

THE 2024 FUTURE OF LEADERSHIP SUMMIT™

The DP World Wanderers Stadium

16 & 17 May 2024

Co-creating South Africa's Brain Gain Roadmap

The 2024 Future of Leadership Summit™ brought together 250 business, public and civic society leaders to find solutions to the country's socio-economic challenges, and in particular to retaining South Africa's top talent and critical skills (in partnership with Brand South Africa).

Bringing Together Public & Business Leaders

- The Presidency of the Republic of South Africa
- The former Deputy President of South Africa
- The Chairman of BSG and Eskom
- The MEC Finance of Gauteng
- The Chairman of Bidvest
- The President of BOSA (now Chair of the Appropriations Committee)
- C-level Executives from South Africa's Leading Brands
- The Acting CEO of Brand South Africa
- The CEO of Business Process Enabling South Africa (BPESA)
- The CEO of GIFS (Graduate Institute of Financial Sciences)
- The CEO of Harambee Youth Employment Accelerator
- The MMC Community Development City of Joburg

The Future of Leadership Award Winners



The 2024 Future of Leadership Award™ Winners

“We take this event as one of the most important events where public sector representatives and private sector come together to say, we have interests in growing South Africa together, there are opportunities to build back better, and we have to come together and join hands.”

Hon. Pinky Kekana

Deputy Minister in The Presidency

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- The Future of Leadership Book Launch
- The Future of Leadership Awards
- The CEO Dialogue™
- The Presidents' Dialogue™
- The Audience Survey
- The Brain Gain Report

The 2024 Innovation Challenge

The country's top business and public leaders met to address the Future of Leadership in South Africa. The 2024 Future of Leadership Summit™ brought together 250 Top Leadership Voices from across South Africa to examine the key dimensions of co-creating the future of leadership, including amongst others, the future of leadership skills, financial inclusion, the future of work, public leadership, nation branding and entrepreneurship.

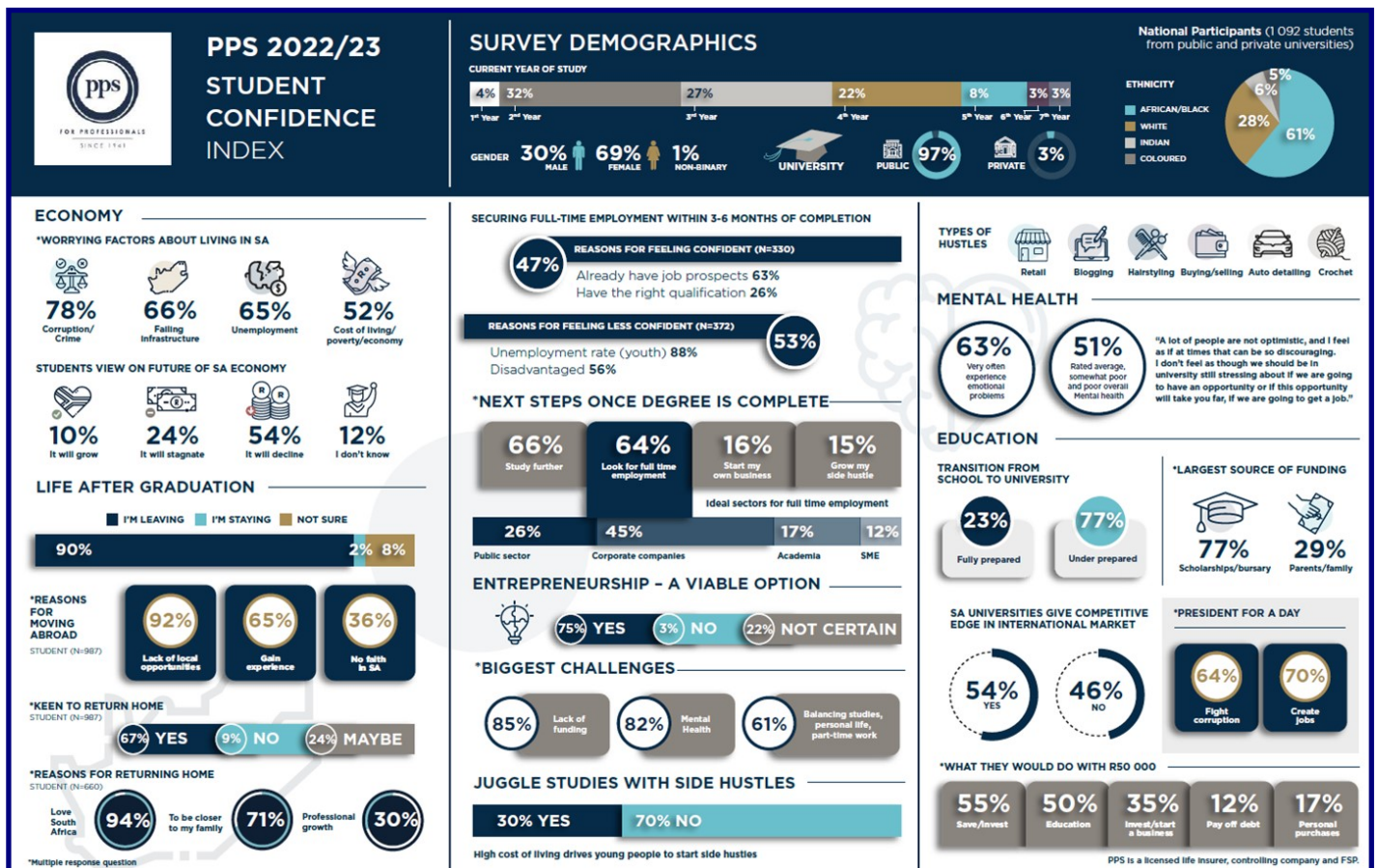
Against the backdrop of the recently released Student Confidence Index conducted by PPS, which indicates that South Africa is facing mass skills exodus (with 90% of graduates wanting to leave, mainly due to lack of job opportunities), the Future of Leadership Summit™ examined how the public and private sector can join hands in rebuilding confidence in the country, both domestically and internationally, and attract and retain skills that are crucial for the socio-economic development of South Africa.

Said Hon. Pinky Kekana, Deputy Minister in The Presidency, who delivered the opening keynote address: "We take this event as one of the most important events where public sector representatives and private sector come together to say, we have interests in growing South Africa together, there are opportunities to build back better, and we have to come together and join hands."

The Data Analytics

The recent Student Confidence Index (SCI) revealed that South Africa faces mass skills exodus – with 90% of graduates wanting to leave: Crime and corruption, lack of job opportunities, failing infrastructure, and the rising cost of living in South Africa have driven the desire of 90% of university students to seek employment opportunities abroad, which focused on the major concerns of university students about life after graduation and what that would mean for their career prospects.

At the same time, the Medical Protection Society (MPS) Survey found that up to 70% of South Africa's medical doctors consider leaving (and 23,400 South African health professionals have emigrated according to the OECD).



What Delegates had to Say

"We have some of the most formidable talent in South Africa ... we don't tell enough of these stories. As South Africans, we need to be more proud of who we are and our country. We have very unique problems in South Africa and yet we innovate around these problems to find such inspiring solutions."

Firoze Borat

Group Chief Marketing Officer

DISCOVERY LIMITED

"Listening to the authors talk about their leadership journey and their why has really been inspirational. It's not just about the job but about the impact you make in other people's life. I am looking forward to reading the book and learning from the stories of the leaders."

Ayanda Seboni

Group Executive Marketing & Stakeholder Relations

PPS

"It was an absolutely incredible Summit. We learnt a lot, all the opinions mattered and we can take something home. A phenomenal two days!"

Debbie Ackerman

Learning and Development Manager

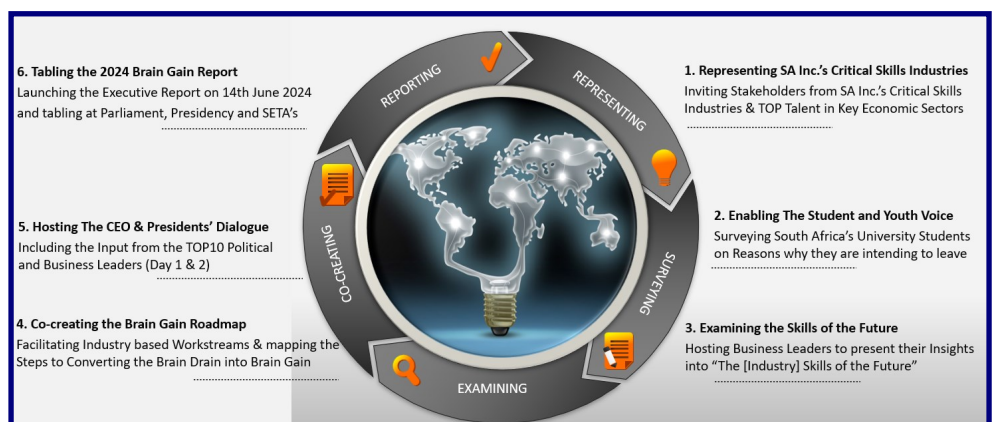
HOLLARD INSURE



Highlights of the Brain Gain Summit

- **Opening Keynote Address** by The Presidency, Hon Pinky Kekana (Deputy Minister responsible for Planning, Monitoring & Evaluation)
- **Industry Leading Panels** on the Future of Leadership, and Keynote Addresses by prominent Public & Business Leaders;
- **The Future of Leadership Book Launch:** 24 TOP Leadership Voices from South Africa;
- **The Presidents' Dialogue™ & The CEO Dialogue™** with Principal Leaders from South Africa's Political Parties & leading CEO's
- **The Future of Leadership Awards:** 14 Leadership Awards nominated and voted for by the members of the Future Leader Forum;
- **Special Keynote Address** by the MEC Finance Gauteng, Hon Jacob Mamabolo (on behalf the Premier of Gauteng)

The outcome of the Future of Leadership Summit™ will be The Brain Gain Report detailing the Six Steps to converting South Africa's Brain Drain into a sustainable Brain Gain and will be tabled to The Presidency, Parliament and the SETA's (see infographic below).



The Six Steps to enabling SA Inc.'s Brain Gain

© The Future Leader Forum 2024



Dr Nik Eberl, Founder & Executive Chair of The Future Leader Forum™

Why The Future Leader Forum

When I first started the Future Leader Forum back in April 2017, it was inspired by the leadership legacy of the 2010 FIFA World Cup™. Hosted by South Africa, the 2010 World Cup was a shining example of what can be achieved when all members of a team, in this case the entire country, pull together behind a single vision and a common goal.

It was none other than Nelson Mandela who had initiated the 2010 vision of “hosting the most successful World Cup ever” (as coined by President Thabo Mbeki) when he travelled, against his doctors’ advice, all the way to Zurich to address the FIFA World Cup Committee and lifted the World Cup trophy as South Africa was announced the host of the 2010 edition – and wild jubilations rang across the country on that auspicious 15 May 2004.

For the following six years, it was almost miraculous to watch how all the stakeholders of the 2010 Team, from government to business, civic society and even the churches, came to deliver what CNN called “the most memorable World Cup of all time”.

And visitors did rate 2010 the best ever, as 92% declared that they would recommend destination South Africa back to their friends and colleagues (versus 88% at the previous World Cup hosted by Germany).

Following the 2010 World Cup, South Africa’s leisure tourism grew 30% year-on-year (and business tourism more than 39%), and 2010 rebranded the Country as a safe Destination to visit and do business in.

Such is the power of co-creation and collaboration across the boundaries of industries, geographies and nationalities and that is why the purpose of the Future Leader Forum is to provide insights into the Challenges & Opportunities of Leading in the Era of Collaborative Co-Creation, and specifically create the following platforms for Global Thought Leaders:

- The Future of Leadership Interview Series (250 to date, 7 Seasons)
- The Future of Leadership Book Series (2022-2030, annual edition)
- The Future of Leadership Summit (hosted annually)

The 2010 Leadership Legacy

The 2010 ROI: Highest ever FIFA World Cup™ Net Promoter Score of 92% (Visitors); Project Management rated 9/10 (FIFA); CNBC Africa 2010 Scorecard 90%; Infrastructure (Airports, Roads, Hotels, Gautrain)

Leisure Tourism went up 31% year-on-year, and Business Tourism 47% (Cape Town)

Whilst the Civic Pride Index and Business Confidence rose the highest since 1995 (RWC), and the Exchange Rate strengthened to R7/\$

Dr Nik’s World Cup Leadership Projects in collaboration with the 2010 stakeholders:

- Co-created the SA Tourism Brand Ambassador Program
- Set up the official Bafana FAN Club (with SAFA)
- Piloted the 1st ever FAN World Cup™ (in partnership with FIFA, adidas and Gauteng Tourism)
- Co-produced the 2010 Bafana Documentary “Miracle of Mzansi” (flighted on SuperSport)
- Hosted the Global FAN Awards (in partnership with Gauteng Tourism, SAFA & SAB)
- Developed the 2010 Scorecard for CNBC Africa
- Co-created the 2010 Media Advocacy Program (CNBC, Business Day, Carte Blanche, SABC, eNCA, BBC, Al Jazeera, BizCommunity)



Audience Survey

The 2024 Future of Leadership Summit™ highlighted the immense potential of South Africa and the collective will of its leaders to address the country's challenges.

By focusing on the strategic areas identified, the government can create a thriving environment that retains young talent that fosters sustainable growth.

South Africa currently ranks 75th on the Legatum Prosperity Index™, which aims to advance the understanding of what drives success in nations, through measuring several different all encompassing factors.

"Prosperity is far more than wealth; it is when all people have the opportunity and freedom to thrive. Prosperity is underpinned by an inclusive society, with a strong social contract that protects the fundamental liberties and security of every individual.

It is driven by an open economy that harnesses ideas and talent to create sustainable pathways out of poverty. And it is built by empowered people, who contribute and play their part in creating a society that promotes wellbeing."

The Summit included a detailed data driven analysis to serve as a blueprint for building a more prosperous future for South Africa.



Leaders from the Delegations sharing their Insights into the Future of Talent Retention

The BIG Question

The 2024 Future of Leadership Summit™ gathered top-ranking executives from South Africa's leading institutions to assess the current state of affairs in the country and to develop a comprehensive roadmap to reverse the brain drain, retain university graduates, including the following questions:

- Do you believe South Africa can become one of the 10 Best Countries to live in by 2030?
- Are you thinking of #imleaving or #imstaying in South Africa? And why?
- By this time next year, what would be a reasonable target to reach for increasing the number of university students wanting to stay (currently 10%)?
- Which of the following Reasons to Leave worries you the most at the moment?
- What strategies have you found to be most effective for attracting and retaining Talent?



The Ideal Approach to shaping the Narrative of the South African Nation Brand



**Sithembile Ntombela
maNdaba**
(Acting CEO at Brand South
Africa)



Firoze Bhorat
(Chief Marketing Officer at
Discovery Limited)



Llewellyn Devereaux
(Founder & CEO The Genie
Group)



Steve Johnson
(President Growth Leaders
Africa)



Jamie Mighti
(Director at
The Debate Dojo)

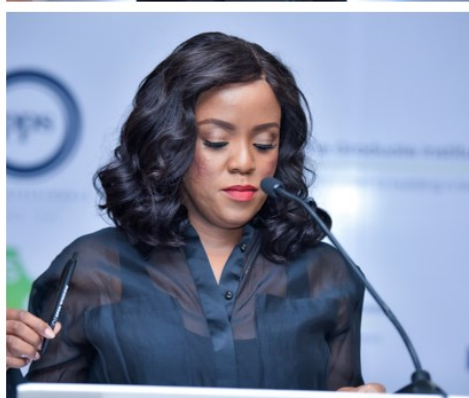
Hosted by



Inspiring new ways

The Future of Nation Branding

Said Sithembile Ntombela maNdaba, Acting CEO at Brand South Africa: "It has been a successful narrative, as the country continues to demonstrate its potential in various ways—from an investment perspective to creative arts. If we rewind back to 2012, we redefined ourselves by stating that we are a country that "inspires new and different ways." We couldn't just say "inspiring" - we had to highlight the "new" because South Africa is constantly evolving. Whether it's the world embracing *Amapiano* music or breakthroughs in science and technology, such as Professor Mashudu Tshifularo's groundbreaking ear transplant, South Africa continues to inspire."



The Future of Banking for the Youth



John Makgato
(Head of Youth Segment at Nedbank Limited)



Lindokuhle Tau
(Head: Retail and Relationship Banking Segment Strategy)



Khanani Godi
(Senior Behavioural Economist at Nedbank)



Charmaine Moola
(Financial Wellness Facilitator at Nedbank)



Hosted by Nedbank



The Future of Banking for the Youth

Said Lindokuhle Tau, Head: Retail and Relationship Banking Segment Strategy at Nedbank: “At Nedbank, we’ve allowed young people to walk into the bank and gain real-world experience, regardless of where they come from or their qualifications. We provide them with skills, tools, and exposure to what corporate life is like. As president, that is something I would enforce in every organization - to open up the doors for young people to gain experience, acquire skills, and understand what happens in corporate environments. Personally, I think about my three-year-old son and wonder what his future will look like. If we, as leaders and organizations, don’t create such initiatives and open doors for the next generation, where is South Africa heading? It’s crucial not to just live in the now but to think about your own children, nephews, and nieces. What will their future look like if we don’t implement initiatives and create opportunities for them?”





The Future of Healthcare



Ayanda Seboni
(Group Executive for Mutuality
at PPS)



Frederik Booysen
(The Wits PPS Chair in Health
Economics)



Dr Shay Ganesh
(Chief Medical Officer at
PPSHA)



Jean Pierre Kitshoff
(Associate Director: Strategic
Projects at IQVIA)

Hosted by



The Future of Healthcare

Said Ayanda Seboni, Group Executive for Mutuality at PPS: "There were a few key takeaways, and the most significant is how much digital technology has become a part of healthcare. In the past, healthcare was very physical, but now it has become far more digital. Things like being able to scan your face and obtain various medical information about you have been quite a revelation. Another major insight was the impact of disease on the economy, particularly mental health, and how expensive it is for the economy. The focus should shift toward preventing such diseases rather than solely focusing on cures."



The Future of Leadership Skills



Stefanie Fick
(Executive Director of the
Accountability Division at OUTA)



Christopher Mulder
(Chief Strategy Officer at GIFS)



Taweni Gondwe Xaba
(Managing Director at The
Hardy Boys)



Edwin Naidu
(Respected Journalist & Media
Advisor)

Hosted by



The Graduate Institute of Financial Sciences

Committed to building a better *Africa* for others to inherit.

The Future of Leadership Skills

Hosted by GIFS, this panel delved into the changes required for the future of leadership. Said Christopher Mulder, Chief Strategy Officer at GIFS: "What I loved about this morning's panel is that there's definitely a discourse happening among leadership. We are discussing topics that are perhaps sensitive but necessary to address. One of the key things I would like to see coming out of all these discussions is action. As leaders, we spend a huge amount of time talking about societal issues, but often, once we leave events, that's where the conversation stops. What I'd like to see from our panels and discussions is real action because, at the end of the day, leadership is about doing."





The Keynote Addresses & The CEO Dialogue™

The following leaders delivered the 2024 Keynote Address on the Future of their Industry: Dr Kershen Pillay (CEO at GIFS), MMC Lubabalo Magwentshu (Community Development at City of Joburg), Brecht Mohonathan (CFO at Lions Cricket Union), Jacob Mambolo (MEC Finance at Gauteng Province), Sithembile Ntombela maNdaba (Acting CEO at Brand South Africa), and Dr Nik (Executive Chair at The Future Leader Forum). To view the Keynote Addresses, please go to <https://thefutureleadership.com/future-of-leadership-2024>. The keynotes were followed by The CEO Dialogue™ which explored solutions to South Africa's Brain Drain amongst university graduates.





The Future of Leadership Book Launch (Authors)

- Alk Brand (Group CEO at Westfalia Fruit)
- Brand Pretorius (Chief Executive Officer at McCarthy)
- Christo Wiese (Chairman at Pepkor Holdings)
- Dirk van der Walt (Co-founder at WeBuyCars)
- Gavin Cowley (Ret. Marketing Director at adidas South Africa)
- Gugulethu Ndebele (Executive Director at Oprah Winfrey Leadership Academy for Girls)
- Kiv Moodley (Country Managing Director at Workday)
- Lee Naik (Chief Executive Officer at TransUnion Africa)
- Lincoln Mali (Chief Executive Officer at Lesaka Technologies)
- Mapule Mzimba (Chief Operations Officer at Discovery Bank)
- Nollie Maoto (Chief Data and Analytics Officer at FNB South Africa)
- Onyinye Nwaneri (Group Chief Executive Officer at Afrika Tikkun)
- Opila Moodley (HR Director at Estee Lauder Companies)
- Rashid Toefy (Deputy Director-General at Western Cape Government Economic Development and Tourism)
- Richard Perez (Founding Director of the Hasso Plattner d-school Afrika at the University of Cape Town)
- Shaun Tomson (World Surfing Champion | Best-Selling Author on the CODE Method)
- Sithembile Ntombela maNdaba (Acting CEO at Brand South Africa)
- S'onqoba Vuba (Chief Partnerships Officer at NEXT176)
- Tshepo Ncube (Managing Director: Head International Client Coverage at ABSA Group)
- Vinolia Singh (Chief People Officer at Adcorp Group)
- Vukosi Sambo (Executive: Head of Data Insights & AI at AfroCentric Group)
- Wendy Bergsteedt (Head of Marketing at Old Mutual Investment Group)
- Zoleka Lisa (Vice President: Corporate Affairs at SAB)

24 TOP Leadership Voices (The 2024 Book Launch)

Following the 1st and 2nd edition of the Future of Leadership Book Series which featured insights from prominent leaders across society such as Bonang Mohale, Mteto Nyati, Margaret Nienaber, Mmusi Maimane, Jay Naidoo, Joel Stransky, Margaret Hirsch, Rob Hersov, Shirley Zinn, Stuart Baxter (1st Edition)

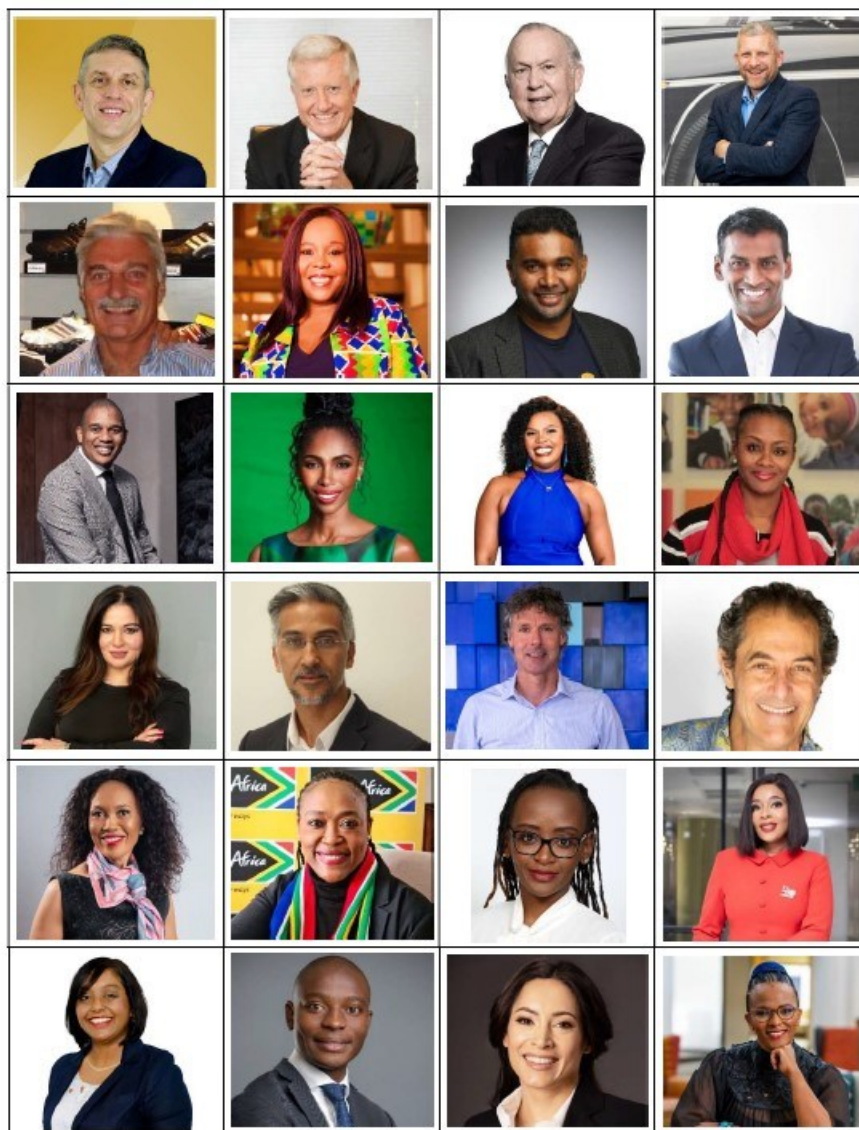
And Daniel Mminele, Gareth Ackerman, Mayor Geordin Hill-Lewis, Herman Mashaba, Leila Fourie, Premier Alan Winde, Matimba Mbungela, Sydney Nhlanhla Mbhele, Gerrie Fourie, Prof Jonathan Jansen et al (2nd Edition).

The 3rd edition was launched at the 2024 Future of Leadership Summit™ on 17th May 2024 at The DP World Wanderers Stadium (aka 'The Pride of Jozi').

Featuring a Panel Discussion by the authors on key insights from their respective book chapters and sharing their leadership journey with the audience.

All three editions of the Future of Leadership Book Series are available on Amazon at <https://www.amazon.com/dp/B0C5TJ624W> (and hard copies from the Future Leader Forum at Melrose Arch, Johannesburg 2076)

The Future of Leadership



Twenty-Four TOP Leadership Voices

The 3rd edition of the Future of Leadership Book brings together 24 TOP Leadership Voices, from the **Business Pioneer of the Century** to the World Surfing Champion, the Co-founder of the world's leading car buying platform, the Chief Executive Officer of Brand South Africa, the long-time Managing Director of Toyota South Africa, the CEO of South Africa's largest fruit exporter, the CEO of the Oprah Winfrey Leadership Academy for Girls, the Group CEO of Africa's leading Youth Development Program and fourteen CXO's from South Africa's leading brands.

The 4th edition of the Future of Leadership Book will be launched at the 2025 Future of Leadership Summit™ on the 23rd May 2025.



The 2024 Future of Leadership Award Winners

Nominated by the members of the Future Leader Forum and voted by the public, the 2024 Winners include Mteto Nyati (Chairman BSG and Eskom), Shirley Zinn (Chair at V&A Waterfront and Wesgro), Dr Phumzile Mlambo-Ngcuka (fmr Executive Director of UN Women & Deputy President of the Republic of South Africa), Sithembile Ntombela maNdaba (Acting CEO Brand South Africa), Cleola Kunene (Head of CX, SME Development and and Strategic Initiative Incubation at JSE), Onyinye Nwaneri (Group CEO at Afrika Tikkun) et al (see the full list at <https://thefutureleadership.com/the-awards>)



The 2024 Business Leader of the Year Award Nominations



Mteto Nyati
Chairman BSG and Eskom



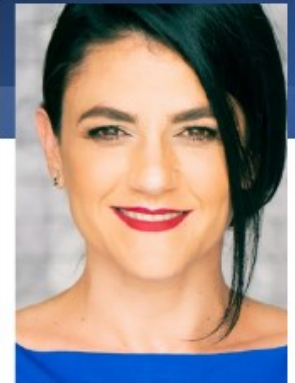
Busi Mavuso
CEO at Business Leadership
South Africa



Nick Dickson
Group CEO Dream Hotels &
Resorts



Iain Williamson
Group CEO Old Mutual



Yael Geffen
CEO Lew Geffen Sotheby's
International Realty

The 2024 Inspirational Leader of the Year Award Nominations



Shirley Zinn
Chair at V&A Waterfront and
Wesgro



Wayne Duvenage
Chief Executive Officer
OUTA



Nollie Maoto
Impactful Leadership NPC Founder
& Chief Data and Analytics Officer
Merchant Services FNB South Africa



Lizzy Mogale
Managing Executive: Insights and
Advisory, Retail and Business Banking
at Nedbank

The 2024 Future of Work Visionary Award Nominations



Vinolia Singh
Chief People Officer at Adcorp
Group



Kobus Kleyn
Advocate for the Financial
Profession and
#workingfromanywhere



Kiv Moodley
Country Managing Director at
Workday South Africa



Caroline Marwisa
Group Head of Learning at Old
Mutual

The 2024 Marketing Leader of the Year Award Nominations



Italia Mabula
(Head of Brand & Marketing,
BCC, Standard Bank)



Ayanda Seboni
(Group Chief Marketing Officer at
PPS)



Sydney Nhlanhla Mbhele
(Group Chief Marketing &
Corporate Affairs Officer at ABSA
Group)



Sithembile Ntombela maNdaba
(Acting CEO Brand South Africa)

The 2024 Lifetime Leadership Award Nominations



Jay Naidoo
Elder. Grandfather. Humanist.
Inspiration Mentor. Former
Cabinet Minister under President
Mandela



Margaret Nienaber
Chief Operating Officer at
Standard Bank Group



Dr Phumzile Mlambo-Ngcuka
Former Executive Director of UN
Women & Deputy President of the
Republic of South Africa



Bonang Mohale
Chairman at Bidvest Group and
Chancellor of the University of the
Free State

The 2024 Entrepreneurial Leadership Award Nominations



Korkor Cudjoe
Women Entrepreneurship and
Leadership Development
Specialist at Graça Machel Trust



Mavis Mazhura
Leadership Coach @ LMI |
Leadership Development Expert



Bulelani Balabala
Founder at Township
Entrepreneurs Alliance



Cleola Kunene
Head of CX, SME Development
and Strategic Initiative Incubation
at JSE

The 2024 Renewable Energy Visionary Award Nominations



Bashkaran Vandeyar
Head of Green Energy at City of
Cape Town



Matteo Brambilla
Chief Executive Officer at Red
Rocket



Bertha (Rirhandzu) Dlamini
President at African Women in
Energy and Power



Mpho Mokwele
Group Executive: Transacting at DBSA

The 2024 Social Impact Leadership Award Nominations



Chris Godenir
General Manager at The
Peninsula All Suite Hotel



Cyril Madiba
CFO at Cyril Ramaphosa
Foundation



Shiphra Chisha
President of African Women in
Business, Director Programs at
Graça Machel Trust



Onyinye Nwaneri
Group CEO at Afrika Tikkun

The 2024 Community Leader Award Nominations



Keratile Pekane
Director of Youth Development,
Betterman Program at Puntans



Tumelo Chaka
Chief Township Officer | Brand SA
PYP | CMO Council Advisory



Winston Innes
Managing Director at
Limitlessworld



Marishka Pillay
Impact /M & E Manager at
United Way South Africa

The 2024 Public Sector Leadership Award Nominations



Prof Jonathan Jansen
Distinguished Professor at
Stellenbosch University |
President of the Academy of
Science of South Africa



Nonkululeko Boikhutso
CEO at Nelson Mandela
Children's Hospital



Yoliswa Makhasi
Director General at Department
of Public Service



Happy maKhumalo Ngidi
Chief Marketing Officer at
Proudly South African

The 2024 Diversity, Equity & Inclusion Champion Award Nominations



Tswelo Kodisang
Group Chief People Officer at
FirstRand Group



Dolly Nqonji
Vice President: Culture,
Diversity, Equity & Inclusion -
Massmart Group



Dharshni Padayachee
Head of Diversity and Inclusion
at Rand Merchant Bank



Jesmane Boggendoel
Author My Blood Divides and
Unites | Creator Udeemy DEI
course | Mg Partner AIH Capital



Charmaine Houvet
Senior Director for Cisco Public
Policy Africa | Co-founder of
The Mentorship Circle

The 2024 Digital Transformation Leadership Award Nominations



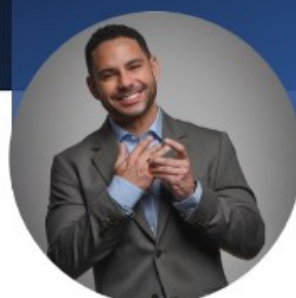
Nigel Mangwanda
Group Chief Engineer and
Architect at Absa Group



Mariam Cassim
Chief Executive Officer:
Financial and Digital Services at
Vodacom Group



Palesa Nhlapo
Head of Customer Growth -
Emerging Affluent at FNB South
Africa



Bradwin Roper
Chief Financial Services Officer
(Fintech) at MTN



The Presidents' Dialogue™ and The Gala Dinner

With just 10 days to go to South Africa's 2024 National Elections, the leaders of the various political parties came together to discuss solutions to South Africa's Brain Drain, including Mmusi Maimane (President of BOSA, now Chair of Parliament's Appropriation Committee), Michael Beaumont (Chair of ActionSA), Vuyiswa Ramokgopa (Chair Gauteng for Rise Mzansi, now Gauteng MEC for Agriculture), Dr Thanthi Mthanti (Chief Economist for MK Party), and Dr Albert Mokoena (COO at Inkatha Freedom Party, IFP).





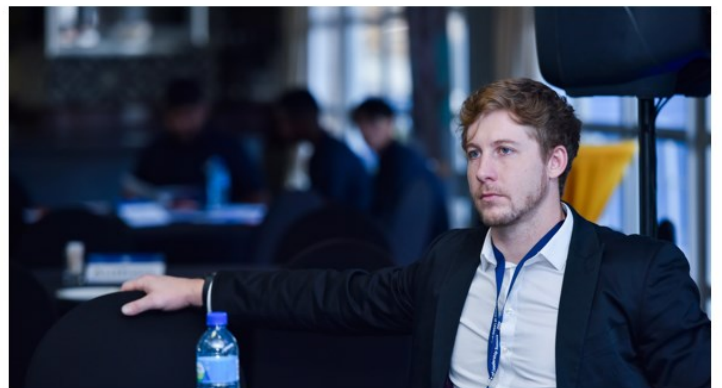
World Class Program Directors

Lesego Poee has worked with several prestigious organizations, including Fairbreak Global, the International Cricket Council (ICC), Lions Cricket, Gsport4girls, Cricket South Africa and is a contracted cricket Presenter with SuperSport.

Abdul Manack is an international sportsman, public figure, and media personality with a solid drive to inspire and empower young leaders. He is regarded high-performance coach, team builder, motivational speaker, and accredited trainer.

Sentle Nell is a pioneering figure in South Africa's renewable energy sector. She has been recognized for her leadership, receiving prestigious scholarships, including the Chevening Scholarship, McKinsey Next Generation Women Leaders, and Young African Leader fellowships, and presented at the European Parliament on the green economy.

Victor Lange was instrumental in collecting and analyzing the data during and after the 2024 Summit and co-created the Brain Gain Report with Dr Nik. Victor is currently Partnerships Manager at Scytale, the global leader in security compliance





Launch of South Africa's Brain Gain Report

Event by The Future Leader Forum

📅 Thu, Aug 29, 2024, 3:00 PM - 4:00 PM (your local time) [Add to calendar](#) ▼

The Launch of South Africa's 1st Brain Gain Report

Following the 2024 Future of Leadership Summit™, it is my pleasure to announce the Launch of South Africa's Inaugural Brain Gain Report - based on the 2030 Innovation Challenge:

"What will it take for South Africa to advance from ranking 75th currently in the Global Prosperity Index to the 10 Best Countries to live in by 2030?"

The Future of Leadership Summit 2024 was held on May 16-17, 2024, at the DP World Wanderers Stadium in Johannesburg. The summit gathered top-ranking executives from some of South Africa's leading institutions to discuss and assess the current state of affairs in the country.

The primary objective was to gather insights and develop a comprehensive roadmap to address South Africa's socio-economic challenges, with a particular focus on stopping the brain drain, retaining university graduates, and improving the country as a whole.

Special thanks goes to Victor Lange who was instrumental in collecting and analyzing the data during and after the 2024 Summit and produced the Brain Gain Report (see download link below) as well as the slide deck that was presented to the LinkedIn Audience at a special LIVE Edition on the 29th August 2024.

The Future of Leadership Summit 2024 highlighted the immense potential of South Africa and the collective will of its leaders to address the country's challenges. By focusing on the strategic areas identified, the government can create a thriving environment that retains young talent that fosters sustainable growth.

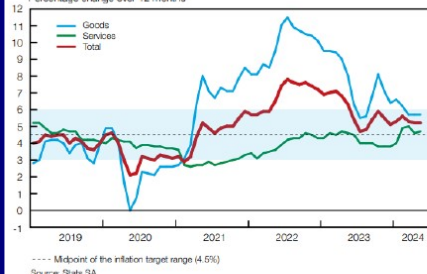


The Future Leader Forum - Brain Gain Report Urgencies



Impact on South African Economy

Headline consumer prices
Percentage change over 12 months



Direct Economic Impact on Healthcare Services

1. Reduced Healthcare Capacity:

- Shortage of Professionals: The exodus leads to fewer healthcare providers, reducing the system's capacity to treat patients.
- Increased Wait Times: Longer wait times for medical care can lead to poorer health outcomes and increased mortality rates.

2. Higher Healthcare Costs:

- Increased Operational Costs: Hospitals and clinics may need to pay more for remaining staff or hire temporary workers, increasing operational costs.
- Recruitment and Training: Costs associated with recruiting and training new healthcare professionals will rise.

Category	Weight	Jun 2023	May 2024	Jun 2024	Jun 2024 vs. May 2024 (% change)	Jun 2024 vs. Jun 2023 (% change)
Health	1.44	110.80	116.20	116.30	0.10	5.00
Medical products	0.57	110.50	115.50	115.90	0.30	4.90
Medical services	0.87	111.00	116.60	116.60	0.00	5.00

Indirect Economic Impact on the Broader Economy

1. Public Health Outcomes:

- Increased Morbidity and Mortality: Poor healthcare services lead to higher disease prevalence and death rates, impacting workforce productivity.
- Chronic Diseases: Less effective management of chronic diseases can lead to higher long-term healthcare costs and lower quality of life.

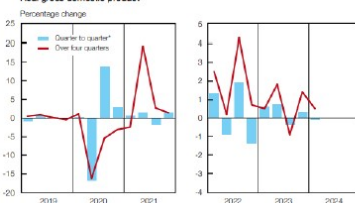
2. Economic Productivity:

- Reduced Workforce Productivity: Poor health outcomes can lead to increased absenteeism and decreased productivity.
- Higher Social Security Costs: Increased illness and disability claims will burden social security systems.

Labour productivity and nominal unit labour cost

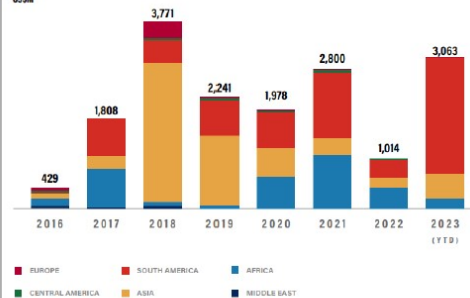


Real gross domestic product

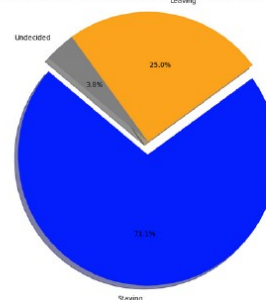


Flow of PE/VC Investment in Healthcare in Underserved Markets

US\$M



Percentage of Participants Thinking of #imleaving or #imstaying in South Africa Leaving



During the 2024 Future of Leadership Summit, participants were asked: Are you thinking of #imleaving or #imstaying in South Africa?

Answer:
Staying: 71.15%
Leaving: 25.00%
Undecided: 3.85%

The Findings of South Africa's Brain Gain Report

To download the full 54-page report, please go to <https://thefutureleadership.com/the-research>. The 2024 Brain Gain Report provides a comprehensive analysis of the socio-economic landscape of South Africa, beginning with an examination of emigration trends from 2000 to the present, including recommendations for the Healthcare sector.

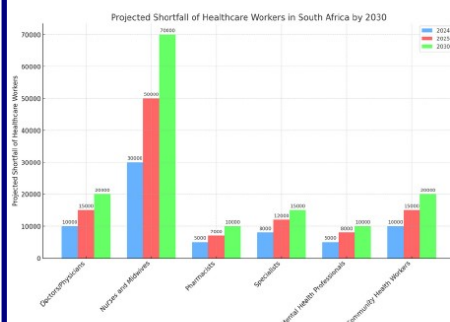


The Future Leader Forum - Brain Gain Report Urgencies



Projected Shortfall of Healthcare Workers in South Africa by 2030

"South Africa is encountering a critical shortage, with a projected gap of 97,000 healthcare professionals by 2025. This shortage affects a variety of healthcare positions, underscoring an immediate national need to strengthen the healthcare workforce for fair and effective healthcare services throughout all regions." - Mancosa



"According to the Department of Health (DOH), South Africa has a vacancy rate of 18.6% for specialist medical personnel and 13.7% for nurses. Interestingly, the Democratic Nursing Organization of South Africa (Denosa) has recently raised concerns about the shortage of nurses in public health facilities, with 20,000 nurses unemployed." - NursingServices



"The nation is grappling with high unemployment rates, rising healthcare costs, and a fiscal deficit, all exacerbated by the recent exodus of healthcare professionals. The provided data indicates that while there has been a recovery post-pandemic, the economy remains in a fragile state, balanced between potential growth and further decline. Projections suggest that if the right actions are taken, South Africa can turn this critical period into a turning point for long-term prosperity. By addressing the root causes of the healthcare sector's struggles—such as improving working conditions, increasing investment in healthcare infrastructure, and implementing policies that retain and attract talent—South Africa can transform the current brain drain into a brain gain. Such measures would not only stabilize the healthcare sector but also bolster overall economic growth, reduce unemployment, and enhance public health outcomes." - Brain Gain Report



FLF Overall Country Recommendations

1. Enhance Healthcare Services
2. Improve Job Opportunities
3. Enhance Education Quality
4. Ensure Safety and Security
5. Combat Corruption
6. Promote Good and Ethical Leadership
7. Provide Financial Support
8. Promote Economic Stability
9. Invest in Infrastructure
10. Foster Innovation and Entrepreneurship

FLF Healthcare Recommendations for Action

1. Improve Healthcare Infrastructure and Services

- Allocate Budget for Upgrading Hospitals and Clinics
- Implement a National Audit
- Private Sector and NGO Partnerships

2. Address Healthcare Inequality

- Implement Mobile Health Units
- Develop Telemedicine Programs
- Ensure Equitable Distribution of Medical Supplies

3. Mitigate Workforce Shortages

- Increase Funding for Medical Education and Training Programs
- Offer Competitive Salaries and Benefits
- Attract South African Healthcare Professionals Working Abroad

4. Integrate Healthcare Technologies

- Invest in Electronic Health Records (EHR) Systems
- Promote the Use of AI and Machine Learning for Diagnostics and Treatment Planning
- Encourage the Adoption of Wearable Health Tech
- Address Healthcare Internet Outages and Connectivity Issues

The 10-Step Plan for Retaining Healthcare Professionals



1 Improved Working Conditions

Modern Facilities: Invest in modernizing healthcare facilities to provide a safe and efficient working environment.

Quote: "Modern healthcare facilities are crucial for providing a safe and efficient working environment, essential for retaining skilled professionals." - [WHO](#)

Adequate Resources: Ensure that healthcare workers have access to necessary medical supplies, equipment, and technology to perform their duties effectively.

Quote: "Access to necessary medical supplies and equipment is essential for healthcare workers to perform their duties effectively." - [Investec SA Healthcare Conundrum](#)



2 Competitive Compensation and Benefits

Fair Salaries: Offer competitive salaries that reflect the skills and efforts of healthcare professionals.

Quote: "Competitive salaries are vital to attracting and retaining healthcare workers in both urban and rural settings." - [South African Government - Draft HR Strategy](#)

Comprehensive Benefits: Provide benefits such as health insurance, retirement plans, and housing allowances to enhance job satisfaction.



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3 Professional Development Opportunities

Continuous Training: Facilitate ongoing training and development programs to help healthcare workers advance their careers and stay updated with the latest medical practices.

Quote: "Continuous professional development is essential for healthcare workers to remain proficient in their roles." - [BMJ Global Health](#)

Career Advancement: Create clear career progression pathways and opportunities for promotions to motivate healthcare workers to stay within the system.



4 Supportive Work Environment

Mental Health Support: Offer mental health support services, including counseling and stress management programs, to help healthcare workers cope with the demands of their job.

Quote: "Mental health support services are crucial for helping healthcare workers cope with job demands." - [Investec SA Healthcare Conundrum](#)

Work-Life Balance: Implement policies that promote work-life balance, such as flexible working hours and adequate leave policies.



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5 Recognition and Appreciation

Acknowledgment: Regularly recognize and reward healthcare workers for their hard work and dedication through awards, bonuses, and public acknowledgment.

Community Involvement: Foster a sense of community and belonging by involving healthcare workers in decision-making processes and community health initiatives.



6 Enhanced Security and Safety

Safe Workplaces: Ensure that healthcare facilities are secure and safe from violence and harassment.

Quote: "Ensuring the safety and security of healthcare workers is paramount, particularly in high-risk areas." - [World Health Organization](#)

Personal Safety: Provide personal protective equipment (PPE) and training to safeguard healthcare workers' health and safety, especially during pandemics or health crises



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Remember 2010?

Having co-designed the 2010 Brand Ambassador Program, I was privileged to witness first hand how South Africa motivated citizens to rally behind President Mbeki's Brand Promise of "Hosting the Most Successful World Cup Ever" and achieved the highest Visitor Advocacy Score of any FIFA World Cup (i.e. 92% vs Germany 88%)

and at the same time delivered a Visitor Experience that grew inbound tourism by 31% and business tourism up to 47% (and strengthened the exchange rate to a record high of R7/\$ - whilst upgrading infrastructure such as major airports, new roads and even the Gautrain which drew gasps of surprise from many international visitors.

Importantly, Safety and Security (which is currently South Africa's lagging indicator of prosperity, ranking 136th out of 167 countries surveyed in the Legaturn Prosperity Index™), was widely celebrated as world class as not a single major visitor incident was experienced and the 31 days of hosting the FIFA World Cup™ felt so safe that CNN termed 2010 "the most memorable World Cup ever".

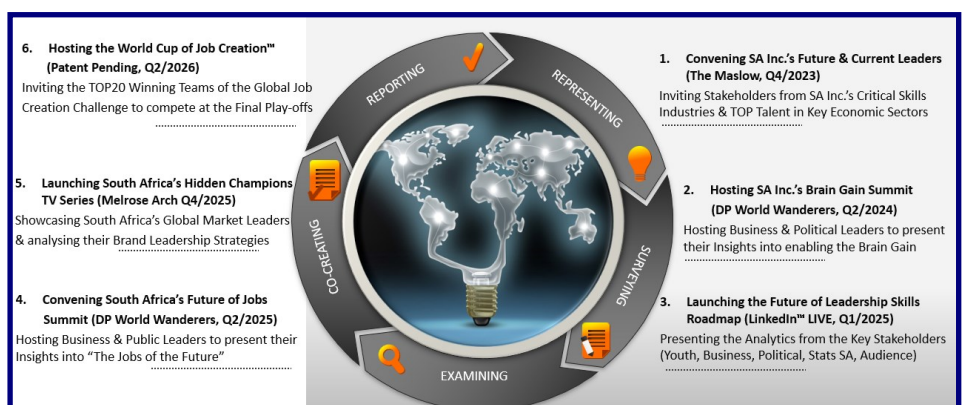
Source: 2010 Scorecard



Roadmap 2030™: The Way Forward

Following the 1st and 2nd edition of the Future of Leadership Summit™ which saw the 250 leaders co-create South Africa's Inaugural Brain Gain Report, the **2025 Future of Leadership Summit** will focus on how to equip the Youth with the Skills of the Future and how we can co-create solutions to South Africa's Youth Unemployment Challenge, including the following initiatives:

- **The Future of Leadership Skills Research Project:** aims to identify the leadership competencies that will be most valuable in the coming years. By surveying 250 senior leaders and 25,000 employees across industries, the project will gather insights into the evolving demands of leadership and how organizations can cultivate these skills to stay competitive.
- **The World Cup of Job Creation™:** 100 Countries, 100 Job Creators, 100 Days - identify, showcase, and celebrate the most innovative and effective job-creation projects from 100 countries, fostering global collaboration and knowledge-sharing.
- **Hidden Champions South Africa™ TV Series:** Hidden Champions South Africa™ is a groundbreaking television series that unveils the remarkable stories of world-leading businesses that operate under the radar yet dominate their industries globally.



Co-creating South Africa's TOP10 Roadmap

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