

# wakamoso.

Empower communities. Empower yourself.

From Invisibility to Inclusion:  
4th Wakamoso and Mams Radio Survey  
Leadership



# AGENDA

## Building the movement

### Acknowledgements

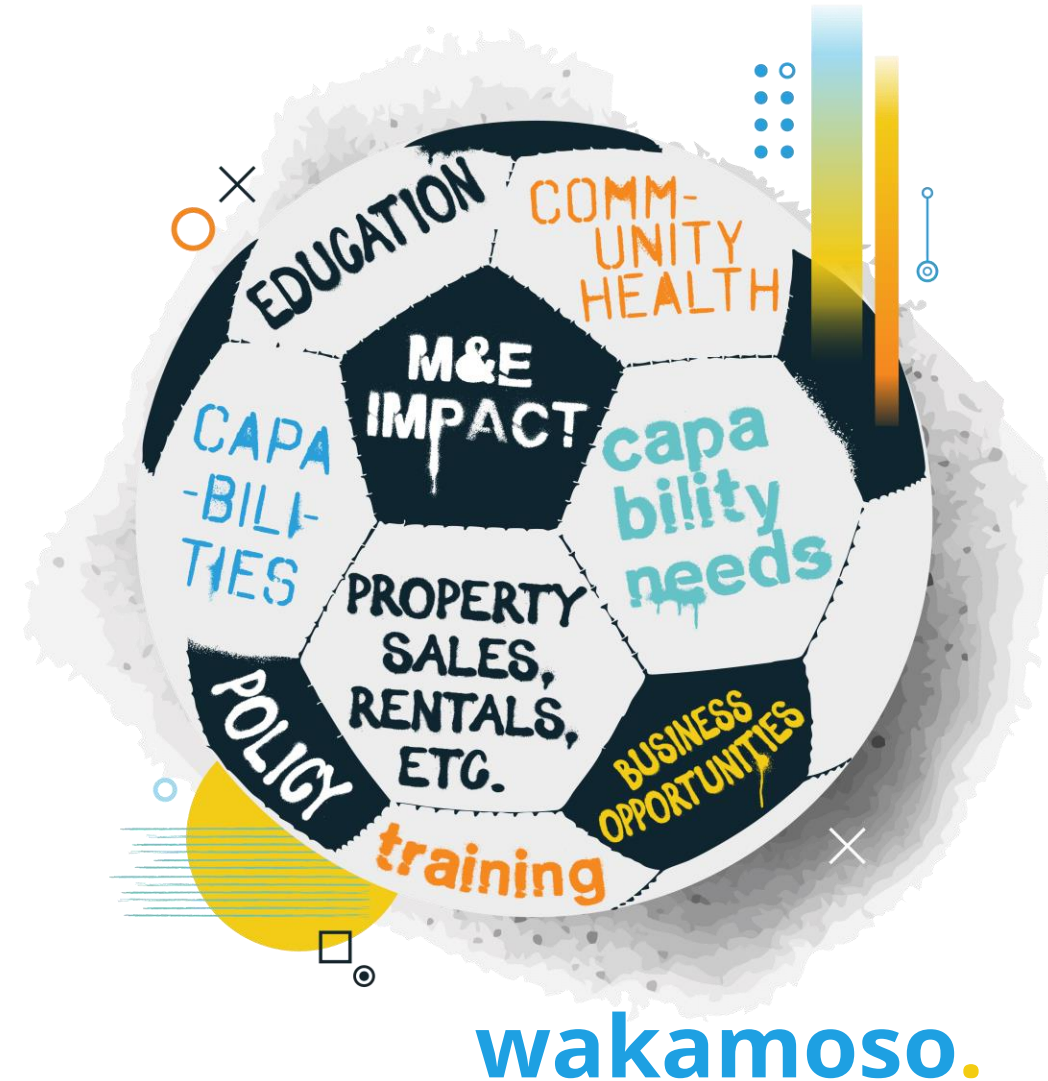
### Executive Summary

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- Happiness Index
- Leadership in My Community
- Leadership Traits & Values
- I as the Leader
- Youth & the Future of Leadership in Africa
- African Leadership Priorities
- ESG Focus



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# Acknowledgements

This fourth *Community Voices* survey was made possible through the ongoing partnership between **Wakamoso & Mams Radio 92.9**

This study was made possible through the collaboration and commitment of partners who share a vision of inclusive, evidence-based leadership development across South Africa

Wakamoso Africa extends sincere appreciation to Mams Radio, the Seriti Institute & the network of Wakamoso Trailblazers who helped mobilise and engage participants across communities

Their local knowledge, relationships & on-the-ground presence ensured that the voices captured reflect the lived realities & aspirations of ordinary citizens

We also thank all 429 respondents - young people, community members & local leaders - who took the time to share their experiences, challenges & hopes for a more accountable and people-centred future of leadership

Together, these contributions form the foundation for a growing conversation about trust, inclusion & renewal in African leadership





# Executive Summary

## Wakamoso Trailblazer's Leadership Insights

- The 2025 Wakamoso Leadership Survey explores how South Africans, especially young people, understand, experience & aspire to leadership in their communities & across the country
- Conducted with the support of Mams Radio, the Seriti Institute and Wakamoso Trailblazers, the study gathered insights from 429 respondents
- Most participants are unemployed, while others are engaged in education, small business or community volunteering
- The majority are younger than 35, reflecting the voices of a generation eager to see change & to play an active role in shaping it



# Executive Summary

## Wakamoso Trailblazer's Leadership Insights

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### Key Insights

- Leadership confidence is local but fragile
  - Respondents express more trust in community leadership than in national institutions, though both are viewed as needing greater accountability & ethical integrity
- Core leadership values are consistent
  - Across all demographics, people value honesty, empathy, communication & accountability with women emphasising relational qualities & men prioritising decisiveness and vision
- Young people see themselves as active contributors
  - Most respondents identify as future leaders, motivated by the desire to make a positive difference rather than to seek power or financial reward
- Challenges are both moral and material
  - Economic hardship, unemployment & limited resources are seen as barriers to leadership effectiveness, compounded by perceptions of corruption & lack of follow-through
- Priorities for the future are clear
  - Jobs, education & economic opportunity dominate, followed by healthcare, safety & environmental sustainability
  - Respondents also highlight the need for ethical governance, transparency and inclusive decision-making



# Executive Summary

## Wakamoso Trailblazer's Leadership Insights

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- The survey highlights a growing call for **renewed, values-driven leadership**
- Leadership that moves beyond titles & politics to rebuild trust through **service, visibility & accountability**
- While confidence in leadership is strained, especially at national level, many still believe that change is possible when leadership is close to people & rooted in integrity
- Respondents envision a new kind of leadership: **present in communities, honest in intention & consistent in action**
- The path forward lies not in replacing leaders, but in reimagining leadership as a shared responsibility - one that **listens, includes & delivers real impact** where people live and work



# Introduction & Purpose

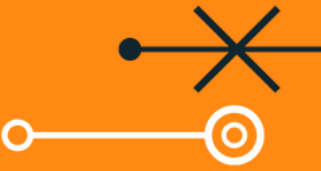
This Leadership Survey was conducted to better understand how people - especially young people - perceive leadership in their communities and across South Africa

At a time when public trust is under strain, the study explores what leadership qualities people value, what challenges they see and how they envision a more accountable and people-centred future

Conducted with the support of Mams Radio, the Seriti Institute and Wakamoso Trailblazers, the survey captured the voices of 429 respondents from diverse contexts

The majority were under 35, with many engaged in education, small business, community work or volunteering, while a significant share were unemployed, highlighting the lived realities shaping their perspectives on leadership & opportunity

The purpose of this work is not only to measure trust in leadership, but to give voice to the values, aspirations & lived experiences of citizens - helping inform a new generation of leadership that listens, includes & delivers

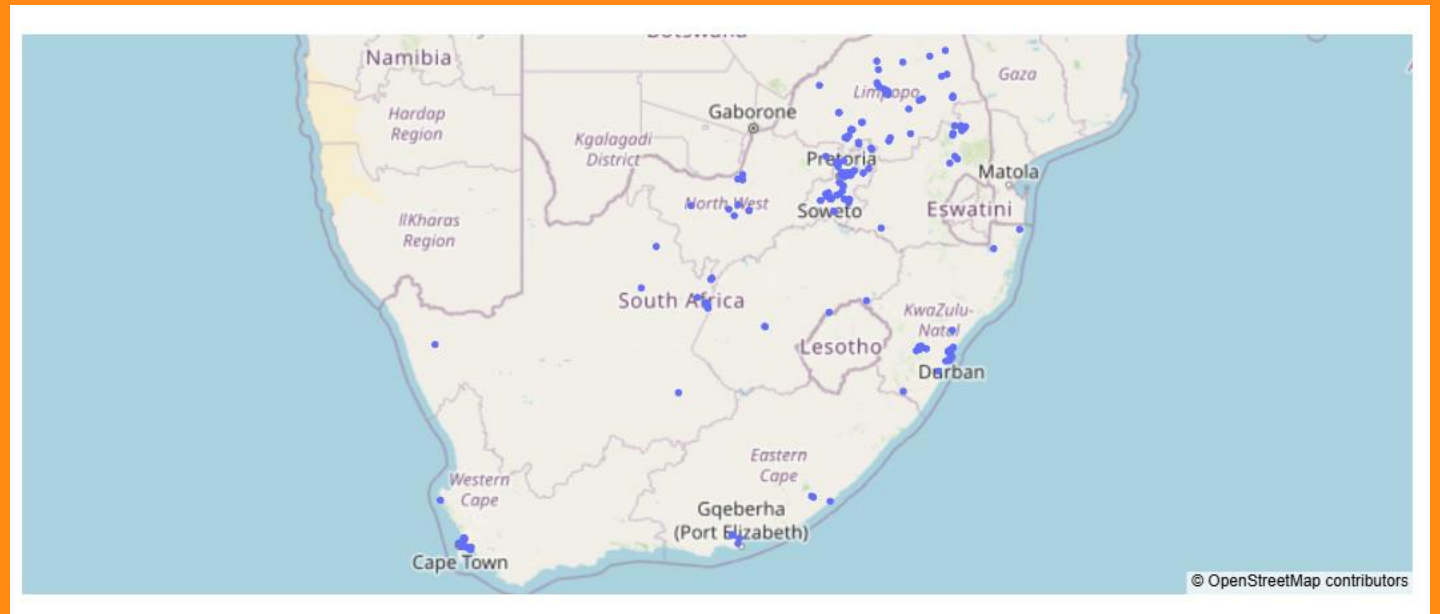


# Methodology

The findings are based on responses to a digital leadership questionnaire conducted via Wakamoso's WhatsApp-based platform, designed for accessibility and rapid feedback

Questions explored themes such as values, confidence, barriers, wellbeing, technology use & perceptions of leadership

429 responses were analysed to identify recurring patterns, shared aspirations and distinctive shifts in how participants view themselves and their communities as part of South Africa's evolving leadership landscape



# Survey Results

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- These findings capture the voices of Wakamoso Trailblazers - emerging leaders & active citizens shaping change in their communities
- Developed with Mams Radio, the Seriti Institute & other partners, the survey offers a grounded picture of how people across diverse contexts experience leadership, purpose, opportunity and belonging
- The insights feed into the broader Wakamoso Wellness Index, a data-driven reflection of lived realities, emerging capabilities & community priorities
  - Exploring how people lead, what they value in leadership & what must change to inspire the next generation to lead well

# Respondent Overview

The **Wakamoso Leadership Survey** reached a diverse mix of community members

Women made up the majority of participants, continuing a pattern seen across community-based programmes where women are often the most active in local initiatives

Most respondents described themselves as **unemployed**, with smaller numbers involved in **small business, entrepreneurship programmes or volunteering activities**

This points to a generation that remains economically constrained, yet still connected to community life and eager to find meaningful ways to contribute

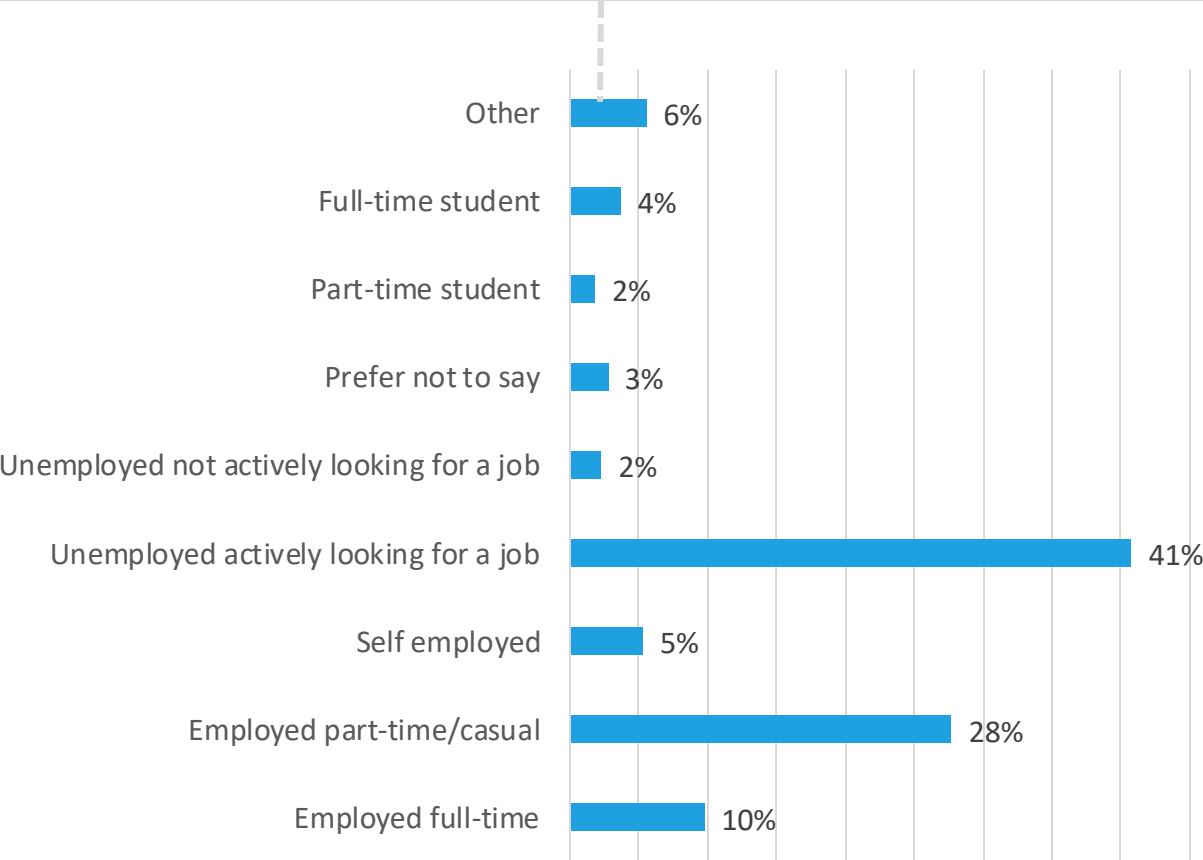
Overall, the respondent profile reflects a **young, predominantly female & economically vulnerable population**, but one that continues to look for opportunity & voice within its local context



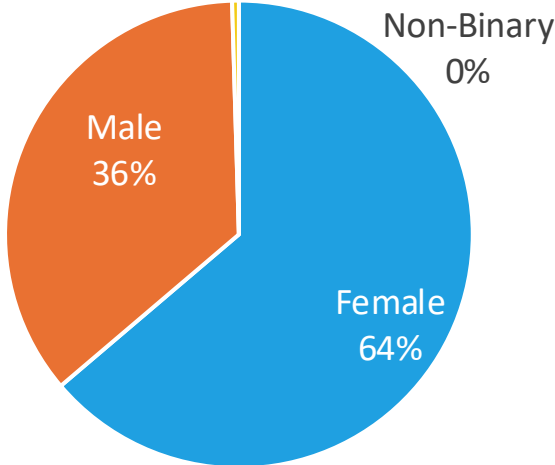
# Respondents

## Employment status

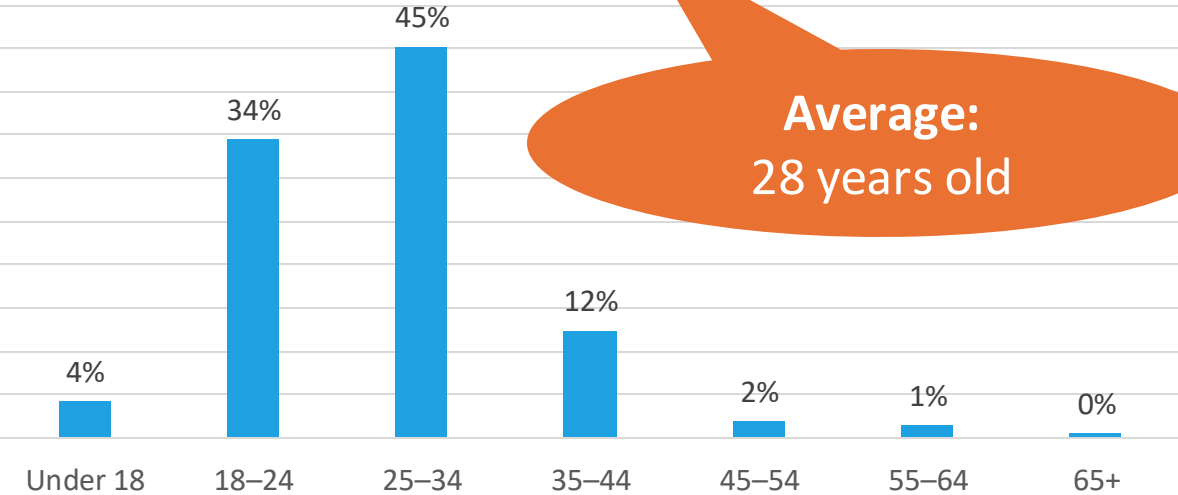
Among those selecting “Other”, most respondents are **engaged in transitional or developmental forms of work** such as learnerships, youth service programmes or small enterprise activity



## Gender



## Age



# Happiness Index

These findings suggest that **leadership potential is emerging** in conditions of uncertainty & stress

Trailblazers show courage & aspiration, but their happiness and confidence levels fluctuate

This reflects the realities of **precarious work, limited opportunity & community-level hardship**

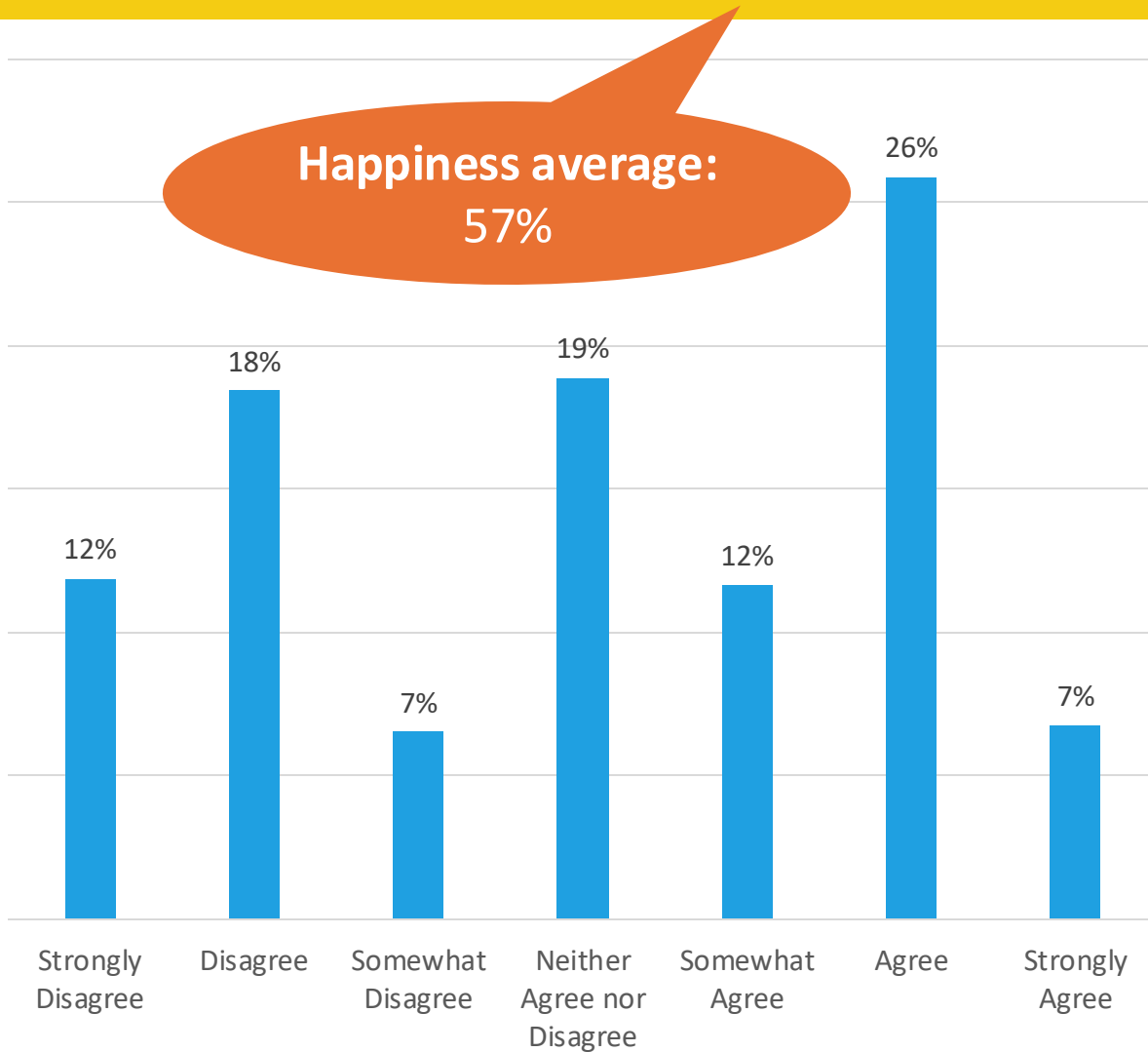
For Wakamoso, this signals that leadership support can't only focus on skills or knowledge - it must also **strengthen wellbeing, self-belief & belonging**

Building emotional stability & purpose is just as critical as providing tools for employment or civic action

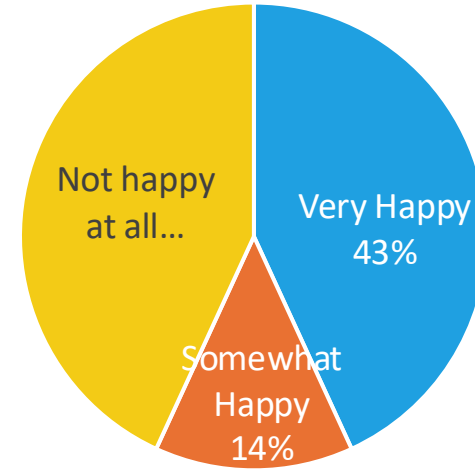


# Happiness

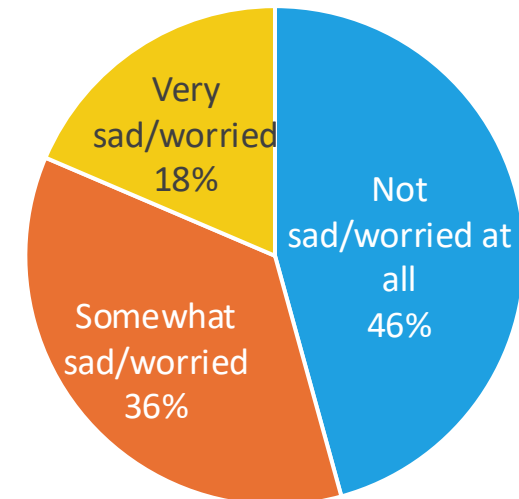
"You are leading your best life possible"



Yesterday, did you feel happy?



Yesterday, did you feel worried or sad?



# Happiness & Leadership Confidence

- **Strong relationship** between how people feel about their lives & how confident they are in their own leadership potential
- Happier = “I see myself as a future leader and am motivated to become one”

Younger than 25	Ages 25–29	Ages 30–35	Older than 35
<ul style="list-style-type: none"><li>• Shows the highest optimism, combining strong self-belief with a sense of purpose</li><li>• Their leadership confidence often reflects a desire to <b>“make change happen”</b> rather than hold formal positions</li></ul>	<ul style="list-style-type: none"><li>• Slightly less upbeat than the youngest group, yet still strongly motivated</li><li>• Balancing ambition with early adult responsibilities such as work &amp; study</li></ul>	<ul style="list-style-type: none"><li>• This group shows a more cautious confidence, with many valuing leadership through responsibility and providing stability for others</li></ul>	<ul style="list-style-type: none"><li>• Respondents here express lower happiness and leadership confidence overall, often linking leadership to community service rather than personal aspiration</li></ul>

- Women’s happiness scores are marginally lower than men’s, yet their leadership motivation is equally strong suggesting persistence & agency even amid structural challenges
- The data reflects a generation that connects personal wellbeing, hope & leadership: those who feel more fulfilled also feel more capable of driving change

# Leadership Crisis

This section explores how people perceive **leadership at two levels** - within their own communities & across South Africa as a whole

Findings reveal a **clear distinction** between **local trust & national disillusionment**

While many believe the **country faces a leadership crisis**, fewer feel the same about their immediate communities

Suggesting that even amid national frustration, people still **see hope closer to home** - where leadership is personal, visible & tied to everyday realities

The data points to a society that has not completely lost faith in leadership, but is **questioning where genuine leadership can still be found**



### Nationally

- More than 4/10 respondents strongly agree that South Africa faces a leadership crisis
- Reflecting broad disillusionment with political leadership & a perception that national systems have failed to deliver fairness, accountability & opportunity

### Community level

- More mixed views
- While many still agree that there is a crisis, fewer feel it as intensely
- Suggesting that people may still recognise pockets of capable local leadership or that expectations of local leaders are more personal & grounded in day-to-day visibility rather than large-scale governance

### Younger respondents

- Often the most vocal about the national crisis, linking leadership failure to unemployment & inequality
- Older respondents are more likely to differentiate between national & local realities, seeing hope in smaller community efforts even if they distrust the broader system

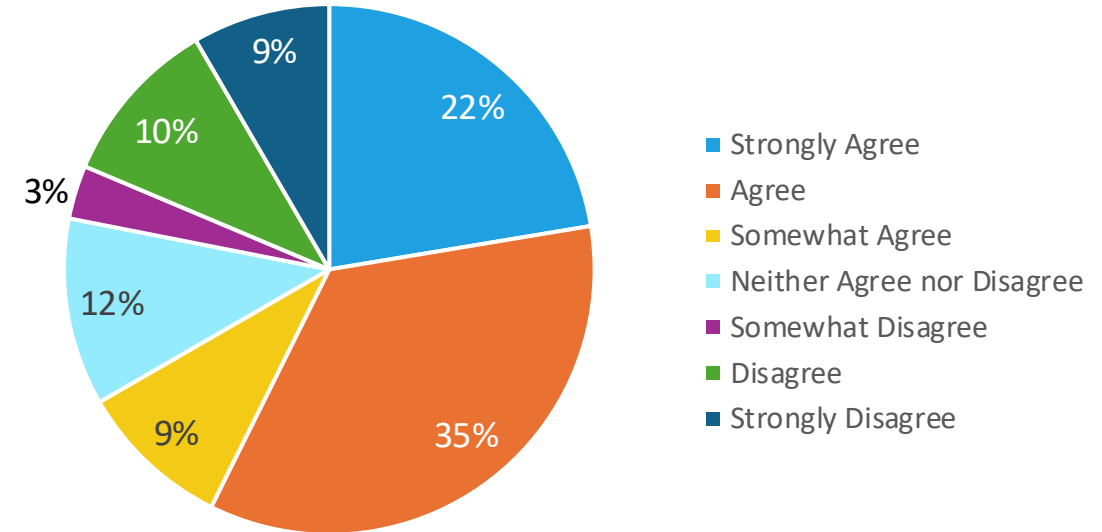
### Women

- Slightly more critical of leadership overall
- Connecting the “crisis” to safety, fairness & representation gaps

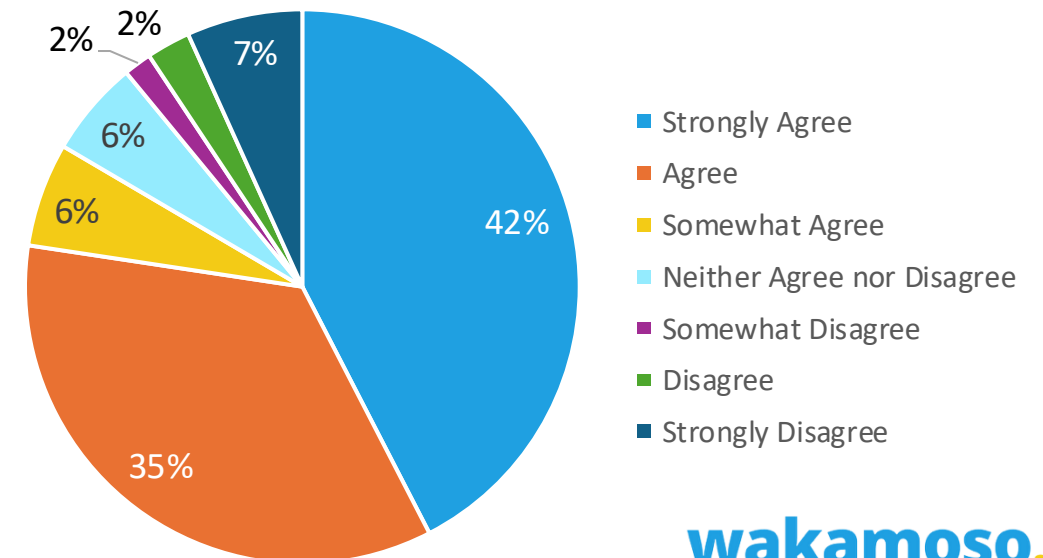
### Insight

- The contrast between community and country signals that people still believe change can begin locally, even amid a national climate of frustration & mistrust

## There is a leadership crisis in my community



## There is a leadership crisis in SA





# INSIGHT

Level	Perception Summary	Interpretation
<b>South Africa (National)</b>	A large majority agree or strongly agree that <b>there is a <i>leadership crisis</i> in the country</b>	Reflects broad <b>loss of trust in political and institutional leadership</b> People associate national leadership with corruption, inequality & poor service delivery
<b>My Community (Local)</b>	Fewer respondents see a full crisis at community level, with more neutral or divided views	Indicates that <b>local leadership remains more personal &amp; visible</b> , offering a sense of responsiveness & hope, even if frustrations persist

# Leadership Perceptions

While most respondents agree that **South Africa faces a leadership deficit**, there is also a clear & consistent vision of what good leadership should look like

Across gender, age & employment groups, people value leaders who are **honest, accountable and able to communicate** clearly

The differences lie in emphasis rather than fundamentals

- Younger respondents highlight empathy & visibility, wanting leaders who listen, include & inspire
- Those in their late twenties and early thirties look for courage and decisiveness - leadership that acts boldly & delivers results
- Older participants emphasise integrity & stability - leadership that restores trust through consistency and fairness

Together, these perspectives reflect a balanced & people-centred definition of leadership

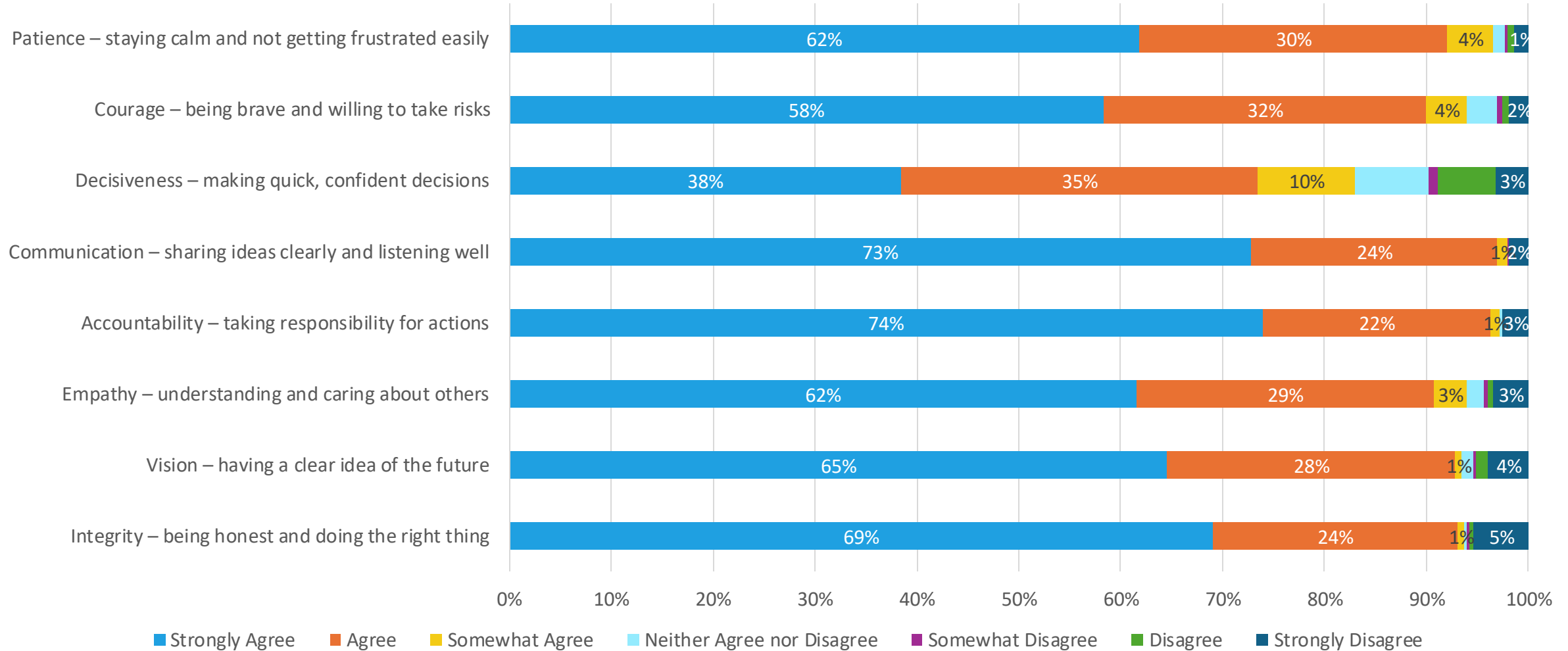
**Leadership that combines compassion with competence, empathy with accountability & moral integrity with the ability to get things done**

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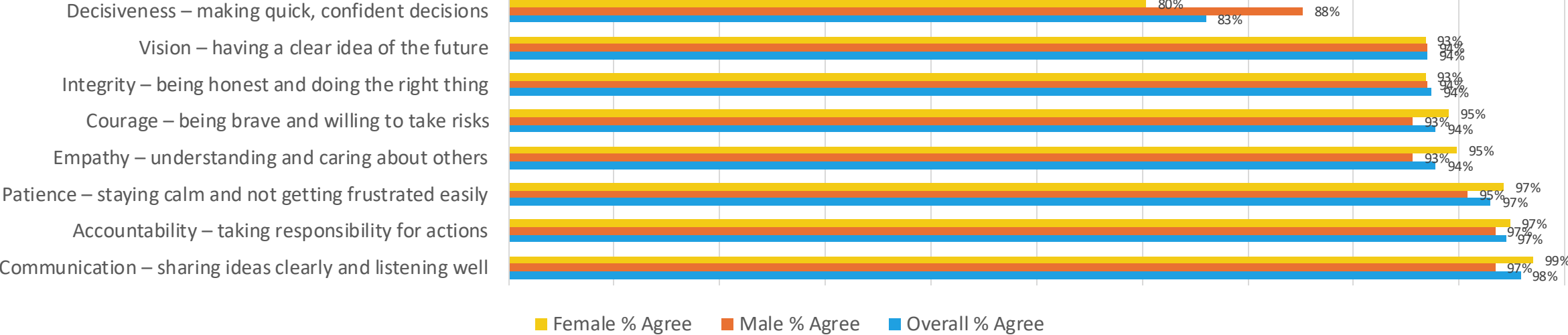


# Leadership Perceptions

## What leaders should be



# What should Leaders be? (%)



Trait	Female % Agree	Male % Agree	Difference	Interpretation
Communication	99%	97%	+2	Shared top priority
Accountability	97%	97%	0	Identical emphasis
Patience	97%	95%	+2	Consistent importance
Empathy	95%	93%	+2	Minor variation
Courage	95%	93%	+2	Minor variation
Integrity	93%	94%	-1	Similar
Vision	93%	94%	-1	Similar
<b>Decisiveness</b>	<b>80%</b>	<b>88%</b>	<b>-8</b>	Men rate higher

# Gender: Emphasis differs in Some case

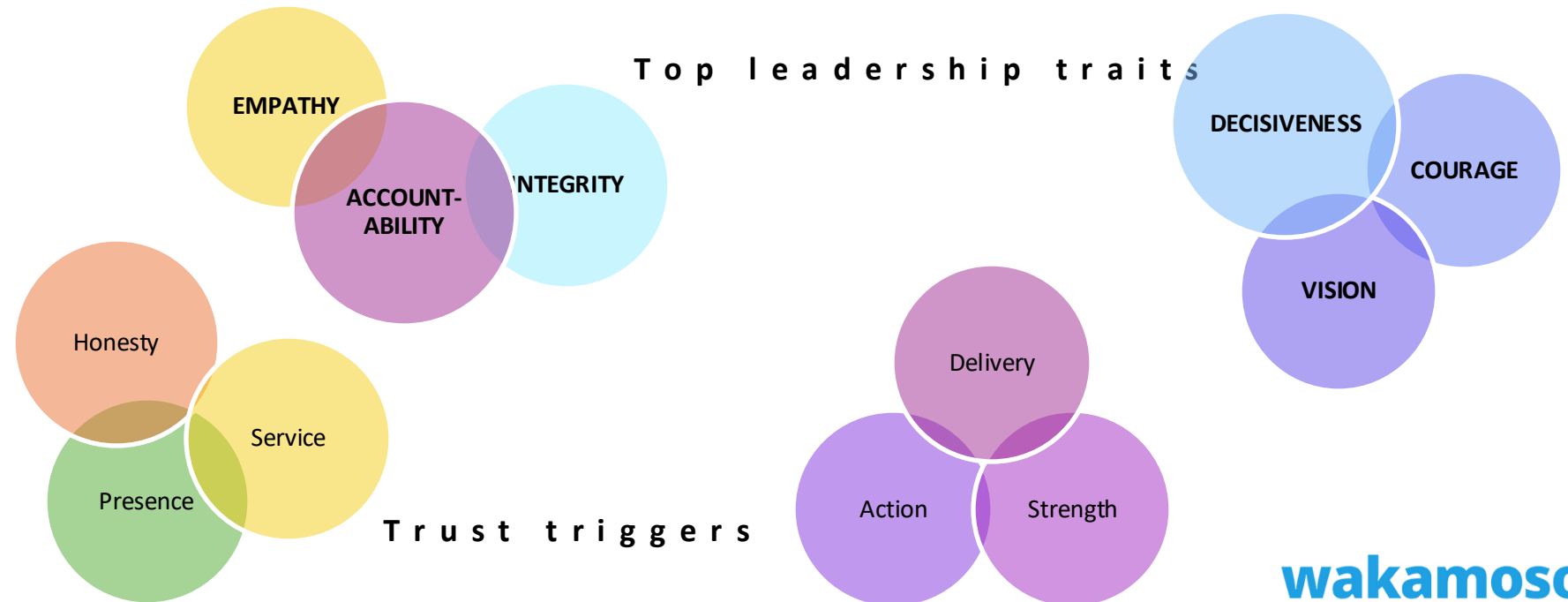
Theme	Women (tend to emphasise)	Men (tend to emphasise)
<b>View on community leadership</b>	More trusting and relationship-oriented	Slightly more critical, expect structure and accountability
<b>View on national leadership</b>	Less trusting, often link crisis to ethics and care	Less trusting, often link crisis to performance and delivery
<b>Top leadership traits</b>	Accountability, empathy, integrity (very high overlap with men)	Decisiveness, courage, vision (slightly higher among men)
<b>Self-as-leader belief</b>	Broadly confident & motivated to lead	Comparable, though slightly lower on average
<b>Trust triggers</b>	Presence, honesty, service	Action, strength, follow-through

Across gender lines, both groups agree that South Africa faces a **leadership deficit**, but their remedies differ somewhat

Women lean toward *restoring trust through empathy & integrity*

Men call for *stronger action & visible results*

Together, these perspectives form a **balanced vision of leadership renewal** combining compassion with competence



# Employment & Desired Leadership Traits

Whether employed, self-employed, volunteering or not currently working there's broad consensus on the core traits of good leadership: Accountability, Communication, Integrity & Empathy were rated high by over 90% in all groups

## Employed respondents (formal or informal work)

- More likely to value Accountability & Decisiveness - traits associated with getting things done and being answerable for results
- They also place higher emphasis on Vision - possibly reflecting exposure to workplace goals and strategic leadership models
- These respondents see leadership as performance-driven but ethical: they want leaders who can deliver and own outcomes

**For those already working, leadership means direction and delivery - but with integrity and follow-through**

## Self-employed / Small business / Entrepreneurship programmes

- Score Courage & Vision slightly higher than others - a reflection of entrepreneurial thinking and risk-taking
- Also tend to rate Integrity & Empathy highly, indicating that trust & fairness matter when operating in uncertain or collaborative community markets

**Entrepreneurs prize boldness and creativity - but still expect honesty and fairness as the foundation for doing business**

## Volunteers / Community workers

- Rate Empathy, Service & Accountability highest
- They consistently mention presence as being visible, approachable & consistent, as a marker of trustworthy leadership
- They tend to see leadership as relational & service-oriented, not positional

**For volunteers, leadership is about caring, showing up & setting an example that others can follow**

## Unemployed respondents

- Strongly favour Integrity, Empathy & Communication, signaling a yearning for leaders they can trust
- They rate Decisiveness & Vision lower - likely reflecting disillusionment with leaders who "talk big" but don't deliver
- The tone here is more about ethical restoration than management performance

**Those without work look for fairness, honesty & human connection before strategy or control**

# Shared foundation

Integrity • Accountability • Communication

Age group	Key focus words	Description
<25	Empathy, Presence, Honesty	Want leaders who listen & represent them
25–29	Courage, Vision, Integrity	Seek bold & ethical change-makers
30–35	Decisiveness, Accountability, Delivery	Expect competence & results
35+	Integrity, Patience, Stability	Value moral consistency & trust

# Age & Desired Leadership Traits

All agree... Trust, honesty & clear communication remain universal expectations.

## Younger than 25: “Leadership as Inspiration & Visibility”

- Prioritise **Empathy, Presence & Honesty**
  - Associate leadership with being seen & relatable - someone who listens and represents youth voices
  - Slightly less emphasis on decisiveness or strategy; more on connection & fairness
- Young respondents want leaders who show up, listen & make space for participation**

## Ages 25–29: “Leadership as Growth & Courage”

- Highest agreement on **Courage & Vision** among all age groups
  - Also score strongly on **Integrity & Accountability**, linking ethics with action
  - Appear most hopeful but restless - wanting leaders who are bold enough to change stagnant systems
- Values bravery & long-term thinking - leadership that dares to do things differently**

## Ages 30–35: “Leadership as Competence & Delivery”

- Rate **Decisiveness & Accountability** particularly high
  - Expect structure, follow-through & clear decision-making - signs of experience and realism
  - Still value empathy, but want leaders who balance it with execution
- They’ve moved from ideals to impact - wanting results, not just good intentions**

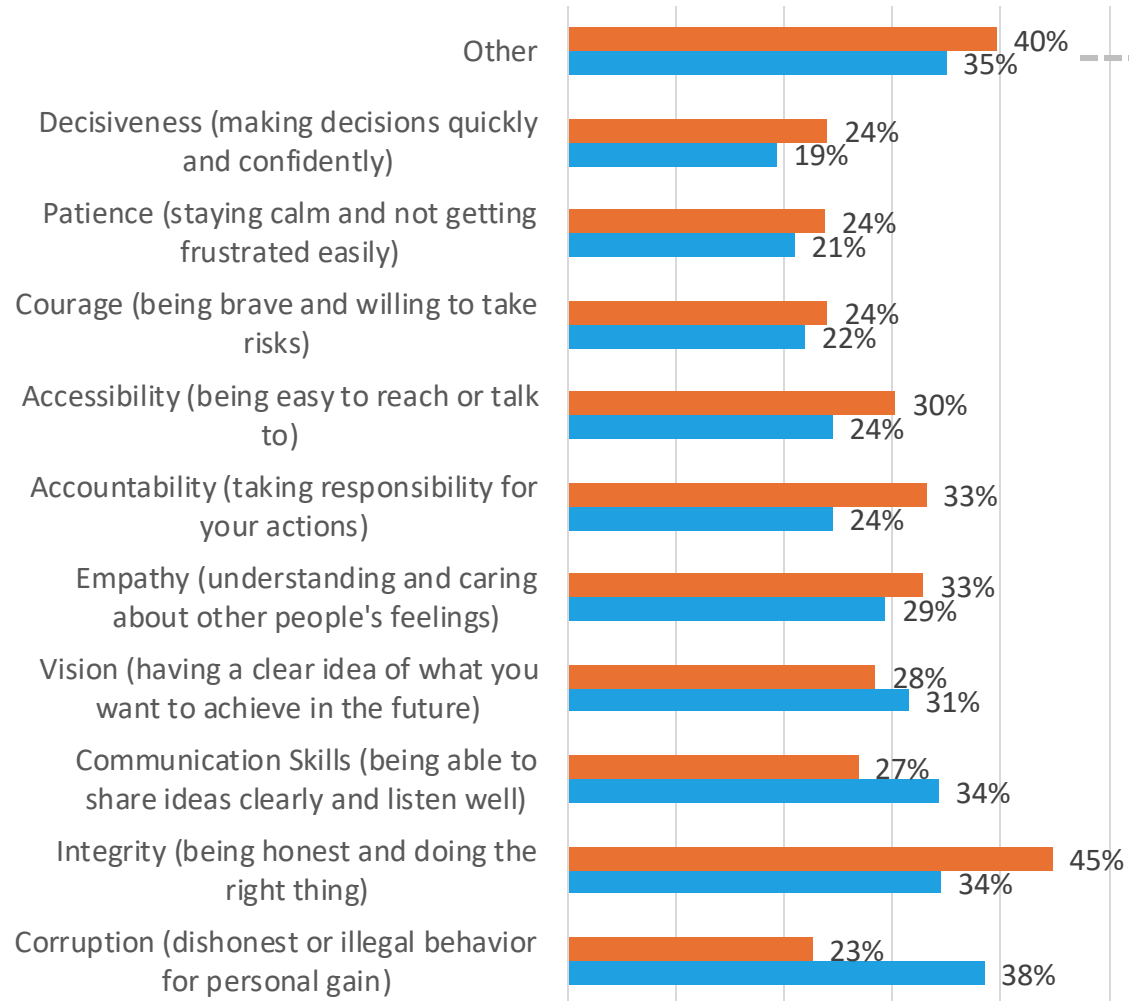
## Older than 35: “Leadership as Integrity & Stability”

- Score highest on **Integrity, Patience & Responsibility**
  - Tend to link leadership to moral authority & guidance rather than risk-taking
  - Emphasise trustworthiness and continuity over innovation
- Experience shapes an expectation of steady, ethical leadership that restores faith in institutions**

# Leadership in My Community



# Leadership Qualities in my Community



- Leadership qualities I have NOT seen in my community
- Leadership qualities I have seen in my community

- Beyond the basics: respondents emphasise integrity, listening & community presence
  - Most common additions: ethics/integrity, strong listening and communication & being present/on-the-ground
  - Leadership is viewed as service-oriented & people-centred, focused on community, respect & empathy
  - Respondents also call for practical capabilities such as problem-solving, adaptability & resilience, with a few explicitly naming anti-corruption as essential

# Open Question:

## Other Leadership Traits In My Community

Theme	Qualities Seen in My Community	Qualities NOT Seen in My Community
<b>Integrity &amp; Honesty</b>	Some leaders described as <i>"honest, selfless, for the people"</i>	Many cited <i>"corruption, fake promises, lack of transparency"</i>
<b>Accountability &amp; Responsibility</b>	A few noted <i>"leaders who deliver and take responsibility"</i>	Majority mentioned <i>"no follow-through," "don't act on promises"</i>
<b>Empathy &amp; Care</b>	Seen in isolated cases - <i>"leaders who listen or include others"</i>	Commonly described as <i>"lack of empathy, respect or consideration"</i>
<b>Communication &amp; Accessibility</b>	<i>"Approachable," "good communicators"</i>	<i>"Difficult to reach," "no communication," "not available"</i>
<b>Fairness &amp; Equality</b>	Some mentioned <i>"not being biased"</i>	Others described <i>"unfair treatment," "favouritism"</i>
<b>Community Presence</b>	<i>"On the ground," "helping people directly"</i>	<i>"Detached," "absent when needed," "use resources for personal gain"</i>
<b>Inspiration &amp; Motivation</b>	<i>"Enthusiastic," "positive attitude"</i>	<i>"Lack of inspiration," "leaders do not uplift people"</i>
<b>Innovation / Vision</b>	<i>"Leaders with ideas or drive"</i>	<i>"Lack of creativity," "no vision or planning"</i>

# Leadership in My Community

## What People See & What's Missing

Mixed picture of leadership close to home

Some recognise honest, approachable leaders who serve their communities, many more describe a lack of integrity, accountability & presence

### Gender

- Women: Slightly more positive, more likely to note empathy, listening & honesty as qualities present in their communities
- Men: More critical - more frequently citing “no follow-through,” “corruption” & “leaders not delivering”
- This points to a subtle gender gap: women link leadership to care and connection, while men focus on performance and results

### Age

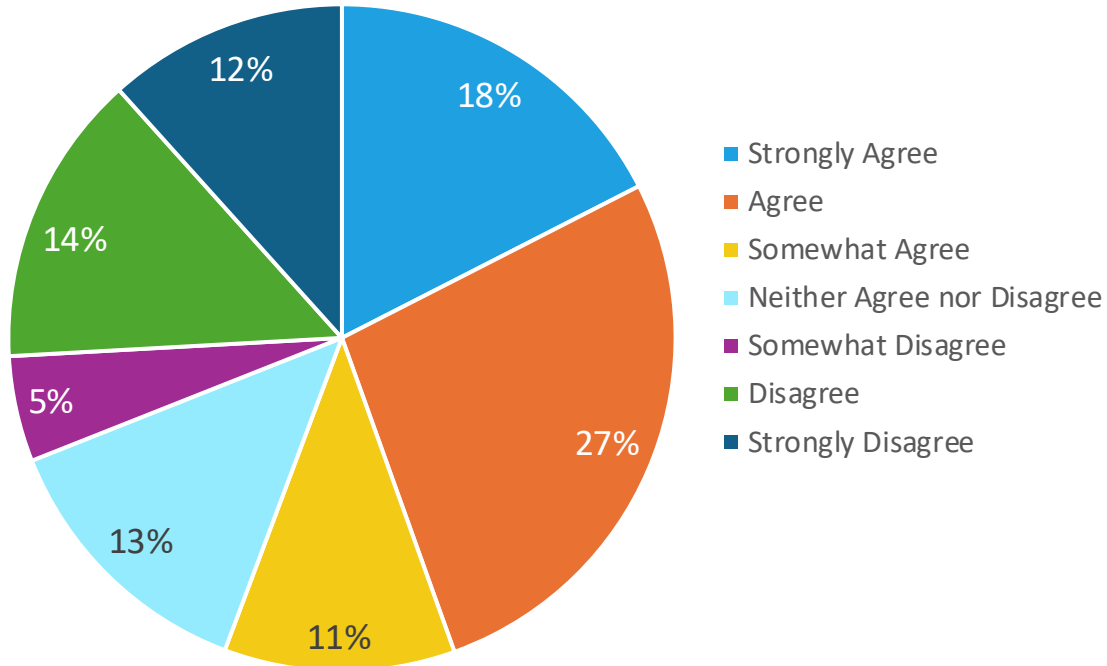
- Under 25: Most hopeful mentioning “enthusiastic” & “motivational” community figures, but are also quick to flag leaders who don’t communicate or include others
- 25–29: Emphasis on accountability & opportunity, reflecting frustration with leaders who make promises but don’t create pathways for youth
- 30–35: Most demanding, expecting delivery, fairness & problem-solving
- > 35: More skeptical, often citing “corruption,” “favouritism” or “absent leaders” & linking leadership decline to ethical erosion
- The result is a generational split between aspiration (youth) and disillusionment (older adults)

### Employment

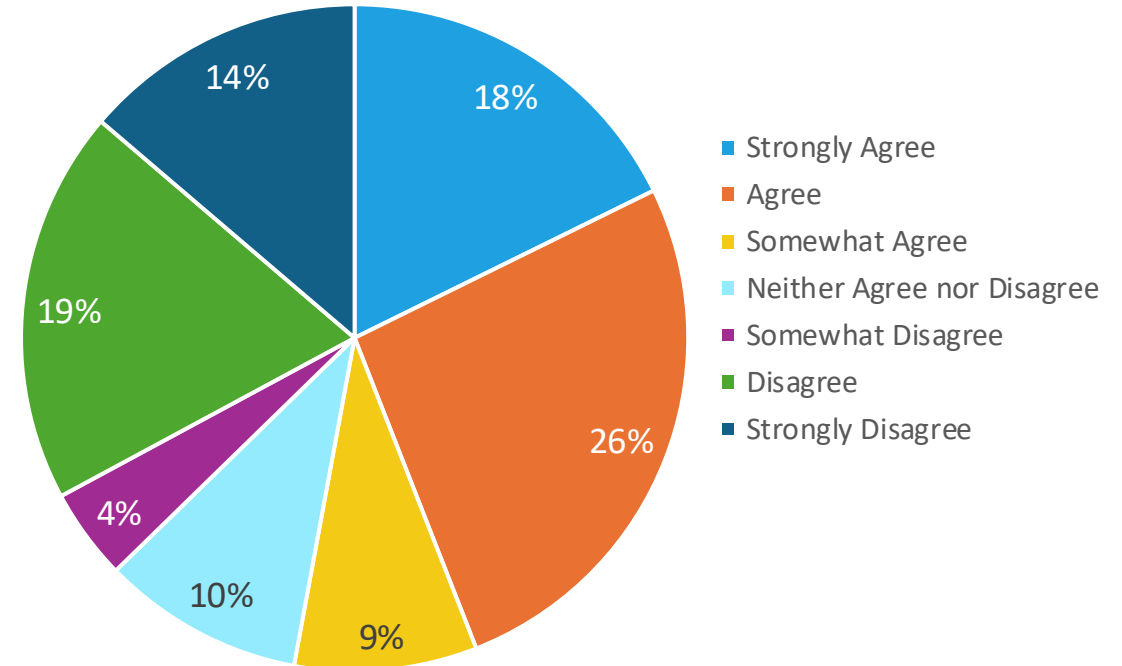
- Employed or self-employed: More likely to highlight positive examples - “leaders who take responsibility” or “help people directly”
- Unemployed or informal workers: More critical, mentioning “no communication,” “unfair treatment” & “leaders only helping themselves”
- Economic inclusion directly shapes perceptions of leadership - visibility & fairness matter most to those who feel excluded

# Community Inspiration & Vision

Leaders in my community inspire people to get involved



Leaders in my community share a future vision that attracts people



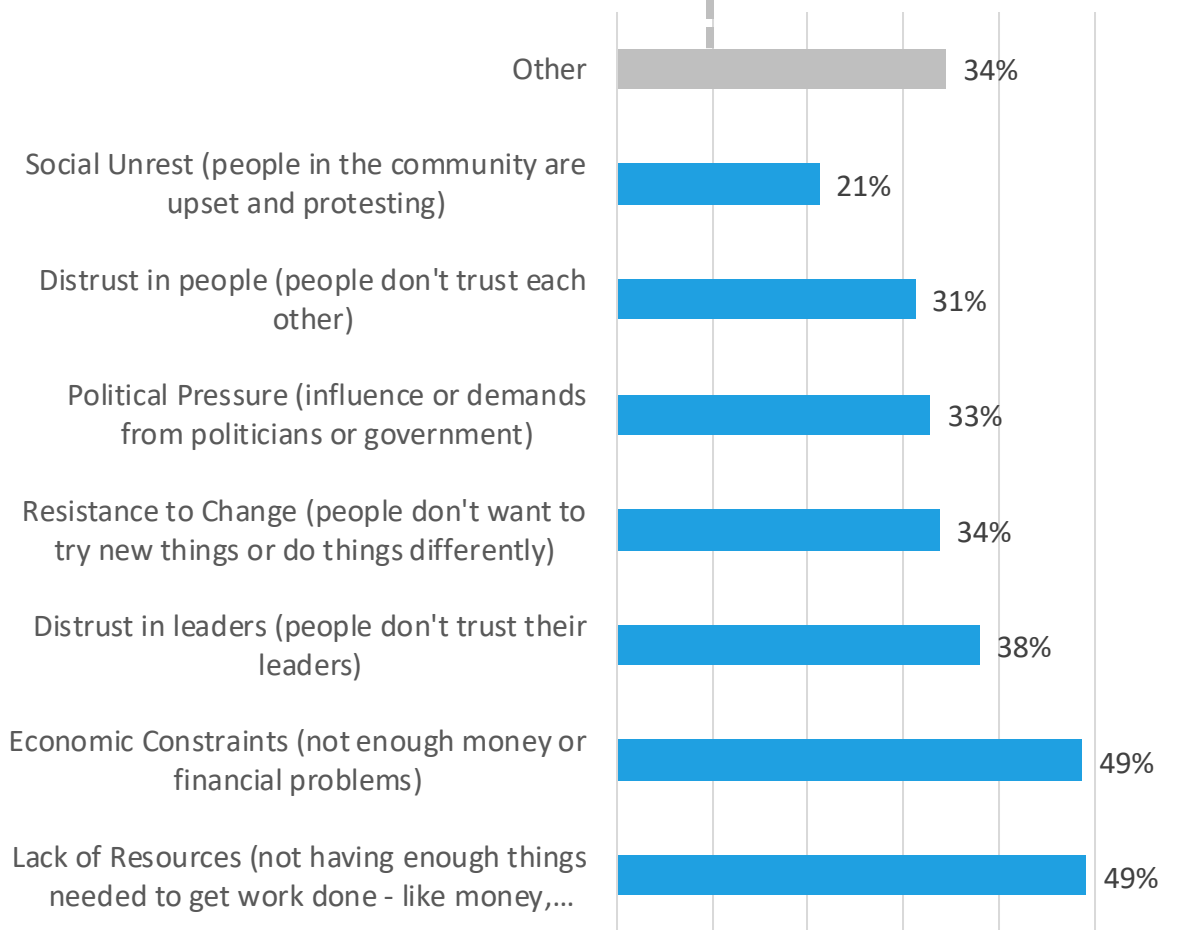
While some community leaders are seen as **motivating & visible**, most respondents feel **uninspired** by current leadership

- Only around **45% agree** that leaders inspire people or share an attractive vision for the future

- **1/3** respondents actively **disagree**, suggesting that leadership presence does not yet translate into **shared purpose or collective direction**  
Younger respondents are **slightly more optimistic**, while older and unemployed groups express **lower confidence** - reinforcing the need for leadership that both *listens & mobilises*

# What are the biggest challenges that you believe leaders in your community are facing?

- **Corruption & self-interest** seen as the root of many challenges
- **Unemployment, crime & hopelessness** fuelling frustration
- **Lack of honest, empathetic leadership** leaves people feeling unsafe & unheard



## Leaders are constrained by resources & trust

- Across all groups, respondents see **economic strain and lack of resources (49%)** as leaders' biggest barriers, followed by **low trust & political pressure**
  - Women emphasise corruption & empathy gaps
  - Men stress delivery & political interference
  - Younger people highlight social unrest & frustration
- Rebuilding both resources & relationships is central to restoring leadership credibility

# It Matters for Leaders to Live in the Communities They Serve

Across hundreds of responses, participants overwhelmingly said yes - it is important for elected leaders to live in the communities they represent

## Understanding & Accountability

“They face the same struggles we face”

“They will see what’s happening daily and act fast”

- Living locally gives leaders firsthand experience of the community’s daily realities - unemployment, safety, service delivery & infrastructure
- Increases accountability & transparency - residents can see and reach their leaders, creating continuous feedback loops

## Trust, Belonging & Representation

“We need leaders we know - who share our pain”

“You can’t lead a community you don’t live in”

- Proximity fosters trust: leaders who are visible & embedded in their communities are perceived as more authentic & less self-serving
- Respondents repeatedly equated living locally with being “one of us” - a symbol of solidarity & shared destiny

## Service, Responsiveness & Shared Vision

“They can identify what’s missing and work with us to fix it”

“When they live here, they lead by example”

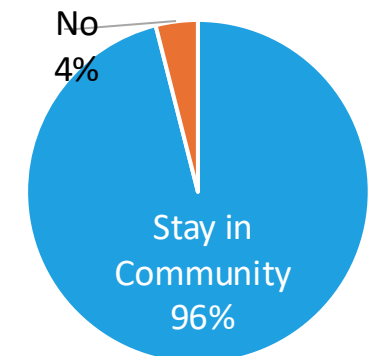
- Residents believe local leaders can respond faster, co-create solutions & model integrity by experiencing the same challenges they aim to solve
- Strengthens the sense that leadership is not about status, but about service & stewardship

## Minority View - Balance & Broader Perspective

- A small number of respondents noted that while local residency is valuable, commitment & competence matter more than physical address
- They cautioned that restricting leadership to locals may limit talent or diversity of ideas, suggesting a balance between local presence and wider expertise

## Insight

- “Leaders should live among the people they serve - to see, feel and fix what we go through”
- The overwhelming sentiment is that authentic leadership grows from proximity: leaders who share in the struggles of their communities are seen as more accountable, empathetic & effective
- At the same time, respondents recognise the need for balance - proximity should deepen understanding, not create insularity



# The Youth as Leaders

Across the survey, respondents **paint a mixed but revealing picture** of local leadership

Many recognise community figures who are honest, approachable & genuinely trying to serve, yet far more highlight **gaps in integrity, accountability & communication**

- Women tend to emphasise empathy, listening & fairness
- Men are more likely to focus on delivery & the absence of follow-through
- Younger participants (especially those under 25) still express hope & motivation, citing visible leaders who “show up” & inspire
- Older & unemployed respondents are more skeptical, associating local leadership with corruption, favouritism & disconnection

Overall, the findings show that **trust is local but fragile**

People are still look to their communities for change, but they expect leadership that is both present & principled



# Role of Young People in Shaping the Future of Leadership in Africa

Participants call for young Africans to step up in the present (not future) and lead with integrity, innovation & inclusion, bringing new energy to rebuild systems that have lost trust

## Lead and Participate

“We can’t wait to be invited into leadership, we must take our place”

- Step into decision-making spaces - from local committees to national politics
- Vote, advocate & hold leaders accountable for transparency and delivery
- Move from followers to co-designers of change

## Innovate and Create Opportunities

“Use our creativity, skills & tech to solve Africa’s real problems”

- Harness digital tools, entrepreneurship & green innovation to drive growth
- Focus on job creation, education & climate resilience through youth-led enterprises
- Turn frustration into innovation - building solutions, not just demanding them

## Learn, Mentor and Build Character

“Education & integrity must shape the next generation of leaders”

- Invest in skills, ethics & civic education
- Build peer-to-peer mentorship circles to grow future leaders
- Model honesty, humility & service, rejecting corruption and greed

## Unite & Redefine Leadership

“We need unity - not politics that divide us”

- Promote Pan-African solidarity and collaboration across borders
- Break cycles of ageism, inequality & gender bias
- Redefine leadership as service, inclusion & accountability, not power

## Speak Up & Stay Accountable

“We must be the generation that demands & delivers accountability”

- Use social media, art & activism to expose injustice and shape public dialogue
- Create youth-led platforms that track progress and influence policy
- Be both watchdogs & change-makers

# I, the Leader

Most respondents see leadership as personal, not positional

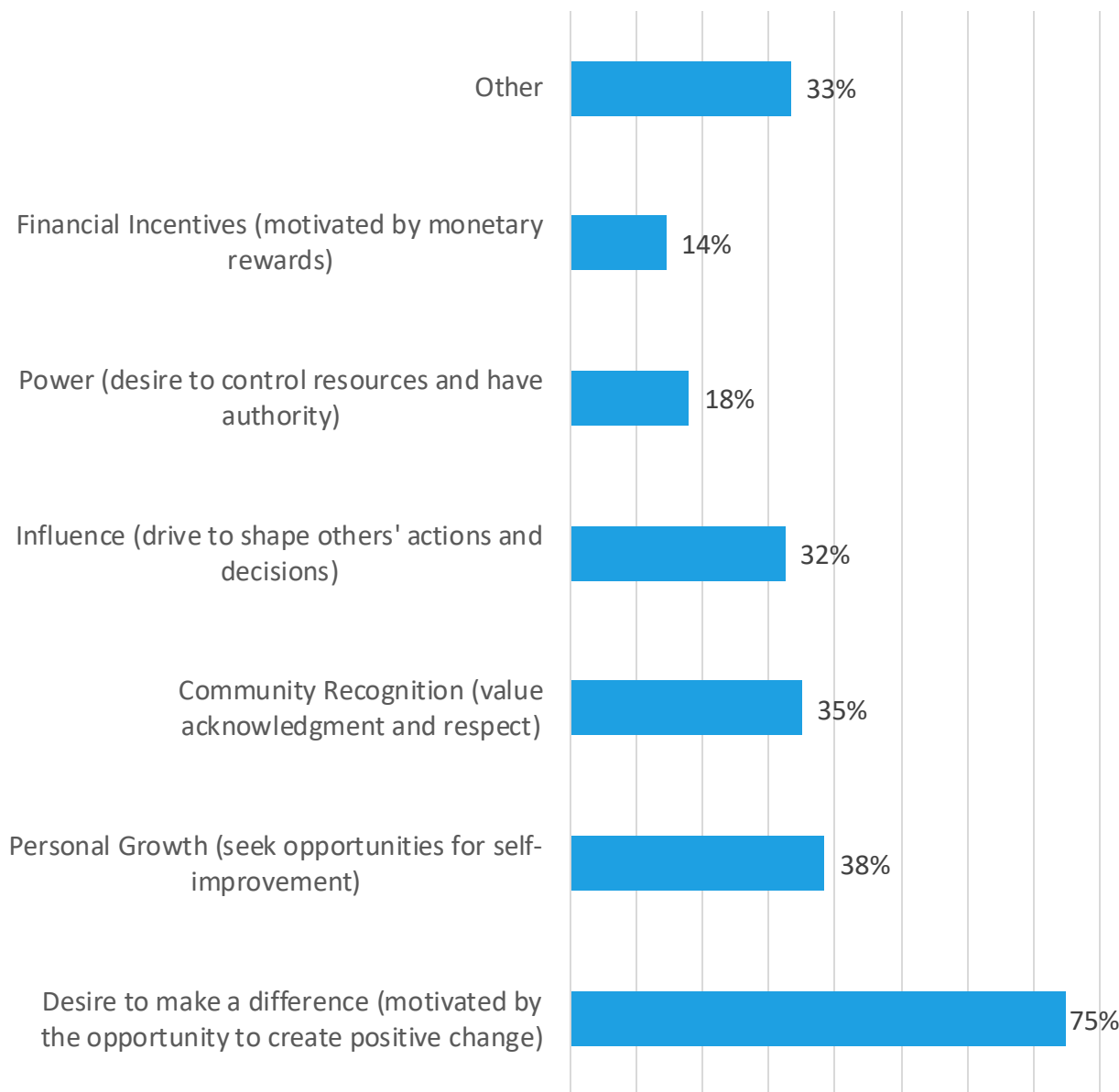
**Leadership rooted in purpose & community impact** rather than power or prestige

- Majority (over 70%) already identify as future leaders, driven by a desire to make a difference & to grow personally, not by financial gain
- This emerging leadership mindset is values-driven and balanced: participants aspire to lead with integrity and empathy, while also prioritising work–life balance and wellbeing

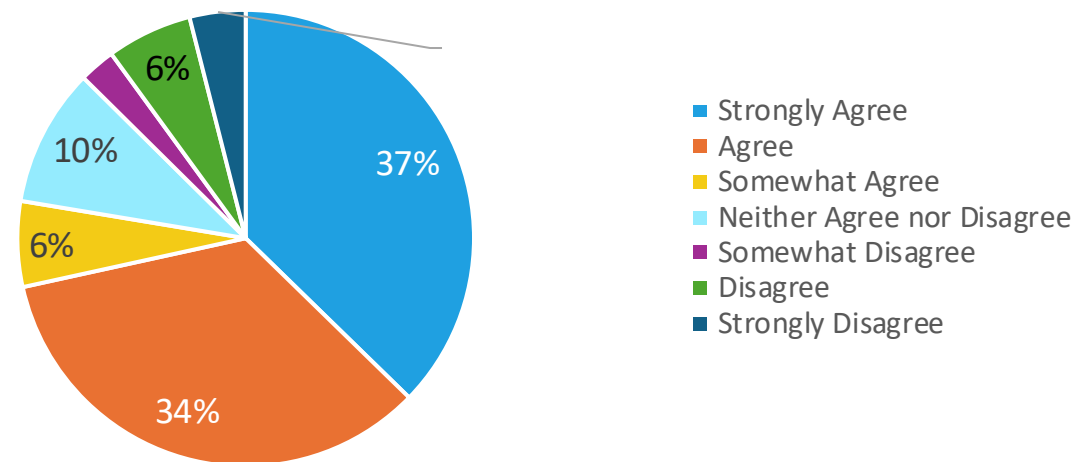
Their vision of leadership blends responsibility, innovation & self-awareness - signaling a **shift toward more sustainable, human-centred models of leadership** for the future



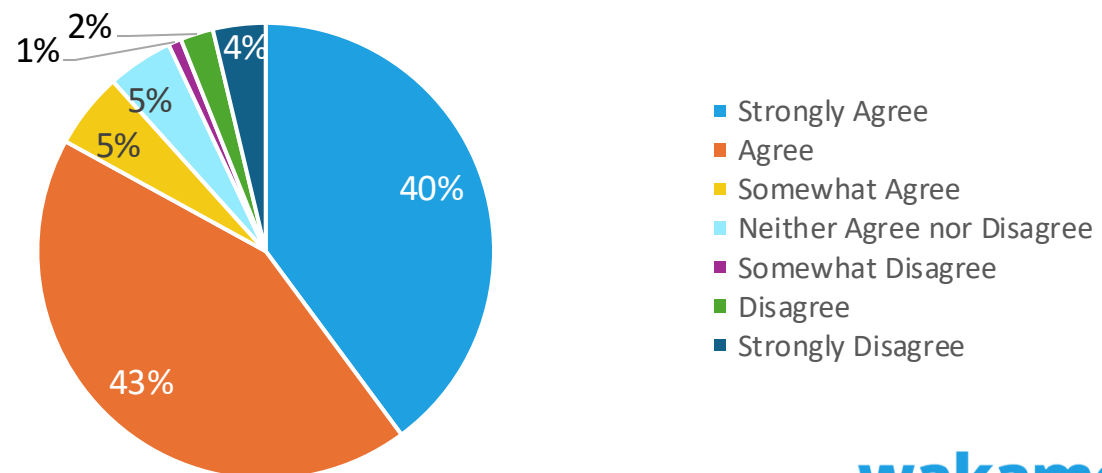
## What is your motivation for becoming a future leader?

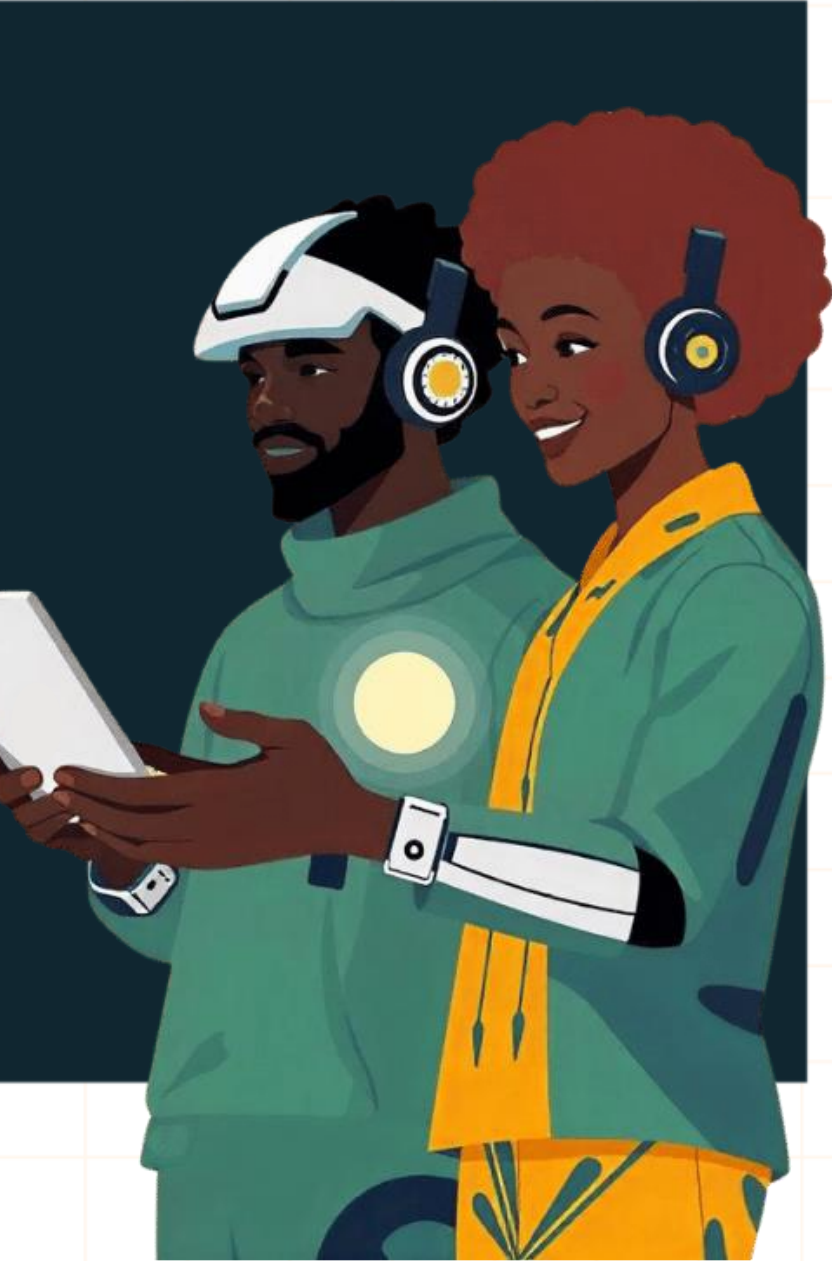


## I see myself as a future leader and am motivated to become one



## A good work-life balance is an important factor for me when considering a leadership role

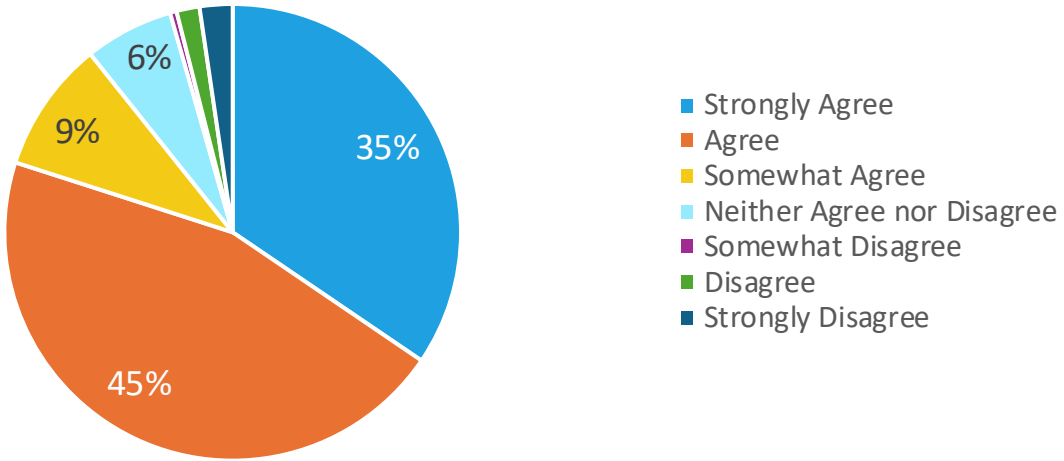




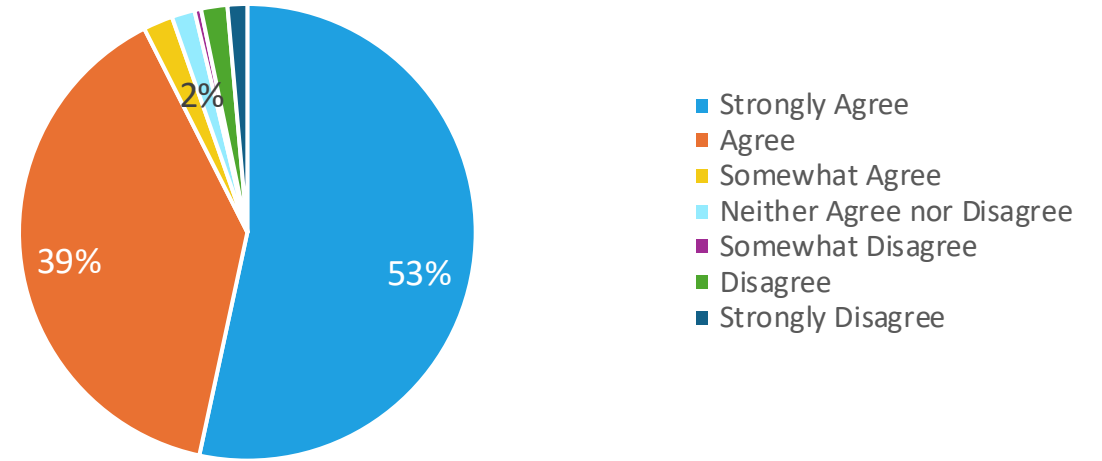
# Motivation & Aspiration for Leadership

- Majority of respondents view leadership as a platform for positive change, not personal gain
- Three in four (75%) say their main motivation is to make a difference, while only small % cite power (18%) or financial reward (14%)
- Many also link leadership to personal growth (38%) & community recognition (35%), suggesting a values-driven mindset
- Encouragingly, seven in ten respondents (71%) already see themselves as future leaders, reflecting a strong sense of agency
  - Especially among younger participants & women
- At the same time, work–life balance matters deeply, with over 80% agreeing it’s a key factor when considering leadership roles, signaling that this next generation seeks purposeful yet sustainable forms of leadership

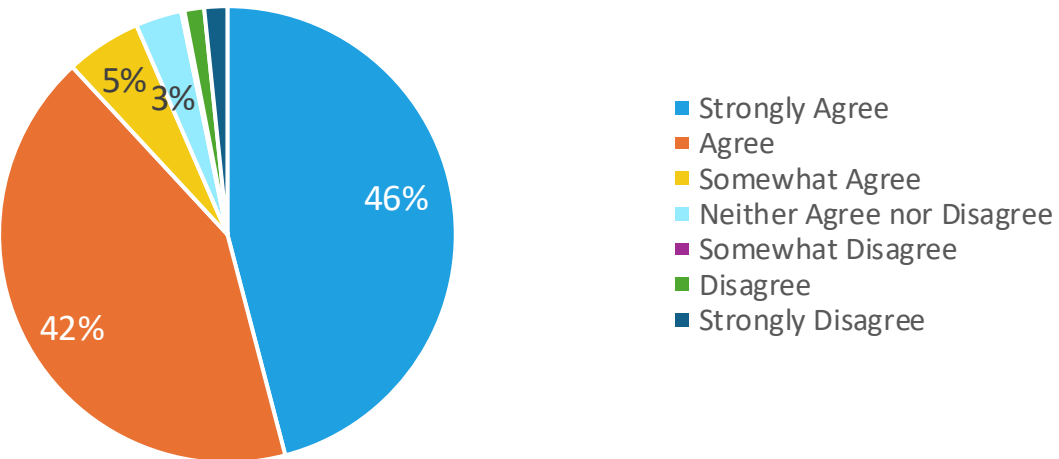
## Technology & innovation play a critical role in ensuring effective leadership



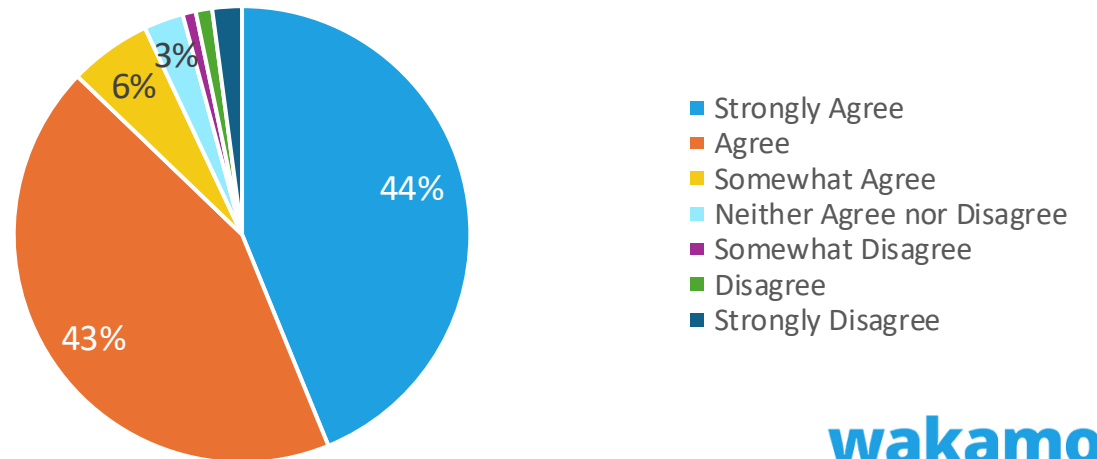
## It is important for a leader to have "emotional intelligence"



## Authenticity & transparency are important characteristics in a leader



## It is important for leaders to adapt to changing societal needs and expectations



# Modern Leadership: Balancing Technology and Humanity

- Respondents show strong consensus that effective leadership today requires both emotional intelligence & innovation
- Over 90% agree that authenticity & transparency are essential, signaling deep public demand for leaders who are open & trustworthy
- At the same time, 80% recognise the importance of technology & innovation, seeing them as tools for delivery & accountability rather than replacements for empathy
- The message is clear:
  - Leaders must adapt to changing times without losing human connection
  - Blend digital competence with emotional depth & ethical clarity

**People want leaders who are both tech-savvy & emotionally intelligent**  
**Leaders who are able to innovate without losing empathy or integrity**



# African Leaders' Priorities

Respondents called for a return to basics - **jobs, education & accountable governance**

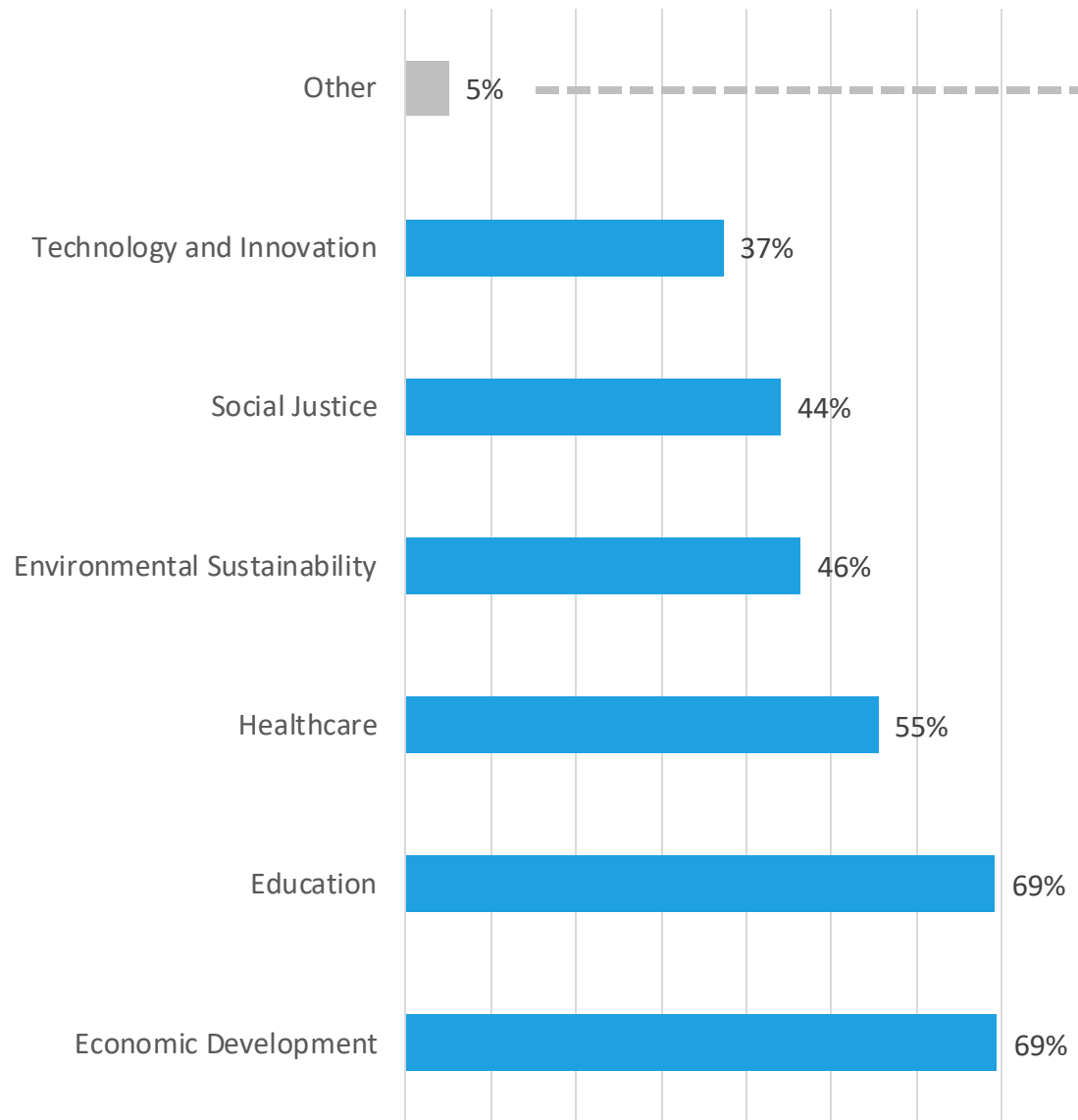
**Economic development & Education** emerged as top priorities, followed by **Healthcare & Social justice**

Younger respondents stressed skills & innovation, while older groups emphasised service delivery & safety

Together, these views define a leadership agenda focused on livelihoods, learning & integrity as the foundation for Africa's future



# Which areas do you think are most important for future African leaders to focus on?



- **Jobs & safety first:** real work opportunities & safer communities
- **Clean, accountable government:** zero corruption, transparent delivery
- **Basic services & infrastructure:** reliable water, power, transport
- **Youth & education:** skills, pathways into work, entrepreneurship
- **Community voice & inclusion:** lead with empathy; co-create with residents
- **Digital access:** affordable data & tools to unlock opportunity

# Priorities for Future African Leadership

Across all groups, the call is clear: Africa's next generation of leaders must focus on **jobs, education & economic renewal**

Nearly seven in ten respondents (69%) identified **education & economic development** as top priorities - a pattern most strongly expressed by younger respondents under 25 & those who are students or volunteers, highlighting their concern for access, skills & opportunity

Older participants (30–35 and above) placed slightly greater emphasis on healthcare (55%) & social justice (44%), linking leadership to service delivery and safety in daily life

Women were more likely than men to emphasise education, healthcare & community inclusion, while men leaned more toward economic development and technology/innovation

Open-ended responses reinforce this: people want **clean, accountable governance, basic infrastructure & community inclusion**, where leaders co-create solutions with citizens rather than act above them

Overall, the data paints a consistent picture: people want leaders who **create jobs, ensure fair access to education and deliver visibly on core services** - combining integrity, empathy & innovation to rebuild trust from the ground up



# ESG Lens of Leadership

Respondents view effective leadership as **inseparable from responsibility toward people, planet & public trust**

Across environmental, social & governance dimensions, the data reveals a clear message: ethical, accountable & community-centred leadership is essential to rebuilding confidence & creating lasting change

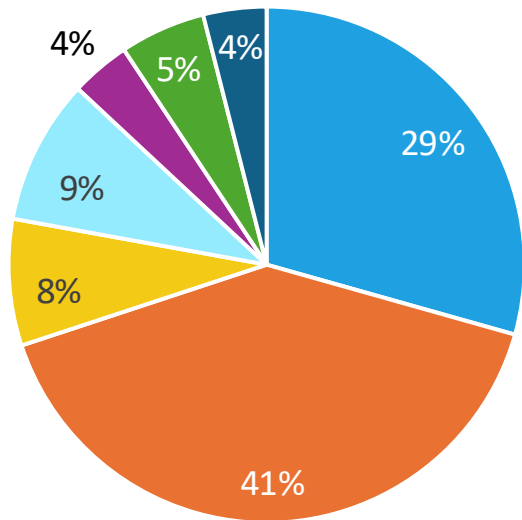
People want leaders who protect the environment as a shared life source, prioritise human wellbeing through education, health & safety, and govern with transparency & integrity

This perspective reframes leadership not just as authority, but as **stewardship** - balancing delivery with empathy, sustainability & fairness



## Environmental issues

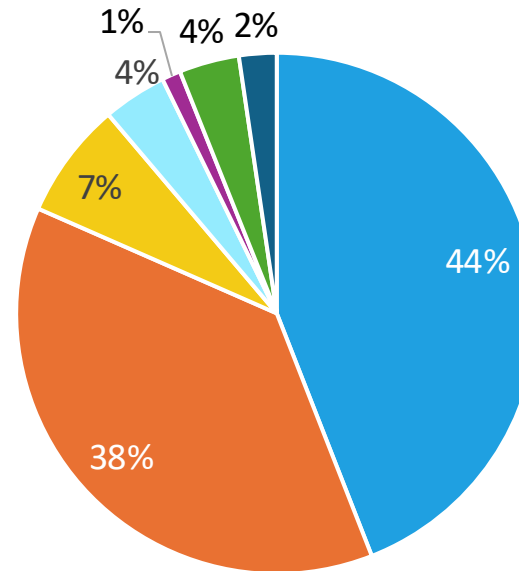
like climate change, energy and pollution are an important consideration for leaders in my community



- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

## Social issues

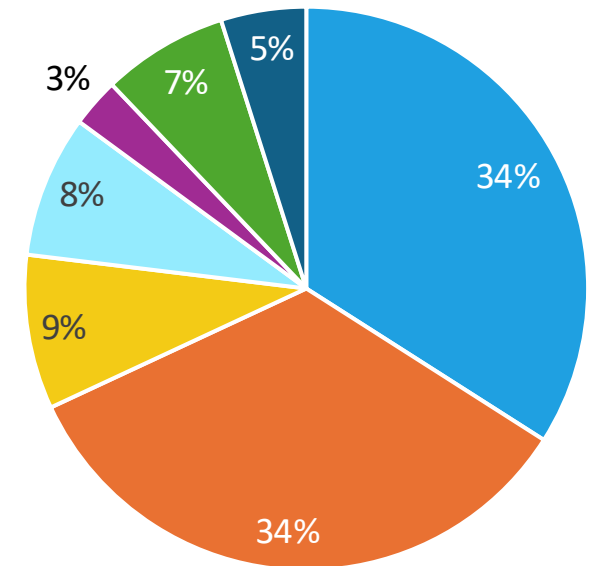
like poverty eradication, access to education and nutrition are important considerations for leaders in my community



- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

## Governance issues

like transparency, accountability and ethical behaviour are important factors that leaders in my community consider



- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree



# ESG

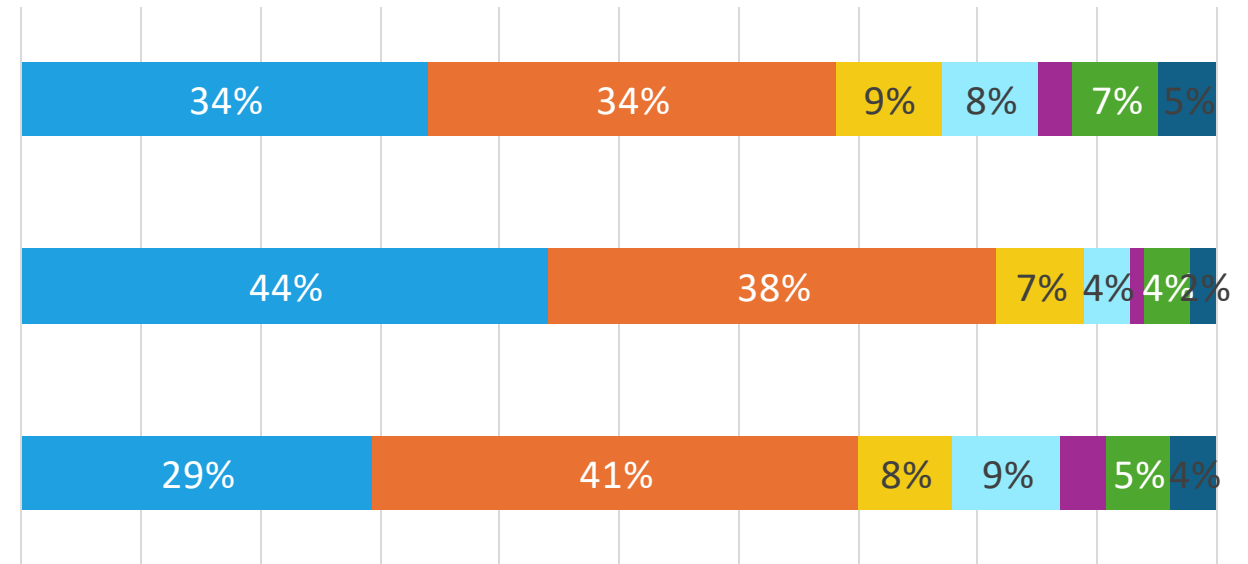
## Frequency

Governance issues like transparency, accountability and ethical behaviour are important factors that leaders in my community consider.

Social issues like poverty eradication, access to education and nutrition are important considerations for leaders in my community.

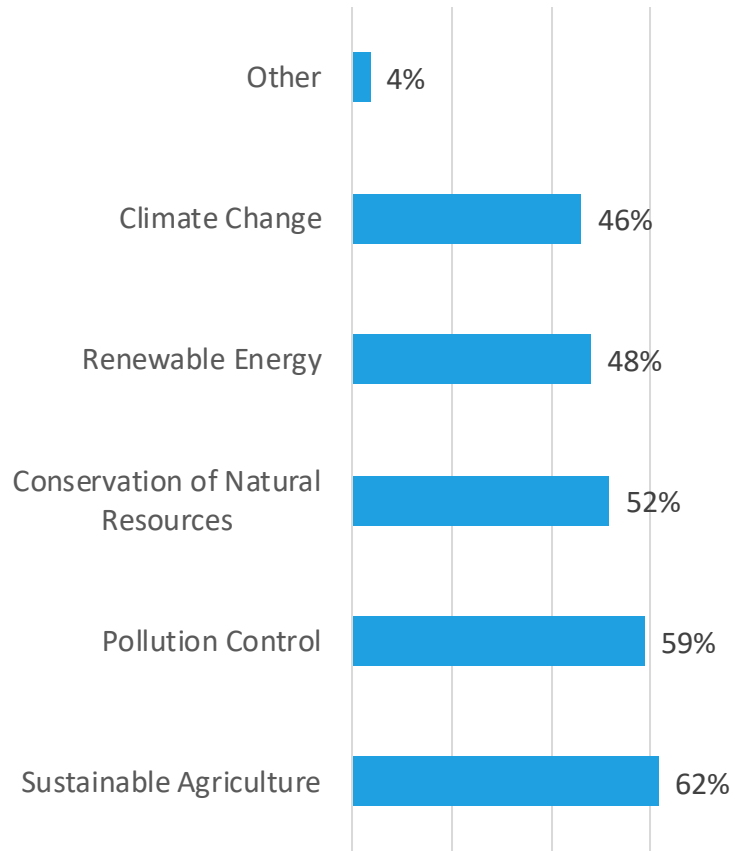
Environmental issues like climate change, energy and pollution are an important consideration for leaders in my community.

- Strongly Agree
- Agree
- Somewhat Disagree
- Disagree

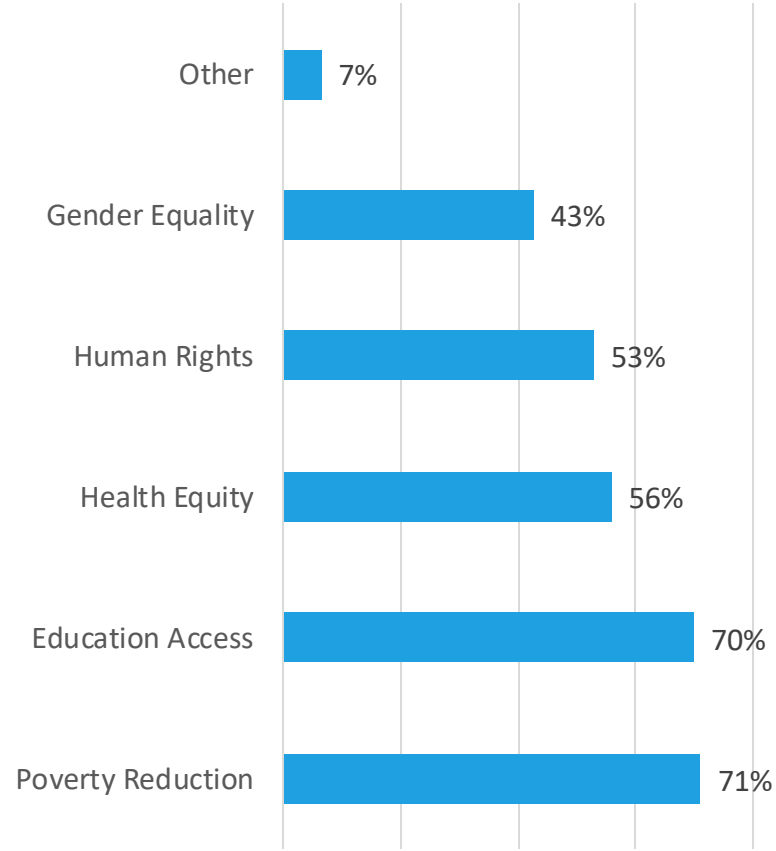


- Somewhat Agree
- Neither Agree nor Disagree
- Strongly Disagree

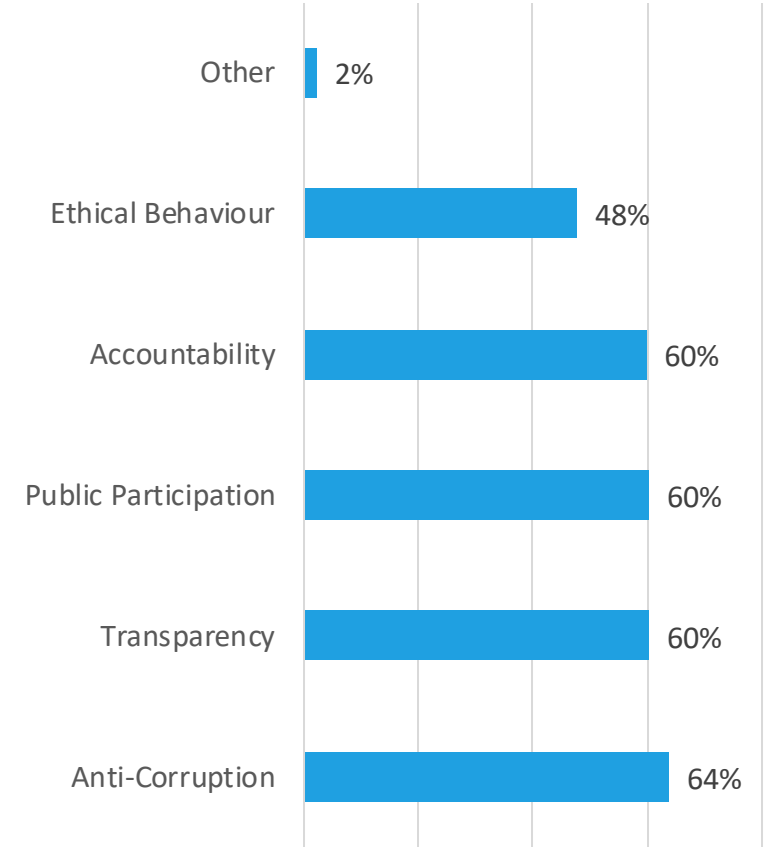
## Which ENVIRONMENTAL FACTORS should leaders focus on?



## What SOCIAL FACTORS should leaders focus on?



## Which GOVERNANCE ISSUES should leaders focus on?



## Environmental Other Responses

- Respondents expressed an awareness of environmental risks & the need for leadership action that links environmental care to livelihoods & safety
- Main themes:
  - **Sustainable resource use:** Calls for action on water security, waste management & sustainable agriculture show a demand for practical environmental stewardship
  - **Education & awareness:** Respondents emphasised environmental education & community campaigns to build shared responsibility for the environment
  - **Climate resilience:** Mentions of natural disasters, landforms & restoration point to the need for preparedness & adaptation
  - **Environmental justice:** Several comments linked ecological degradation to inequality, urging leaders to make environmental health part of social justice
- People view the environment as a foundation for life, health & livelihoods

## Social Priorities Other Responses

- Respondents reinforced the centrality of safety, jobs & dignity in building thriving communities
- Main themes:
  - **Crime and safety:** Repeated calls for stronger action on crime prevention, GBV & social security
  - **Employment and economic development:** Job creation & youth employment dominate as the most urgent social needs
  - **Community wellbeing:** Mentions of housing, community halls & dignity reflect the need for social infrastructure & spaces that foster belonging
  - **Environmental awareness:** Highlight growing concern about climate change & environmental sustainability
  - **Youth responsibility & participation:** Youth development & accountability are seen as integral to a safer, more equitable future
- People want social systems that protect, empower & connect to address both immediate safety & long-term opportunity

## Governance Other Responses

- While most respondents echoed core governance themes such as accountability & transparency, open-ended responses added ethical, justice & rights-based dimensions.
- Main themes:
  - **Ethical leadership:** Calls for integrity, honesty & genuine justice were common - people want leaders who act with empathy & fairness, not just authority
  - **Human rights & protection:** References to human trafficking, drugs & abuse highlight the need for stronger moral leadership & enforcement of basic rights
  - **Infrastructure & service delivery:** Mentions of roads & electricity reinforce that good governance is measured not only by values but also by visible improvements in daily life
- Communities equate good governance with ethical conduct, human dignity & tangible delivery

# Environmental, Social, Governance (ESG) Priorities

Data shows broad consensus that good leadership cannot be separated from sustainable development & community wellbeing

## Environmental Priorities

- More than 7/10 participants agreed that environmental issues like climate change, energy & pollution should be a leadership priority
- The top-rated focus areas - sustainable agriculture (62%), pollution control (59%) & natural resource conservation (52%) - reveal a practical concern with livelihoods & health rather than abstract environmentalism
- Open-ended comments underscored calls for education & community awareness, water & waste management & climate resilience
- Many linked ecological care directly to social justice, highlighting that environmental degradation deepens inequality & insecurity

## Social Priorities

- Social issues drew the strongest consensus, with over 80% agreement that leaders must focus on poverty eradication, education & nutrition
- Top-ranked priorities - poverty reduction (71%), education access (70%) & health equity (56%) - reflect a desire for leadership that restores dignity, creates opportunity & reduces daily hardship
- Respondents also linked social wellbeing to safety, jobs & belonging, with repeated mentions of crime prevention, youth employment & community infrastructure
- Women & younger respondents especially emphasised education & youth participation, calling for leaders who invest in people and foster unity

## Governance Priorities

- Governance was viewed through a moral as well as functional lens
- Respondents want leaders who are ethical (48%), accountable (60%) & transparent (60%), with anti-corruption (64%) emerging as the single most urgent governance demand
- Participants called for a shift from authority to service, equating good governance with honesty, delivery & respect for human dignity
- Open responses highlighted a deep frustration with corruption, weak service delivery & political favouritism but also hope for leadership rooted in fairness, integrity & human rights



# wakamoso.

# Thank You.

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