

# the MEGA GROUP journey.

## THE WHY

- ACTIVATE**  
Bring their mission to life.
- TEAM**  
Unchain the management team.
- LEADERSHIP**  
Boost individual leadership.

## THE HOW

Leadership journey to ensure MegaGroup's purpose (Bringing water to life) is felt and lived throughout all layers of the organisation. To create unity within the management team and prepare for future challenges by learning from the past. Whilst improving their business results.

## THE WHAT

**1** Q3 2017  
**KICK-OFF**

- Individual interviews with Senior Leadership Team (SLT)
- Gather relevant information
- Co-create the journey

**2** Q4 2017, 2 days  
**PATHFINDERS**

- 10 ambitious frontrunners from within the organisation
- Gather relevant information for new strategy
- Challenge the SLT

**3** Q1 2018, 2 days  
**CONNECT BEFORE YOU LEAD**

- Define the agenda (individual, team, business)
- Connect on deeper level
- Inspirational visits
- Kickboxing workshop

**4** Q2 2018  
**PERSONAL COACHING**

- One-on-one coaching
- Take personal development goals to the next level

**5** Q2 2018, 1 day  
**READY FOR TAKE-OFF**

- Reconnect with pathfinders to discuss strategy
- Analyse how the leadership team works together, define what needs work

**6** Q3 2018, 7 days, in Kenya  
**JOURNEY #1**

- 11 management team members
- One week journey to Kenya
- To work together with local AMREF Health Africa WASH team
- What does it mean to live the mission 'bringing water to life'?

*The social enterprise 'Water Starters' is founded by AMREF & MegaGroup*

**7** Q4 2018, 7 DAYS, in Kenya  
**JOURNEY #2**

- 3 management team members & AMREF WASH team
- One week journey to Kenya
- How do you make the AMREF WASH team ready to run a social enterprise?
- How do you run a social enterprise?

**8.1** Q1 2019  
**STORYTELLING**

- Coaching in how to tell your story
- How to bring your team up to speed

**8.2** Q2 2019  
**WATER STARTERS**

- Realisation of social enterprise Water Starters
- External purpose project

**9** Q1 2019  
**INVOLVE PATHFINDERS**

- Make purpose pragmatic
- Hold courageous conversations throughout the organisation
- Involve pathfinders in Water Starters

How do you foresee your future?

- We also worked on:
- 3** GOOD HEALTH AND WELL-BEING
  - 4** QUALITY EDUCATION
  - 5** GENDER EQUALITY
  - 6** CLEAN WATER AND SANITATION

## THE IMPACT

- NEW FLAME**  
From competing and not listening to being empathetic towards each other. To really understand one another.
- HIGHER EFFICIENCY + MORE REVENUE**  
Better connection and effective working habits between international offices. Resulted in higher efficiency.
- INDIVIDUAL BREAKTHROUGHS**  
Finding and showing inner depth and vulnerability. To connect on a deeper level.
- SOCIAL ENTERPRISE**  
The Social Enterprise Water Starters emerged in collaboration with AMREF Health Africa.
- SHIFT IN MINDSET**  
The Kenyan AMREF Health Africa team is moving from embodying the mindset of an NGO to the mindset of a Social Enterprise.