case Study:

We also developed a Bespoke Research and Case studies that highlighted the experiences of CSOs that benefited from the Catalyst Fund. The research captured how the Fund helped these organisations improve their internal systems, mobilise resources, and become more resilient in the face of financial challenges.

Through our involvement in the StP Programme, Kabod Group has empowered local CSOs and played a key role in promoting equitable partnerships, sustainability, and community-led development.

# Content Production and Curation

## Rebranding Knowledge Management Podcast to "Succession Stories and Strategies in Africa"

To address the widespread challenge of low business survival in Africa, we rebranded the Knowledge Management Podcast in Africa (KMPA) into "Succession Stories and Strategies in Africa" (SSSA). The podcast now serves as a focused platform for sharing insights on building resilient businesses and managing leadership transitions. It features conversations with experts and practitioners who offer proven strategies for ensuring long-term success. To date, four webinars have been successfully conducted.

- **SSSA 1:** Increasing the offer of KM education and certifications in African universities: A conversation with Professor Madeleine Fombad. The YouTube version is available here.
- **SSSA 2:** How to Improve Agricultural Development in Africa with Knowledge Management? Conversation with Mr Benjamin Abugri. YouTube version available here.
- **SSSA 3:** Transforming Agricultural: Knowledge Management Among Kenyan Smallholder Dairy Farmers. Conversation with Mr Omondi Yudah. YouTube version available here. 12
- **SSSA 4:** Building a Legacy: Mastering Talent Pipelines for African Business Success. Conversation with Beauty Erica Kofigah. YouTube version available here.



## Engaging Articles and Social Media Content

In addition to the podcast and webinars, we expanded our reach by producing articles and social media content to educate businesses and organisations about the importance of Knowledge Management and Succession Planning. Some of our most popular publications include:

- Secure Your Business Future With Kabod Group
- Talent Management and Succession Planning pullup banner
- eLearning Pullup banner
- **Navigating Critical Roles:** Ensuring Organizational Survival and Growth
- Is your organization struggling with ineffective talent management?
- Are you concerned about high turnover rates in your organization?
- **Succession Planning:** A major Challenge
- **Unlocking Success:** Transform Your Business with Knowledge Management Solutions.
- **Effective Knowledge Management:** The Key to Survival in Farming in Kenya
- How can effective knowledge management drive progress and innovation in agriculture?
- Increasing the offer of KM education and certifications in African Universities – A Conversation with Prof. Madeleine Fombad
- **Turning Data into Knowledge:** The Value of Customer Feedback for SME Growth in Ghana
- **Building a Talent Pipeline:** Beyond Mere Hiring

## Programs and Networking: Strengthening Our Presence and Impact

Kabod Group actively participated in several high-profile events and engagements throughout the year, solidifying our reputation as a leader in research, eLearning, and research-driven development. Below is a summary of our key engagements:

## E-Learning Week 2024 at KNUST

Kabod Group exhibited at the prestigious e-Learning Week 2024 hosted by KNUST. The event brought together key dignitaries, including:

- Prof. (Mrs.) Rita Akosua Dickson, Vice Chancellor of KNUST
- Hon. Dr. Yaw Osei Adutwum, Minister of Education, Ghana
- Prof. Eric Appau Asante, Director of KNUST E-Learning Centre
- Major General Richard Addo Gyame, Commandant, KAIPTC

We showcased our innovative eLearning solutions and engaged directly with decision-makers, academics, and industry professionals, strengthening our role in advancing digital education in Ghana and beyond. Watch the conference [here](#).

## Shifting the Power Convening – London

Kabod Group presented at the Shifting the Power Convening in London in October. Our Learning Coordinator, Christian Elongue, delivered a presentation on the key findings from the Catalyst Fund (CF) Research, highlighting how the fund is empowering local African CSOs by:

- Involving local partners in accountability and decision-making processes.
- Enhancing organisational capacities and facilitating access to new funding opportunities.
- Allowing local organisations to apply in local languages and select their own service providers.

These insights were well-received and underscored Kabod Group's commitment to supporting local leadership and enhancing sustainable community-driven initiatives.

## 2nd Ghana Philanthropy Conference

At the 2nd Ghana Philanthropy Conference, organised by STAR-Ghana Foundation and the Ministry of Gender, Children, and Social Protection, Kabod Group presented research findings on Local Giving in Africa. The conference focused on "Volunteerism as Civic Action" and explored how philanthropy and volunteerism can drive grassroots development.

### Our presentation:

- Identified the rising trend of purpose-driven giving among emerging wealth holders.
- Advocated for policy environments that encourage cross-border philanthropic initiatives. <sup>15</sup>
- Explored how digital platforms are reshaping local giving and increasing youth engagement.
- Highlighted the need for partnerships across sectors to address complex social challenges.
- This engagement provided a valuable platform to discuss strategies for mobilising local resources and strengthening civic action in Ghana. [Read the full research report here.](#)

## **International Webinar on AI and Talent Management/Succession Planning**

Contributing to key international platforms strengthened our global thought leadership on talent management and succession planning. One highlight was our participation in the 44th Grow Learn Connect (GLC) webinar, "The Power of AI in Talent Management and Succession Planning in your Training Business," hosted by the International Finance Corporation (IFC).

Our Managing Director, Mr. Christian Elongue, shared insights with an international audience, focusing on:

- Effective strategies for integrating AI into succession planning.
- Best practices for seamless AI adoption in talent management frameworks.
- The role of AI in reshaping recruitment, employee development, and performance management

## **B. Kabod Language Unit**

The Language Unit delivered translation services for over 12 clients, including notable organisations such as Panagora, Mighty Ally, USAID-Africa Trade Investment, The Roddenberry Foundation, and the African Leadership Academy (ALA). 500,800 words were translated into French, Portuguese, English, Arabic, Twi, Ga, Ewe, Italian and Fante. In addition, we also provided online simultaneous interpretation services for several clients.

### **Key Translation Projects:**

- African Leadership Academy (ALA): Translated course materials from English to French, supporting their mission to develop the next generation of African leaders.
- Panagora Group, USAID Localize Global Health Security (LGHS): Translated critical documents contributing to the program's success in Cameroon.

## Our Communities of Practice

- **ALATT Community Growth:** The membership of the African Languages Translators and Teachers (ALATT) community grew from 1,449 to 2,303 members, reflecting an expanding network of professionals committed to linguistic preservation and collaboration.
- **MATI Community Growth:** The Marketplace for African Translators and Interpreters (MATI) also experienced significant growth, with its membership increasing from 210 to 395 members. This platform has become a critical hub for African language professionals seeking job opportunities and collaboration.
- **Enhanced Engagement:** Both ALATT and MATI communities saw an increase in member engagement with posts, fostering a more vibrant, interactive professional space.
- **MATI Channel:** A new channel titled Opportunities for Linguists, Translators, and Interpreters (OLTI) was created on 23 July 2024 for the MATI community, dedicated to sharing job postings and opportunities, enabling members to access new gigs and consultancy work more efficiently. The channel is now boasting an engaged community of 727 followers.

## Content Production and Curation

The Language Unit made significant strides in content creation and development this year.

### KLS Talk Series

We organised four KLS Talks that addressed key challenges and opportunities in the language sector.

**Participant Growth:** Attendance rose from 25 participants in the initial sessions to nearly 50 participants per event, reflecting the growing interest in these discussions.

#### Talk Themes:

- 5th edition: How to grow your visibility and competitiveness in the language industry
- 6th edition: How can we better leverage machine translation strategically in Africa?
- 7th edition: How can translators balance cultural sensitivity with personal beliefs when translating LGBTQ-related documents?
- 8th edition: The potential and opportunities of large language models for the African language industry.

In addition, we documented each session by publishing four event reports and creating infographics summarising key takeaways



## African Languages Technologies and Tools (ALATT) Podcast

This year, we produced four podcast episodes, each featuring conversations with experts on language preservation and the role of technology in enhancing African languages.

### Episodes Released:

We organised four KLS Talks that addressed key challenges and opportunities in the language sector.

- **Podcast 06:** Linguistics Island: Empowering African language through technology
- **Podcast 07:** Giving African languages a digital voice with iAfrika
- **Podcast 08:** KiUbuntu: A common language for all
- **Podcast 09:** Championing Igbo language preservation

These recordings reflect our commitment to advancing discussions around language preservation and technology in Africa.



## Reports, Articles, And Infographics

We produced various articles covering key topics in the language industry, created infographics highlighting the Call to Action from our KLS Talks, and published articles based on interviews from the ALATT podcast.

### Podcast Articles

- Olanrewaju Samuel: Preserving African Languages through Technology: A Conversation with Olanrewaju Samuel, Founder of Linguistics Island, a Community for Linguists.
- Dr. Grant McNulty: Preserving African Languages Through Technology: A Conversation with Dr. Grant McNulty, Director of iAfrika Making The Web More African
- Nduku Mulumba: Nduku Musyimi-Mulumba from Mbôngi Ya Ubuntu and a strong advocate for the KiUbuntu language
- Onyekachi Ogbu: Championing Igbo Language Preservation: A Conversation with Onyekachi Ogbu, a Young Igbo Advocate

## Afrolinguals Magazine

We successfully issued the call for contributions and published the inaugural issue of Afrolinguals magazine, focusing on the theme of Visibility. The magazine provided a platform to highlight key discussions on making African languages and linguists more prominent globally.

## Programs and Networking

This year, the Language Unit actively participated in key industry events, strengthening our network and positioning within the language services sector.

## ALCA Conference Participation

We participated in the Association of Language Companies in Africa (ALCA) Conference, reinforcing our presence and credibility in the African language industry.

## Presentation at the University of Ghana Career Fair

On July 16, 2024, we presented at the Career Fair organised by the School of Languages, University of Ghana, during their 10th Anniversary celebrations. This platform allowed us to engage with aspiring language professionals, share industry insights, and inspire the next generation of linguists



## C. People Management and Finance Unit

The People Management Unit made significant strides in enhancing talent acquisition, employee development, engagement, and overall workforce management. This year, the Unit focused on improving recruitment strategies, enhancing a positive work environment, and providing growth opportunities. The outcomes have contributed positively to the organisation's performance and have set the stage for sustained success.

### Talent Acquisition

This year, the People Management Unit focused on carefully selecting candidates suited to specific roles, resulting in successful recruitment for key positions, including:

- Assistant HR
- Assistant Finance Officer
- Executive Assistant
- Interpreter/Translator
- Partnership & PR Officer
- Head of Language Services
- Full-Stack Web Developer & Webmaster
- Visual Communication Lead & Video Editor

These hires directly contributed to improving our team's capacity and performance.

The unit also introduced an internship and volunteer program, which led to the retention of skilled professionals in permanent roles.

- Ms. Scortia Quansah was hired as a Research Officer for Muna Kalati.
- Mr Emmanuel Adepa became the Project Manager for the Muna Kalati App, playing a key role in its successful delivery.

This approach strengthened our workforce and ensured continuity in critical projects.

## Employee Development

The People Management Unit prioritised employee growth through targeted professional development programs this year. We organised and facilitated multiple Smart and Spark Sessions, designed to address specific skill gaps and enhance continuous learning. Over 40 internal training sessions were conducted, led by the managing director, other experienced colleagues, and focused on essential employee and skills development areas.

In addition to internal efforts, external professionals were engaged to deliver specialised training, further enhancing staff competencies and motivation. Notable external sessions included:

Empowering Youth Startups with Digital KM – Kekeli Dorkenoo, Keldork Global

- How to Be Purpose-Driven in Life – Jimm Fomunjong, Head of Knowledge Management, WACSI
- Results-Based Communication for Advocacy and Resource Mobilization – Momory Koundouno Video recordings of all the sessions are available here.

## KABOD GROUP ANNUAL REPORT 2024

Recognising the importance of advanced learning, we awarded partial scholarships to two members of the Research, Evaluation, and Learning (REL) Unit to enrol in a Research Masterclass run by the Leaders of Africa Institute, which they successfully completed. Additionally, based on needs assessments, team members were encouraged to take key online courses aimed at closing specific skills gaps and ensuring personal and professional growth across the organization. 21 3.

Compensation & Bonuses To recognise and motivate exceptional performance, the People Management Unit continued th



### 3. Compensation & Bonuses

To recognise and motivate exceptional performance, the People Management Unit continued the system of monthly bonuses based on individual achievements. In addition, the Employee of the Week and Employee of the Month awards were implemented to highlight consistent contributions.

### 4. Employee Engagement

We organised various events to create a sense of community and strengthen relationships within the team. These included birthday celebrations and farewell parties for departing colleagues, allowing us to acknowledge milestones and departures. At the end of the year, we held a three-day retreat in Akosombo, giving our team a chance to unwind, reflect on 2024, and prepare for the year ahead. These activities helped to improve team connections and overall employee morale.

### 5. Networking and Professional Development Events

#### 2nd Edition of the Worker's Conference

The People Management Unit successfully organised the second edition of the annual Workers' Conference, a signature event designed to inspire and empower early-career professionals from across Africa. This year's conference continued its mission of equipping young professionals with the knowledge, skills, and mindset necessary to thrive in their careers.

The conference featured an impressive lineup of keynote speakers, including Mr. Prince Boateng, Mr. Patient Xavier, Mr. Kwame Nyatuame, Mr. Harrison Boakye Owusu, Mr. Charles Kojo Vandyck, Mr. Kojo Enninful, and Ms. Melissa Juisi Simo Gold. Each speaker brought unique perspectives and valuable insights to the audience.

Key themes highlighted during the event included:

- The art & Science of sales in a fast-changing world.
- Striving for Excellence: The importance of maintaining high-quality standards.
- Creating Systems for Efficiency: How structured approaches enhance work output.
- Knowledge Retention and Sharing: Building frameworks that preserve institutional knowledge.

### D. Communication & IT Unit

The Communications and IT Department is the organisation's backbone, ensuring seamless information flow and technical support. This report presents a detailed analysis of key achievements, including social media performance, website enhancements, and other technical advancements made during the year.

## Supporting Content Creation and Development

### Webinars and Podcasts

The Communication & Media Unit was instrumental in producing several successful webinars and podcasts that focused on critical themes, including knowledge management, Succession Planning, and the Languages industry. Key highlights include:

- Knowledge Management in Africa Series & Succession Stories and Strategies Podcast
- Expert discussions with industry leaders, such as Olanrewaju Samuel and Dr. Grant McNulty, were curated into a podcast series that garnered significant attention.
- Muna Kalati Podcast: This podcast, featuring conversations with figures like Ahossan Jean Yves and Aichata Sylla, offered valuable insights into children's literature in Africa. <sup>23</sup>

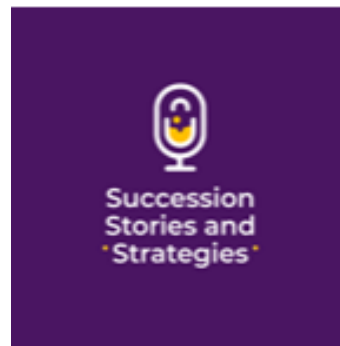
The team ensured these series were distributed on popular platforms such as Spotify and YouTube.

### Branding, Design, and Video Editing

The team made significant improvements in refining the organisation's visual identity through:

- Logo Design for internal projects such as the Succession Stories and Strategies Podcast and ALATT.
- Brochure and Poster Designs for departments like eLearning & Talent Management.
- Video Editing for multiple internal projects, such as Introducing Readopia and the Muna Kalati App, showcasing African children's literature and educational tools

Evidence of some of the Designs are outlined below:



## Website and Intranet Development

The Technical Department significantly contributed by redesigning the Muna Kalati website, focusing on user experience. Achievements include:

## Social Media Performance and Analysis

From May to September 2024, Kabod Group's social media engagement saw some shifts:

- Facebook: Audience growth declined by 22.2%, but content such as the KLS Talk Webinar generated strong interest.
- YouTube: Significant growth of 51% and viewership, with engaging content like How Can We Better Leverage Machine Translation in Africa contributing to the increase.
- LinkedIn: Showed remarkable growth (90%) with top-performing content such as the #Volunteer with Kabod campaign.
- Instagram: While growth was slower, content around the KLS Talk Edition performed well.
- LinkedIn and YouTube were the strongest platforms, driven by thought leadership and video content from webinars.

## STAFF LIST

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# STAKEHOLDER ENGAGEMENT

In 2024, Kabod's stakeholder engagement efforts were marked by strategic collaborations, reliable service delivery, and consistent communication with key partners. Building trust and delivering tailored solutions enhanced our relationships with organizations operating across diverse sectors, including philanthropy, leadership development, and education. Below are notable partnerships and client feedback that reflect the impact of our work.

## Our Partners and Collaborators



Education  
Development  
Center



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



Foreign, Commonwealth  
& Development Office





## CLIENT FEEDBACK

Our commitment to delivering high-quality services and maintaining strong working relationships was reflected in the positive testimonials we received: “We have worked with Kabod over the last few weeks during our online events (welcome sessions and meetups), and they did an excellent job supporting our French and Kiswahili Awardees in participating fully.”

— Vaida Odongo, Africa Network Lead, +1 Global Fund, The Roddenberry Foundation  
“It was nice working with you on this project. Thank you for your collaboration, and I look forward to connecting with you again.”

— Wilfrid Ahouansou, Program Manager, University Engagement & Partnerships, African Leadership Academy

# FUTURE OUTLOOK

As we move forward into 2025 and beyond, Kabod Group is poised to build on the milestones achieved in 2024. Our successes over the past year have strengthened our foundation, broadened 28 our partnerships, and enhanced our capacity to deliver high-quality, impactful solutions across our core areas: Research, Evaluation and Learning, Succession Planning, ELearning, Language and Translation Services.

# ACKNOWLEDGEMENTS

As we reflect on 2024's accomplishments, we are deeply grateful for the invaluable contributions of our staff, volunteers, partners, and donors. The milestones we've reached, and our impact would not have been possible without their unwavering commitment, passion, and support.

To our dedicated staff, thank you for your hard work, resilience, and enthusiasm. Your professionalism and creativity have been the driving force behind our success. You continue inspiring us with your commitment to excellence and desire to make a difference.

To our volunteers, your selfless dedication and willingness to contribute your time and skills have strengthened our initiatives. Your efforts in various programs and projects have left a lasting impression, and we are immensely grateful.

To our partners, thank you for believing in our vision and working alongside us to create lasting change. Your trust and collaboration have allowed us to extend our reach, enhance our services, and build sustainable solutions. Special recognition goes to organisations such as the WACSI, STAR Ghana, Comic Relief, Roddenberry Foundation, African Leadership Academy, and the many others who partnered with us throughout the year.

To our donors, your generosity fuels our mission. Your support enables us to continue our work, touching more lives and fostering meaningful development. Your belief in our cause gives us the strength to keep pushing forward.

To our donors, your generosity fuels our mission. As we look ahead to 2025, we carry with us the lessons, partnerships, and successes of this past year. Together, we are shaping a future of growth, innovation, and greater impact. From all of us at Kabod Group, we extend a heartfelt thank you to everyone who made this year remarkable. Your support means the world to us, and we look forward to another year of shared progress and purpose. Here's to continued collaboration and an even brighter future!

2. Your support enables us to continue our work, touching more lives and fostering meaningful development. Your belief in our cause gives us the strength to keep pushing forward.



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