



Kabod Group Annual Report 2023

Table of Content

OUR IDENTITY	4
Vision	4
Mission	4
Motto	4
Values (ILICI)	4
MANAGING DIRECTOR OPENING REMARKS.....	5
1. EXECUTIVE SUMMARY	7
i. Overview of Kabod’s Performance	7
ii. Major Highlights.....	7
2. E-LEARNING AND KNOWLEDGE MANAGEMENT UNIT.....	7
i. Introduction	7
ii. Achievements.....	7
a. Executed Projects	9
b. Partnerships	9
c. Capacity Building and Content Creation.....	9
iii. Lessons Learnt.....	10
iv. Setbacks and recommendations.	11
3. LANGUAGE UNIT	11
i. Introduction	11
ii. Achievements.....	11
a. Internal Projects.....	11
b. External Projects	14
c. Collaboration.....	15
d. Knowledge Production.....	15
e. Client Satisfaction.....	15
f. Setbacks.....	Error! Bookmark not defined.
g. Recommendations.....	Error! Bookmark not defined.
3. PEOPLE MANAGEMENT UNIT	16
i. Introduction	16
ii. Achievements.....	17
a. Talent Acquisition	17
Volunteer:.....	17
Volunteer:.....	Error! Bookmark not defined.

b.	Employee Development	17
c.	Employee Engagement	Error! Bookmark not defined.
d.	Compensation and Benefits	18
iii.	Lessons Learnt.....	18
iv.	Staffing Challenges and recommendations.....	Error! Bookmark not defined.
4.	COMMUNICATION & MEDIA UNIT	20
i.	Introduction	20
ii.	Achievements.....	20
a.	Webinars	20
b.	Branding	21
iii.	Setbacks.....	Error! Bookmark not defined.
iv.	Recommendation	22
5.	CONCLUSION.....	22

OUR IDENTITY

Vision

Bringing joy and jobs to the world

Mission

To be the driving force behind Africa's economic transformation by fostering innovation, creating sustainable billion-dollar businesses, and generating significant employment opportunities, while positively impacting communities and upholding ethical standards.

Motto

Building legacies in Africa and beyond.

Values (ILICI)

1. Integrity

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

2. Love

We foster an inclusive and empowering work environment that attracts, nurtures, and retains top talent. Second, we place our customers at the centre of everything we do. We strive to deeply understand their needs, preferences, and aspirations, and deliver products, services, and experiences that exceed their expectations and build long-lasting relationships based on trust, quality, 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 out strategic alliances, both 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.

5. Impact

We are driven by a deep commitment to creating positive social, economic, and environmental impact across Africa. We prioritize initiatives that address pressing challenges, foster inclusive growth, and uplift communities, while aligning our business strategies with sustainable 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.

Dear Kabodians, Kalatians, partners, shareholders, and stakeholders,

It is with great pride and enthusiasm that I stand before you today as we mark the completion of Kabod Group's first year of operation. As we pause to reflect on the momentous milestones achieved during our first year of operation, we stand at the threshold of a future rich with promise and potential. Our dedication to providing top-tier consulting and training services in knowledge management, eLearning, and languages has firmly established Kabod Group as a force to be reckoned with in the industry. However, our aspirations extend far beyond mere recognition – our sights are set on redefining the very fabric of our industry, and indeed, our world.

In this short span of time, we have witnessed remarkable growth and achieved milestones that were once beyond our wildest dreams. As we reflect on our journey thus far, let us also cast our gaze towards the future and envision the incredible possibilities that lie ahead.

At Kabod Group, we are not just a KM consulting and training firm. We are a force of change, a catalyst for transformation, and a beacon of knowledge. Our commitment to excellence and our unwavering dedication to our clients have propelled us to new heights, and the year 2024 promises to be even more extraordinary.

In the coming year, we will continue to revolutionize the way organizations manage knowledge. We will push the boundaries of eLearning, ensuring that everyone, regardless of their location or background, has access to quality education and training. We will break down language barriers, enabling seamless communication and understanding across cultures and continents. ALATT, MATI, KLS Podcast and the African Languages Technologies and Tools podcasts are testament of our expertise in languages, encompassing translation, interpreting, and localization.

But our ambitions extend far beyond the confines of our services. We strive to be pioneers in the industry, constantly challenging ourselves to innovate and disrupt. In the year 2024, we will redefine what it means to be a consulting and training firm. We will leverage emerging technologies, embrace artificial intelligence, and harness the power of data analytics to deliver unparalleled value to our clients, starting primarily with those based in Ghana, then West Africa and the continent.

However, our success does not rest solely on the technologies we employ or the services we provide. It is the unwavering commitment and passion of the Kabod team that sets us apart. Kabodians are our greatest asset, and it is their collective brilliance that fuels our growth. In the year ahead, we will invest heavily in nurturing and developing our talent through initiatives such as Smart Sessions, Spark Time and Kabod Workers Week and Conference, empowering them to reach new heights of excellence.

In the inimitable words of Jack Welch, "An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage." As we chart our course into the future, we must embody this ethos, relentless in our pursuit of knowledge and steadfast in our ability to swiftly apply these learnings to achieve unparalleled success.

As we embark on this exciting journey towards the year 2024, let us remember that success is not a destination, but a never-ending pursuit. Let us embrace change, adapt to new realities, and always remain one step ahead. Let us foster a culture of continuous learning, where every challenge is seen as an opportunity for growth.

As we venture into the uncharted territory of the year 2024, I call upon each member of Kabod Group to embrace a mindset of continuous improvement and unyielding enthusiasm. Let us not only anticipate change, but actively drive it, pioneering new frontiers and setting precedents that inspire and motivate both ourselves and those around us.

Together, we will shape the future of knowledge management, eLearning, and language services. Together, we will redefine what is possible. Together, we will leave an indelible mark on the world.

In closing, let our commitment to excellence and unwavering dedication pave the way for a future brimming with prosperity and fulfillment. Let us be guided by the indomitable spirit of Jack Welch, who famously said, "Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others." Together, let us lead by example, each contributing to the collective growth and success of Kabod Group.

With unyielding appreciation for the extraordinary contributions of every member of Kabod Group, I eagerly anticipate the boundless accomplishments that await us in the year 2024 and beyond.

Onward and upward!

Christian Elongué, MD, Kabod Group

1. EXECUTIVE SUMMARY

Over the past year, Kabod Group has excelled in language services, talent management, eLearning and Knowledge Management solutions. This executive summary offers a concise overview of our annual report, highlighting key achievements and strategic initiatives. It serves as an invitation to delve into the comprehensive details presented in the full annual report, showcasing our journey of resilience, learning, and accomplishment.

i. Overview of Kabod's Performance

Kabod Group offered a comprehensive suite of services that spans language solutions, talent management, creative communications, and innovative eLearning and KM (Knowledge Management) solutions. As a cohesive unit, we have navigated challenges, harnessed opportunities, and consistently delivered exceptional value to our clients and stakeholders.

ii. Major Highlights

- ❖ **eLearning and Knowledge Management Unit:** Dedicated to providing top-notch eLearning and knowledge management services, this unit has executed significant projects, built partnerships, and contributed to the growth of educational and knowledge-sharing initiatives.
- ❖ **Language Services Unit:** Achieving milestones in translation, interpretation, and language support, our Language Services Unit has seamlessly bridged linguistic gaps, facilitating effective communication on diverse fronts.
- ❖ **People Management Unit:** From strategic talent acquisition to employee engagement and development, the People Management Unit has played a pivotal role in fostering a collaborative work environment, driving growth through its meticulous approach to human resource management.
- ❖ **Media Unit:** At the forefront of communication and marketing, the media Unit has not only elevated Kabod's brand presence but has also undertaken diverse projects, including webinars, podcasts, branding initiatives, and impactful designs.

2. E-LEARNING AND KNOWLEDGE MANAGEMENT UNIT

i. Introduction

The eLearning and Knowledge Management Unit specializes in delivering top-notch e-learning and Knowledge Management services to businesses and organizations continent-wide, enhancing their competitiveness. Over the past year, we have achieved notable successes and executed impactful projects. However, these accomplishments have been accompanied by challenges that have provided valuable lessons. The unit is committed to leveraging these insights to enhance and refine our services for the upcoming year.

ii. Achievements

- The unit conducted a detailed market analysis, identified target markets, and assessed the demand for education services in Ghana. Through this, an [eLearning brochure](#) was designed.
- The Unit launched a monthly webinar on KM practices in Africa. To date, three webinars have been successfully conducted.
 - [KMPA 1](#): A deep dive into the challenges, opportunities, and impact of Knowledge Management in Africa with Sarah Wakuthii

- [KMPA 2](#): Advancing Knowledge Management in Africa: A Conversation with Gladys Kemboi
- [KMPA 3](#): How to Effectively Lead and Manage Remote Workers in 2024
- The unit expanded the community of [Knowledge Management Professionals in Africa](#) on LinkedIn to 58 members by creating content and sharing relevant opportunities.
- The unit launched and hosted the [Knowledge Management Podcast in Africa](#)
- The unit created a **network of eLearning Professionals in Africa on WhatsApp**



Kabcd Group
www.kabcdgroup.com

KNOWLEDGE MANAGEMENT IN AFRICA

theme:
How To Effectively Lead And Manage Remote Workers In 2024

With

Christian Elongue (Host)
Youth Lead, Kabcd Group

Onyebuchi Ekpoloro
Head of Policy and Advocacy, African Union of Science and Technology

Kenneth Nakentoh
Communications Director and WAFI Program Lead

Paul Atsu
Communications and Youth Engagement Advisor, World Employment Service of Geneva (WESG-UNICEF)

9th Nov, 2023 | 3:30pm GMT | ZOOM Meeting ID: 838 9257 2742 | Passcode: 420168

Kabcd Group
www.kabcdgroup.org

KNOWLEDGE MANAGEMENT IN AFRICA

THEME
USING KNOWLEDGE MANAGEMENT TO STRENGTHEN THE SUSTAINABILITY OF CIVIL SOCIETY ORGANISATIONS IN AFRICA.

TOPICS FOR DISCUSSION

- ✓ Underutilization of knowledge within CSOs
- ✓ Consequence of not treating knowledge as a resource
- ✓ The role of knowledge management in CSO sustainability
- ✓ Success stories in knowledge management within CSOs
- ✓ Overcoming challenges associated with implementing knowledge management practices

5 OCT 2023
2PM (GMT)

zoom
Meeting ID: 883 3479 1407
Passcode: 110979

a. Executed Projects

- **Read with a Star Project:** The EKM Unit successfully secured and executed the **Reading with a Star Project** for the Association for the Development of Education in Africa (ADEA). The objective of the project was to promote recreational reading among African children.
- The unit successfully concluded the **Access STEM Project**, which aimed to establish a digital learning environment for teachers in Ghana. Collaborating with BlueTown and [Siemens Stiftung](#), our role included developing the curriculum and establishing STEM clubs in four schools: Kibi Presby College of Education (tertiary teacher training), Kibi Senior High Technical School (secondary technical), Koforidua Technical Institute (secondary technical), and Presbyterian College of Education - Akropong (tertiary teacher training).

b. Partnerships

To build partnerships, the unit has identified and engaged with potential collaborators and competitors in the realms of training, technology integration, and research initiatives. A meeting was held with leaders from Lead for Ghana, during which a concept note was drafted and shared in pursuit of a partnership for conducting capacity-building training sessions for their fellows.

We also tactfully sought to forge partnerships by leveraging the events we organize and the communities we oversee, including Knowledge Management Professionals in Africa and eLearning Professionals in Africa.

c. Capacity Building and Content Creation

The unit undertook several initiatives in the aspect of capacity building and content creation.

- As part of the AccessSTEM project, we conducted more than six workshops, both in-person and online, to enhance the capacity of STEM teachers in various institutions, including Kibi Presby College of Education (tertiary teacher training), Kibi Senior High Technical School (secondary technical), Koforidua Technical Institute (secondary technical), and Presbyterian College of Education - Akropong (tertiary teacher training).
- To establish a content strategy for the unit, we formulated a content calendar for both the eLearning and Knowledge Management Unit.

- Additionally, to enhance the efficiency and organization of the company's events, the unit devised an event checklist.
- To expand the KM professionals' [community](#) in Africa, we generated and shared around 7 posts weekly covering diverse KM-related topics in the last quarter. This effort led to a rise in community members and interactions.
- The unit authored and published several articles and blogs on the company's website, covering insightful topics. Here is a compilation of some of the articles we produced:
 - [4 tips for managing large class sizes without the use of technology.](#)
 - [Revitalizing Historical Education: The Reopening of Kwame Nkrumah Museum in Ghana](#)
 - [Is Knowledge Management the Missing Piece to Transform the Development Sector in Africa? A Conversation with Gladys Kemboi – Knowledge Management in Africa](#)
 - [I was introduced to Knowledge Management by my grandfather,” conversation with Sarah Wakuthii](#)
 - [Kabod group worker’s retreat report: joy feast 2023](#)
 - [3 ways to enhance engagement during online lessons](#)
 - [Navigating Ghana’s Double-Track System: Unintended Consequences of Free Education](#)
 - [Transforming Education in Rwanda: Unleashing the Power of Data-Driven Learning Assessments](#)
 - [Gambia, Unlocking a Brighter Future for Africa through Data-Driven Education](#)
 - [Revitalizing Historical Education: The Reopening of Kwame Nkrumah Museum in Ghana](#)
 - [Using Knowledge Management to Strengthen the Sustainability of Civil Society Organizations in Africa](#)
 - [Kabod develops a STEM Curriculum for teachers training colleges in Ghana](#)

iii. Lessons Learnt

- **Community Partnerships:** Leveraging existing communities, the unit learned the importance of fostering partnerships with community members to jointly apply for grants. This collaborative approach enhances the chances of successful grant applications and promotes community engagement. Lessons highlighted the necessity of planning well ahead of events, allowing sufficient time for advertising. This strategic timing contributes to attracting more participants and generating increased impact.
- **Online Event Registration:** The unit acknowledged the significance of registering events on various online platforms. This practice will be valuable in reaching a broader audience and securing more participants for events.
- Never start working on any project without having signed an official contracting agreement with the client. Experience from the consultancy for the African Union has shown that verbal agreement aren’t enough to hold client accountable, especially when there are modification to the initial agreement.
- Never make payment to an external resource person without diligently following financial procedures where a contract is signed. The Read with a Star video had some delays because hired consultant was difficult to comply and align with our company priorities.

iv. Challenges and recommendations.

Throughout the year, the eLearning and Knowledge Management Unit encountered several challenges that tested its resilience and adaptability. These setbacks included:

- Limited social media presence, posing challenges in advertising events effectively.
- Inadequate impact stories on the company's website, hindering referrals and potential opportunities.
- Projects extending beyond their specified deadlines.

To minimize those setbacks from reappearing, we recommend:

- Leveraging existing communities, the unit learned the importance of fostering partnerships with community members to jointly apply for grants. This collaborative approach enhances the chances of successful grant applications and promotes community engagement.
- Improving project planning and management processes to ensure that projects are completed within established timelines. This includes refining project scopes, setting realistic deadlines, and implementing effective project tracking mechanisms.

3. LANGUAGE UNIT

i. Introduction

As we reflect on the accomplishments and challenges of the past year, the Language Unit at Kabod Group has witnessed some growth and development. Our commitment to excellence in language services, knowledge production, and community engagement has propelled us to explore new horizons and overcome obstacles. This section provides a comprehensive overview of our unit's endeavours throughout the year, encapsulating achievements, lessons learned, challenges, and the strategic resolutions implemented.

ii. Achievements

In delivering top-notch Language Services, we effectively executed the following projects:

a. Internal Projects

Internally, we focused on enhancing our operational efficiency and expanding our services. Key internal projects include:

ALATT: Network of African Languages Translators and Teachers

This is an online LinkedIn community of professional translators and teachers in African languages. There are currently over [1449](#) members who are regularly exchanging opportunities of work, information, and networking with one another on language related projects. The community was being managed by the Language officer and there is a need of recruiting a trained community manager in 2024 to increase engagement in the community.

- *Shared the registration form with several language professionals.*
- Posted some content on the ALATT [LinkedIn page](#) and [Marketplace of African Translators and Interpreters \(Mati\)](#) to boost engagement.

- Created a [WhatsApp](#) group (Marketplace of African Translators and Interpreters) to connect with all the translators in the database and to share ideas and opportunities. The link is being shared for people to join and has 210 members.
- Added 68 new freelancer to the database of language professionals.
- Created a google to collect information on African language professionals and created a database. This aims at extending language projects when necessary. The form is regularly shared, and the database has 68 candidates.

NLP (Natural Language Processing) project

- Identified, and reached out to potential partners to share the concept note with and get their ideas on how to implement it. It resulted in positive responses and online meetings. Some of them include: iCompass: an Artificial Intelligence startup specialising in NLP, [Lanfrica](#): archives and links African language resources to make them easily discoverable, [NLP Ghana](#), [Masakhane](#), a grassroots organisation whose mission is to strengthen and spur NLP research in African languages, for Africans, by Africans.
- Wrote the sponsorship package for NLP and Awards projects

ALCA (Association of Language Companies in Africa) project

- Scheduled and hosted the meetings with the team every two weeks.
- Developed a representative steering committee with board members from Southern Africa (Johan Bothan, Folio Online), Eastern Africa (Alfred Ntawali, CAN Translators) and West Africa (Ady Namaran, Bolingo Consult).
- Drafted the concept note and invitation letter to potential companies to join the association steering committee.
- Launched of ALCA on 17th November 2023
- Added ALCA Coordinator on Kabod's monthly payroll since October 2023

Kabod Language Services Talk

- Drafted KLS calendar 2024 with topics that will be discussed next year.
- Created a database of speakers for KLS Talks.
- Drafted content for the Request for translation services to be added to the website.
- **Organised 4 KLS Talks:**
 - [1st Edition](#): How can Ghana (Africa) make the learning of local languages more accessible, affordable, and attractive?
 - [2nd Edition](#): How can African businesses increase the economic value of local languages?
 - [3rd Edition](#): Potentialities, Problems and Prospective Perspectives of Translation and Localization for businesses in Africa

- 4th Edition: Using Localization Guides to increase business expansion and profits into new and existing

klsTalk 4th edition

Theme:
using localization guides
to increase business expansion
& profits into new & existing markets

moderator
Christian Elongue
managing director
Kabod Group

speaker
Ady Namaran Coulibaly
operation manager
Boling Consult

speaker
ADEFABI Francis Olayinka
language consultant

zoom
TO REGISTER
<https://bit.ly/LocalizationKabod>

28 NOV 2023 4pm GMT

powered by: **Kabod Group**

© languages@kabodgroup.com ☎ 0599001499 🌐 @kabodgroup

markets.

THE KLS TALK
webinar

Friday, 17th March 2023, 03:30 pm

GUEST SPEAKERS

Topic:
Potentialities, Problems and Prospective Perspectives of Translation and Localization for businesses in Africa

CHRIS EMEZUE
FOUNDER OF LANFRICA AND
NLP RESEARCHER @MASAKHANE

DAVID A. GBENRO
LOCALIZATION PROJECT
MANAGER AT ALPHA

Live On

KABOD GROUP **LANFRICA** **ALPHA**

☎ 0503990443/0592319555 🌐 www.kabodgroup.com 🌐 @kabodgroup_intl

- Created a new platform: [ALATT](#) podcast (African Language Technologies and Tools) a weekly podcast powered by Kabod group. Five (05) recordings have been done.
 1. ALATT 01: [Conversation with Ijemma Onwuzulike, founder of Nkowa okwu, an Igbo English Dictionary](#)
 2. ALATT 02: [Conversation with El Hadji Ibrahim, founder of wolof tech a podcast on science and tech in wolof.](#)
 3. ALATT 03: [Sibusiso Biyela “Ilukuluku Podcast – Create A Comprehensive Database of Scientific terms in Isizulu](#)
 4. ALATT 04: [Nkenne is more than just an app it’s a cultural bridge](#)
 5. ALATT 05: [Vulavula: Nurturing cultural heritage and preserving endangered languages](#)
- Drafted a call for Articles and Blogs.
- Drafted the language department operational strategy.
- Reviewed and submitted a report/recommendation on the current translators' database.
- Drafted specific guidelines for Kabod’s articles and blogs.
- Created a price list for translation services.

- I drafted a [conference abstract for the Conference on the Observatory for Plurilingualism in Africa \(OPA\) in Cameroon](#). Presentation was made on 15th December at the University of Dschang
- Drafted the annual workplan 2023.
- Linked up people in need of language services in the African language with language professionals working in these languages.

b. External Projects

We proudly undertook diverse external projects, showcasing our linguistic expertise and commitment to excellence. Projects included:

West African Civil Society Institute (WACSI): Translation from French to English of the research report on decolonizing aid in Francophone Africa.

Evidence: "[Decolonizing Aid: Perspective of Francophone CSOs in Sub-Saharan Africa](#)"

African Freedom Information Centre (AFIC) Project: Translation from English to French of the research project on "Fostering Gender Responsive Public Procurement: Understanding the Barriers and Solutions to Include Women-Led Businesses in Public Procurement in East Africa".

This study was conducted in five countries including Rwanda, Tanzania, Kenya, Ethiopia, and Uganda. A Synthesis Report of all the five country findings had been produced and Kabod Group facilitated the translation into French language. Kabod Group demonstrated a high level of professionalism, expertise, and dedication in delivering the services required for the project. Kabod group thoroughly read and internalised the content of the original report, ensuring a deep understanding of the context. Following this, it translated the work from English to French, including all captions, maintaining the integrity and clarity of the content.

Evidence: <https://africafoicentre.org/wpdmpro/fostering-gender-responsive-public-procurement-understanding-the-barriers-solutions-to-include-women-led-businesses-in-east-africa/> and the final version in French.

Thot Cursus: Translation of about a hundred articles from French to English.

Evidence: <https://cursus.edu/en/articles>

African Leadership Academy: translation of several teaching and learning materials from English to French.

c. Others

- Translated 5 documents from Ecole Ronsard with team from ENG to FR
- Translated **certificates** from FR to ENG
- Extended a voice-over service for Bolingo.
- Reached out to language professionals to get their CVs to register the company on AfDB.
- Translated an 11,000-word document. The [link](#) to the translated version of the document. The original version can be found [here](#).

d. Collaboration and Partnerships

Throughout the year, we actively pursued collaborations to enhance our impact on the language industry. Highlights include:

- Prepared the [testimonial form](#) to request feedback on our services
- Drafted [Kabod Translator Info](#) to be added to the website
- Signed an MOU with Bolingo consult for the development of several localization guides in Africa.
- Became a co-organizer of the African Language Conference and currently preparing the 2024 edition.
- Co-founded the Association of Language Companies in Africa (ALCA) where the Managing Director serves as board member together with others from each region of Africa.

e. Knowledge Production

Our commitment to knowledge production manifested through the creation of insightful articles and engaging podcast content of 19 articles. Notable contributions include:

- [How to choose the right languages for your multilingual website?](#)
- [How to successfully walk the tightrope of work-life balance as a female translator?](#)
- Blockchain technology, a remedy to the challenges facing the language industry in Africa?
- ["Le métier de traducteur ne sera pas anéanti par l'IA: 3 raisons principales.](#)
-

Podcast Articles:

- **Nkowa Okwu:** [Preserving African Languages Through Technology: A Conversation with Ijemma Onwuzulike, Founder of Nkowa Okwu, an Igbo English Dictionary](#)
- **Sibusiso Biyela:** [Breaking Barriers: Translating Science in African Languages](#)
- **Michael Odokara-Okigbo:** [Bridging Cultures Through Language Learning: An Interview with Michael Odokara-Okigbo, CEO of Nkenne](#)
- **El Hadji Ibrahima Diago:** [Nous pouvons parler des NTIC en wolof, il suffit de chercher - El Hadji Ibrahima de Wolof Tech](#)

iii. Client Satisfaction

We receive testimonial reference letters from clients:

- West Africa Civil Society Institute
- Ecole Ronsard International
- African Freedom Information Centre

iv. Challenges

- ❖ Difficulty in getting speakers for **KLS Talks** and **ALATT podcast**. Sometimes due to unavailability.
- ❖ Language professionals barely fill out the Google form, even when they accept to connect and join the group.
- ❖ Moving people from prospects to potential buyers.
- ❖ Low support from members and speakers in advertising the talk
- ❖ The services needed for translation directly are most often in other fields or on-site.

- ❖ Difficulty in getting speakers on time for the ALATT podcast
- ❖ The time allocated to other activities in the morning is much, which constitutes my concentration and productive time, making it difficult for me to take off for the rest of the day as the break time is normally not far from that time.
- ❖ Delegating tasks to already busy team members.

v. Lessons Learned and recommendations

- **Expand our network** by reaching out to language professionals through various platforms, such as professional associations, social media groups, or industry events.
- Schedule talks and podcasts well in advance, allowing speakers to plan accordingly. Consider flexible timing or alternate days to accommodate different schedules. Additionally, provide multiple options for participation, such as **pre-recorded interviews**, to overcome time constraints.
- **Develop targeted marketing strategies** to showcase the value of our services. Offer limited-time promotions, discounts, or exclusive content to encourage prospects to make a commitment.
- Provide testimonials or case studies to build trust and credibility.
- **Clearly communicate the benefits** of participating and promoting KLS talks such as exposure, networking opportunities, or knowledge sharing. Send invitation on time and be consistent in following up.
- Foster a sense of community among members and speakers.
- Consider creating promotional materials that are easy to share and encourage a culture of mutual support within the group.
- Consider flexible timing or alternate days to accommodate different schedules. Additionally, provide multiple options for participation, such as **pre-recorded interviews**, to overcome time constraints.
- **Diversify our service** offerings to include a broader range of translation needs. We should collaborate with professionals in various fields to understand specific requirements and tailor our services accordingly.
- Explore partnerships with on-site service providers to expand your service reach.
- Consistently paying attention to detail is key to build excellence and minimize project failure. For example, some translation projects we bid, failed because of errors when counting words etc.

4. PEOPLE MANAGEMENT UNIT

i. Introduction

At the heart of Kabod Group is its team, and central to its support and growth is the People Management Unit. Responsible for the entire employee journey, from hiring to daily operations, this unit has been instrumental in creating a work environment that is collaborative and empowering. As

we look back on the past year, the People Management Unit has been the backbone of our workforce, ensuring each member is supported and set up for success.

ii. Achievements

The People Management Unit (PMU) implemented several initiatives aimed at improving overall efficiency and productivity within the company. Here is a compilation of these achievements.

a. Talent Acquisition

- The People Management Unit has conducted interviews and hired new employees to fill open positions in the organization.
- Program Officer in education and knowledge management (Prince Teye-Gaga).
- Head of Education and knowledge management Unit (Dr. Thomas Tagoe).
- Kabod Language Language Officer (Christus Codo)
- Muna Kalati Program Coordinator (Deborah Osei).
- Finance and Accounting Officer (Mark Dela Koto)
- MK Digital Marketing (Judicael K. Kouassi)
- Creative Lead (Kenneth Opare).
- Webmaster (Harris Fotso)

Intern

During the year we have one (01) intern

- Assistant HR (Wilhelmina Edore)

Volunteer

During the year we had three (04):

- Finance and Accounting Officer (Johan Nke).
- Communication and media (Isaac Kweku)
- HR Assistant (Christus Codo)
- Assistant Program Officer in education and knowledge management (Stephen Acquah)

Probation

- Program Coordinator (Nana Addo, Sylvia Adzomani, Stacy Bright-Davies, Kate Sem-Ackah etc.).
- Program Assistant in monitoring evaluation, research, and learning (Selassie Agbotui).
- Digital Marketing Officer (Jessica Baffoe).

b. Employee Development

Employee development is realized principally through in-house trainings and via external facilitators. These training activities are known as:

1. **Smart sessions:** a 1-h activity with the goal of teaching a topic. Every staff can prepare and facilitate a smart session on any given topic that could be of interest for the company or team.

2. **Spark Sessions:** a 30 min conversation and exchange on a topic that could be of interest for team. While the smart session is often long with the support of a PowerPoint presentation or visuals, the Spark session is light, quick and effective. The goal here is not to teach but to briefly trigger interest, spark ideas, or spontaneously suggest something to the group without necessarily going through the burden of preparing a presentation.

This year:

- 93 spark sessions internally facilitated by Mr. Christian Elongue and colleagues.
- Some of these sessions focused on Business Laws, Business entrepreneurship, and excellence.
- We developed a [training calendar](#) for **internal training for interns and new staff**
- Draft an MOU [for the Kabod internship program](#).

c. Compensation and Benefits

The People Management Unit has conducted performance evaluations, provided feedback to employees to help them improve their performance, and helped managers develop plans for employee improvement. The company uses Kabod Productivity Report (KPR) to measure the outputs from every team member and this also helps in calculating compensation and benefits.

The people management unit compensates the best employees based on the [employee award scheme that has been](#) developed. Other benefits include ***Kabod Devotional Hour***, a 1-hour prayer, praise, and proclamation session early every morning to commune corporately with our Creator.

The people management unit compensates the best employees based on the employee award that has been developed.

iii. Lessons Learned

The People Management Unit gained valuable insights throughout its journey, highlighting the significance of comprehensive onboarding, adherence to policies, and prioritizing employee well-being. Further details are provided below.

- Developing pre-boarding and onboarding checklist is essential in facilitating the smooth integration of the staff within the team and company. Checklists also ensure consistency in managing the hiring process. Initial absence of this has slowed employees from fully grasping the organisational processes and policies.
- Providing flexible options for interviews (online and in-person) helps increase participation from selected candidates, especially when some are fully employed at the time of the recruitment. Holding only in-person interview considerably limited some applicants from showing for interviews.
- Always have a potential staff who can replace any existing staff. Specially when the existing staff leaves without notice or giving enough time to enable the company to prepare a replacement.
- Knowing the health status of every staff is critical for medical safety and help effectively manage emergencies or crisis.
- Rely on policies rather than solely trusting employees' statements. Some employees deliberately hide elements of true, thus affecting objective decision making.

- Exercise patience in evaluating staff attitudes and considering potential personal challenges. complete a comprehensive handover of all possessions before the last salary payment.
- Avoid putting staff names on administrative documents or processes (email). Especially when the staff has less than a year with the company.
- Selected applicants should undergo a two-week test to assess their on the job competence and workforce compatibility and integration.
- Always adhere to the onboarding and offboarding checklist to maintain professionalism.
- Rely on policies rather than solely trusting employees' statements.
- Uphold company rules over personal emotions.
- Request and verify staff's official documents (ID, portfolio, certificates, evidence) during the hiring process.
- Regularly check for any health issues among staff before onboarding.
- Exercise caution in trusting references, as some may have close relationships with the candidate.
- Conduct follow-up calls with potential applicants who rejected offers to gather insights.
- Share information within the department rather than relying on a single individual.
- Give priority to recommendations from colleagues, friends, former employees, and connections.
- Intentionally and proactively engage with all alumni to maintain connection and ensure they contribute to ongoing organisational programs, especially in hiring activities. An alumni engagement officer should be recruited to increase our effectiveness in managing Kabod Alumni community.

iv. Retention Strategies

- We should organize team-building activities to strengthen relationships and camaraderie.
 - Joy Feast at mid and end of the year
 - Monthly birthday celebrations
 - Monthly fasting and prayer retreat
 - 360 meetings for open feedback to every staff.
- Conduct exit interviews to gather feedback from departing employees, then use this feedback to identify areas for improvement and address concerns.

3.4 Recommendations

In response to the challenges encountered, the People Management Unit (PMU) has proactively crafted a set of recommendations and solutions to enhance operational efficiency and employee well-being. These include:

- Introducing HR software (Zoho Books) to facilitate the recruitment process and data analysis.
- Introduce an effective onboarding process (Checklist)
- Create a succession plan or program for all employees.
- Leaving employees, either through resignation or dismissal, must complete and submit the handover notes, the exit interview, and terminate major ongoing tasks before being given their last salary.

- Conducting regular check-ins with employees by organizing frequent one-on-one sessions to talk about expectations, difficulties, and career aspirations. Use these check-ins to address any issues and offer direction.
- Communicate and support employee well-being initiatives.
- Provide resources for mental and physical health.
- Communicate regularly on how individual roles contribute to the overall mission.
- Provide resources for mental and physical health.
- Communicate regularly on how individual roles contribute to the overall mission.

6. COMMUNICATION & MEDIA UNIT

i. Introduction

In Kabod Group's vibrant communication and marketing strategy, the Creative Unit, led by the Creative Lead, has played a pivotal role throughout the year. This dynamic team has been the driving force behind the execution of Kabod's communication and marketing strategies, infusing innovation and creativity into every endeavour. With a keen eye for visual storytelling, the unit has not only overseen all technical facets of video recording and editing but has also woven narratives that captivate and resonate with our audience. Join us as we explore how the Creative Unit's creativity and expertise have shaped and elevated Kabod's brand presence over the past year.

The Creative Unit has worked on various visuals for the webinars conducted both internally and externally:

ii. Achievements

Throughout the year, the Creative Unit has engaged in diverse creative projects, making a significant impact on our communication efforts. Here are some of the key projects we've worked on as a unit.

a. Webinars

The Creative Unit has worked on various visuals for the webinars conducted both internally and externally:

- Knowledge Management in Africa: Using knowledge management to strengthen the sustainability of civil society organizations in Africa.
- Knowledge Management in Africa: How to effectively lead and manage remote workers in 2024
- Unveiling the Association of Language Companies in Africa
- [ALATT 1](#): a conversation with Ijemma Onwuzulike
- [ALATT 2](#): a conversation with El Hadji Ibrahima
- [ALATT 3](#): a conversation with Sibusiso Biyela and also shared them on social media platforms.
- [ALATT 4](#): a conversation with Michael Odokara-Okigbo
- [ALATT 5](#): a conversation with Bonaventure Dossou
- [KMPA 1](#): A deep dive into the challenges, opportunities, and impact of Knowledge Management in Africa with Sarah Wakuthii

- [KMPA 2](#): Advancing Knowledge Management in Africa: A Conversation with Gladys Kemboi

b. Branding

The Creative unit worked on branding the social media of Kabod Group and branding the company with printables.

6. Logo design



The creative unit worked on creating logo designs for various conferences and projects

- ALATT podcast logo
- Kls Talk logo
- African Language Conference logo
- Logo for Muna clubs
- Knowledge Management in Africa logo
- Kls Talk logo

i. Challenges

In the pursuit of creative excellence, the Creative Unit has encountered certain setbacks that temporarily impede the flow of productivity.

- **Skill Gaps Impacting Productivity:** At certain junctures, the Creative Unit faced challenges due to skill gaps, such as the mastery of Adobe InDesign for document design, which hindered the timely completion of tasks and impacting overall productivity.

- **Lack of Essential Equipment:** The unit encountered setbacks in terms of logistics, particularly the absence of crucial tools such as a sound recorder and camera. This limitation has adversely affected the quality of podcasts produced by the Creative Unit.

iii. Lesson Learnt

1. **Adequate time management** to be able to work effectively and complete all tasks within the given deadlines.
2. **Upskilling on different creative software** to be able to match up to different tasks

iv. Recommendation

Based on the setbacks, the following recommendations were made:

- **Implement skill enhancement programs** to address identified gaps within the team, fostering continuous learning and development.
- **Invest in Necessary Equipment:** Allocate resources for acquiring essential equipment, such as a sound recorder and camera, to enhance the production quality of podcasts. Consider budget adjustments or seek external partnerships to fulfil these needs efficiently.

7. CONCLUSION

As we conclude this annual report for Kabod Group, it is evident that the past year has been a journey marked by significant achievements, valuable lessons, and the resilience to overcome challenges. Each unit has played a crucial role in contributing to the company's success and growth.

The **Communication & Media Unit** stood at the forefront of Kabod Group's communication and marketing endeavours, leaving an indelible mark through innovative projects and branding initiatives. The eLearning and Knowledge Management Unit emerged as a key player in providing cutting-edge e-learning and knowledge management services, overcoming hurdles, and seizing opportunities for growth.

The **Language Services Unit** showcased its commitment to excellence, successfully undertaking various projects and navigating through the complexities of language-related challenges.

The **People Management Unit** demonstrated its dedication to fostering a positive work environment, driving talent acquisition, and implementing effective employee engagement strategies.

We extend our gratitude to our clients, partners, and the dedicated team at Kabod Group for their unwavering support. The journey ahead is promising, and with the collective efforts of each unit, we are confident in our ability to achieve even greater milestones in the coming year.