



MBA  
FOR  
AFRICA  
2023

# COMPANY HANDBOOK





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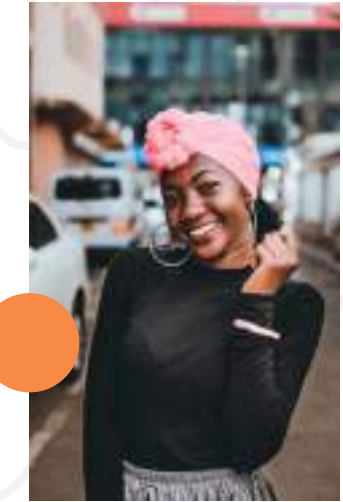
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**Hey Friend!** Welcome to the Team!

We are so excited to have you here and we cannot wait to see you work your magic with us. Cheers to smashing goals and building with us.



# WELCOME TO MBA FOR AFRICA 2023!



*There is obviously no need to state the obvious but:*  
**MBA FOR AFRICA COHORT '23** = The coolest gang in  
**MBA FOR AFRICA HISTORY** and GT agrees!





# HEY PARTNER!

*As we embark on this path together, I want to extend my warmest greetings to each and every one of you. MBA 2023 The Company is more than just a collection of 11 (Eleven) record labels; it's a community, a movement, and a catalyst for the dreams and aspirations that resonate within the hearts of artists across the continent. We stand as a united force, driven by innovation, collaboration, and a passion for shaping the future of music.*

*Our mission isn't just to create music - it's to amplify voices, celebrate diversity, and redefine what it means to make a mark in the global music scene.*

*As we walk hand in hand, remember that each one of you is a vital thread woven into the fabric of this exciting journey. Whether you're in the studio perfecting a melody, strategizing a marketing campaign, or ensuring legal compliance, your role is essential in creating the harmonious symphony that is MBA 2023 The Company.*

*Our core values of competence, leadership, community, innovation and sustainability are the compass that guides us. They remind us of our commitment to excellence, our determination to lead with vision, and our unwavering belief in the power of collaboration.*

*So, as we step forward into this exciting chapter, let's remember that the future of African music is in our hands. Let's work together to craft melodies that transcend borders, lyrics that tell compelling stories, and a legacy that will echo through generations.*

*Welcome to MBA 2023 The Company. Together, we're not just writing the next chapter of music history but composing a masterpiece.*

*In harmony,  
**Anita Amangbo***



**ANITA AMANGBO**

GROUP MANAGING  
DIRECTOR

# WHO WE ARE

From diverse walks of the African music business world, we, the 2023 cohort of MBA, converged with a shared curiosity - to elevate our understanding of the African music landscape. As individual practitioners, each guided by a passion for growth and equipped with a hunger for practical knowledge, we entered this journey.

Arriving at MBA, we found ourselves split into 11 labels, each with a unique vision. But from these divisions emerged something extraordinary - MBA 2023 The Company, the culmination of not just 11 record labels, but a harmonious blend of over 350 voices. Our identity surpasses mere labels; it's an umbrella encompassing diversity, vision, and unity.



Our journey was inspired by the visionary guidance of Godwin Tom; the pioneer of this incredible program. Through his goal to create a more informed and empowered workforce for the music industry rooted in competence, community, and leadership, we've flourished. "Today, we stand together, transformed. This is not just an evolution; it's a revolution."

United by our shared purpose, we step into a new chapter - crafting innovation, nurturing talents, and redefining what's possible in the African music landscape. We invite you to join hands with us and help cultivate the harmony of our growth, becoming an integral part of a journey with global resonance"



# MISSION & VISION

## MISSION

To identify, refine, support and promote unestablished african talents with world class potential on a global scale.

## VISION

To become one of the most successful African entertainment conglomerates fostering collaboration and creative synergy to elevate African music globally.





# CORE VALUES

## COMPETENCE

As a united entity, we blend expertise from diverse backgrounds. We foster growth, embracing learning as a way to lead and make a significant impact in the music industry.

## COMMUNITY

We are a diverse and united community, driven by a shared mission. Each member's unique contribution enriches our collective story. Our umbrella nurtures trust and support, fostering growth, innovation and collaboration.

## LEADERSHIP

We lead with purpose, steering our 11 subsidiaries towards unified growth and success. Through open collaboration, feedback, and empowerment, we guide each distinct vision towards a shared horizon, ensuring we move forward as one cohesive force.

## INNOVATION

United power sparks innovation. Combining, breaking norms and reimagining possibilities. We cultivate a space for creativity, where our collaborative spirit empowers us to reshape musical expression.

## SUSTAINABILITY

At the core of our role as custodians of African creativity lies sustainability. We safeguard our musical heritage, empower local artists, and responsibly manage resources. This ensures our cultural legacy and earnings flourish within our community, enriching lives for generations.





# OUR SERVICES

- **Artist and Repertoire (A&R):** We develop artists, foster creative collaborations, and refine talent. Through personalized guidance, we empower artists to evolve their sound and resonate deeply with their key audiences whilst staying true to their story.
- **Management:** We are dedicated to nurturing the growth of artists. From helping artists find their unique voice to guiding their overall development, we provide tailored support that empowers them to reach their full potential.
- **Marketing & Promotions:** We craft compelling narratives, bringing our artists' stories to the world. We strategize and execute campaigns that connect artists with their audiences, amplifying their presence and impact.
- **Publishing:** We protect and promote artists' creative work, handling copyright management and royalty tracking, so the artists can focus on making music while we ensure the art reaches a worldwide audience with financial rewards.



- **Legal Services:** Our legal experts ensure that our artists' creative rights are protected. With an acute understanding of legal intricacies, we navigate agreements, licensing, and copyrights, safeguarding artists' work.
- **Label Services:** We offer comprehensive support from overseeing the distribution of music to coordinating album production and tour support to maximize visibility and success.





# PROSPECTIVE PROJECTS

These are the overall required deliverables of  
the company for the year 2023

## **THE TALENT PROJECT ALBUM**

This is a collective of music from our talents.. The company is tasked with refining 10 Artistes from across Africa and creating a musical project

## **2023 YEAR BOOK**

The third edition of the yearbook provides a thorough outlook of the cohort's activities and information.

## **THE AFRICAN MUSIC BUSINESS (TAMB) DIRECTORY**

the African Music Business Directory is a project to build a directory that will document information of industry personnel

## **GRADUATION CEREMONY**





# OUR CULTURE





# CODE OF CONDUCT

## WORK ETIQUETTE

Central to our success is a culture of professionalism and collaboration. We conduct ourselves with respect, integrity, and inclusivity, both within our labels and across the broader umbrella. Open communication, effective teamwork, and a positive attitude form the foundation of our work etiquette, promoting an environment where everyone's contributions are valued and appreciated.

## PERFORMANCE EXPECTATIONS

We set clear standards for performance, defining roles and responsibilities to ensure alignment with our collective goals. Each member is expected to contribute their best efforts and achieve measurable results that contribute to the growth of our umbrella company.



We acknowledge that growth is an ongoing journey. Our performance evaluation process provides an opportunity for self-assessment and feedback. Through regular evaluations, we gauge progress, recognize accomplishments, and identify areas for development. Feedback is a shared tool for enhancement, supporting each member's continual evolution within our dynamic community.

## TOWN HALL MEETINGS

Our biweekly Town Hall meetings will occur every Sunday. These hour-long gatherings, facilitated by MBA and conducted by the Welfare Committee, are designed to extend conversations beyond live sessions, delving into module topics covered and addressing general inquiries. The purpose is to foster a sense of community while encouraging



# CODE OF CONDUCT

dialogue that enriches our learning journey. These meetings provide an open platform for all members to ask questions, share insights, and develop rapport. Should queries linger unanswered, our founder Godwin Tom will make efforts to be present and address additional questions. Moreover, we seek to leverage the expertise of faculty guests to enhance our discussions. The inception of these Town Hall meetings amplifies our commitment to open and enriching

## TRAINING AND DEVELOPMENT

You have access to an array of valuable resources and live engagement opportunities:

- **Learning Management System (LMS):** Make good use of the LMS; a comprehensive repository of learning materials, session recordings, and discussion boards. This central hub provides a wealth of information for your continuous development.



- **Live Zoom Sessions:** Engage in interactive live sessions with faculty and guest experts every Saturday and Sunday from 3:30 p.m. to 5 p.m. WAT. These real-time discussions offer insights into various topics, allowing you to deepen your understanding and actively participate in the learning process.
- **Comprehensive Review:** All live sessions are recorded and seamlessly integrated into the LMS, enabling you to revisit content at your convenience. This ensures that even beyond the live sessions, you have access to valuable content for ongoing learning at your own convenience.



# COMMUNICATION

## FEEDBACK PROCEDURES

We embrace and encourage feedback from all members, recognizing its vital role in our collective growth. Whether it's a decision we're making or an aspect we're refining, we value your insights. Feel free to utilize the communication channels highlighted on the next page, providing a direct route to share your thoughts. If you have specific concerns or ideas related to a particular area, don't hesitate to reach out to the relevant department heads. They serve as essential bridges, relaying your feedback up the organizational ladder to our executive arm. Your input fuels our progress, ensuring that we continue to evolve as a united force.

## SUGGESTIONS & DECISION-MAKING

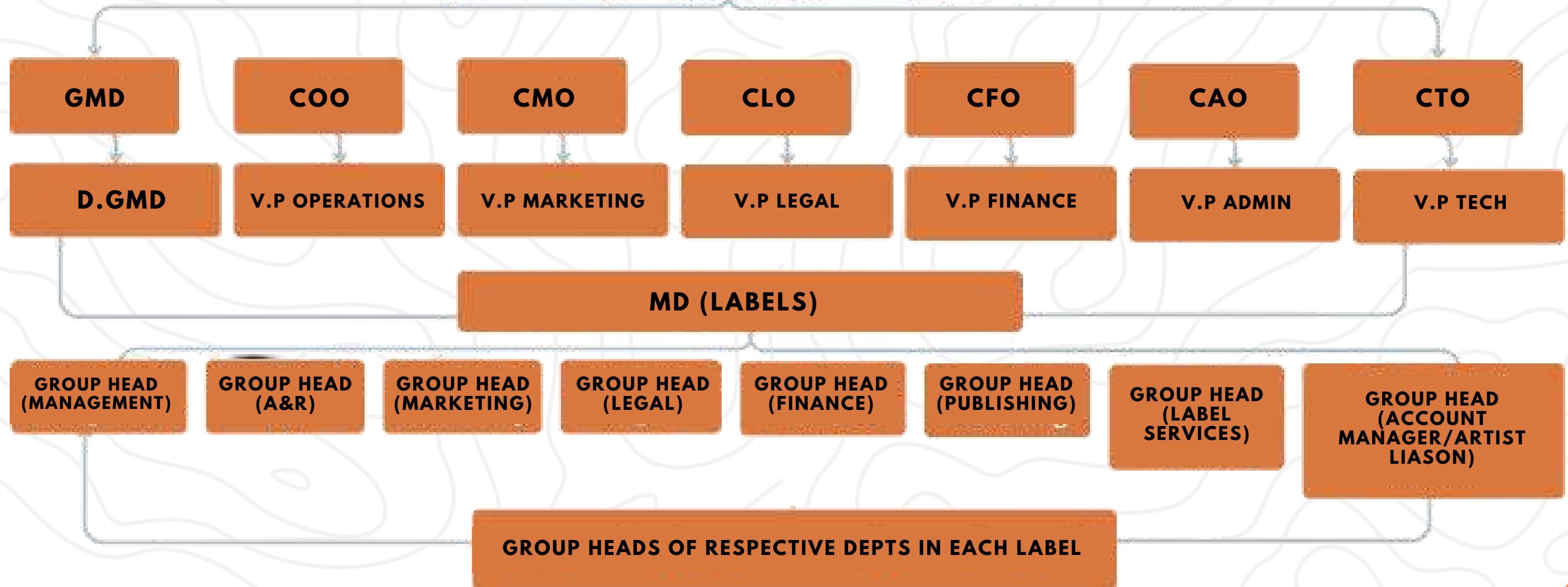
At the heart of our communication philosophy, lies inclusivity and collaboration. Every major decision within our umbrella company is approached with a collective spirit. We value the insights of our entire cohort and consider their input as we navigate significant choices. When substantial decisions arise, we'll communicate them via our shared Telegram group, allowing every voice to be heard. Once we've gathered all input, we'll meticulously review the suggestions, curating a concise selection of the finest options. This curated list will then be presented for voting, ensuring that every member has a voice in shaping our path forward. Through this process, we embody our commitment to unity, empowerment, and shared progress.



# LINES OF COMMUNICATION



## MBA FOR AFRICA COMPANY 2023







# MEET THE EXECUTIVES



**ANITA AMANGBO**  
GROUP MANAGING DIRECTOR



**Damilola Omogbaya**  
Chief Operating Officer (COO)



**Marlene Bett**  
Chief Administrative Officer (CAO)



**Oluwatobiloba Adebayo**  
Chief Financial Officer (CFO)



**Lord Jenny**  
Chief Technology Officer (CTO)



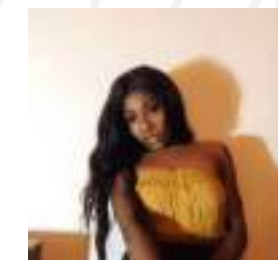
**Samson Adelowo**  
Chief Legal Officer (CLO)



**Abisola Olaniyi**  
Chief Marketing Officer (CMO)



**Michael Amponsah**  
Deputy Group Managing Director



**Adaora Nwangwu**  
V.P Operations



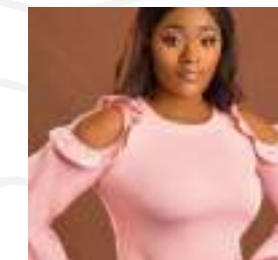
**Deji Onadeko**  
V.P Admin



**Festus Aboagye**  
V.P Technology



**Chukwuyemisi Isichei**  
V.P Finance



**Victoria Abah**  
V.P Legal



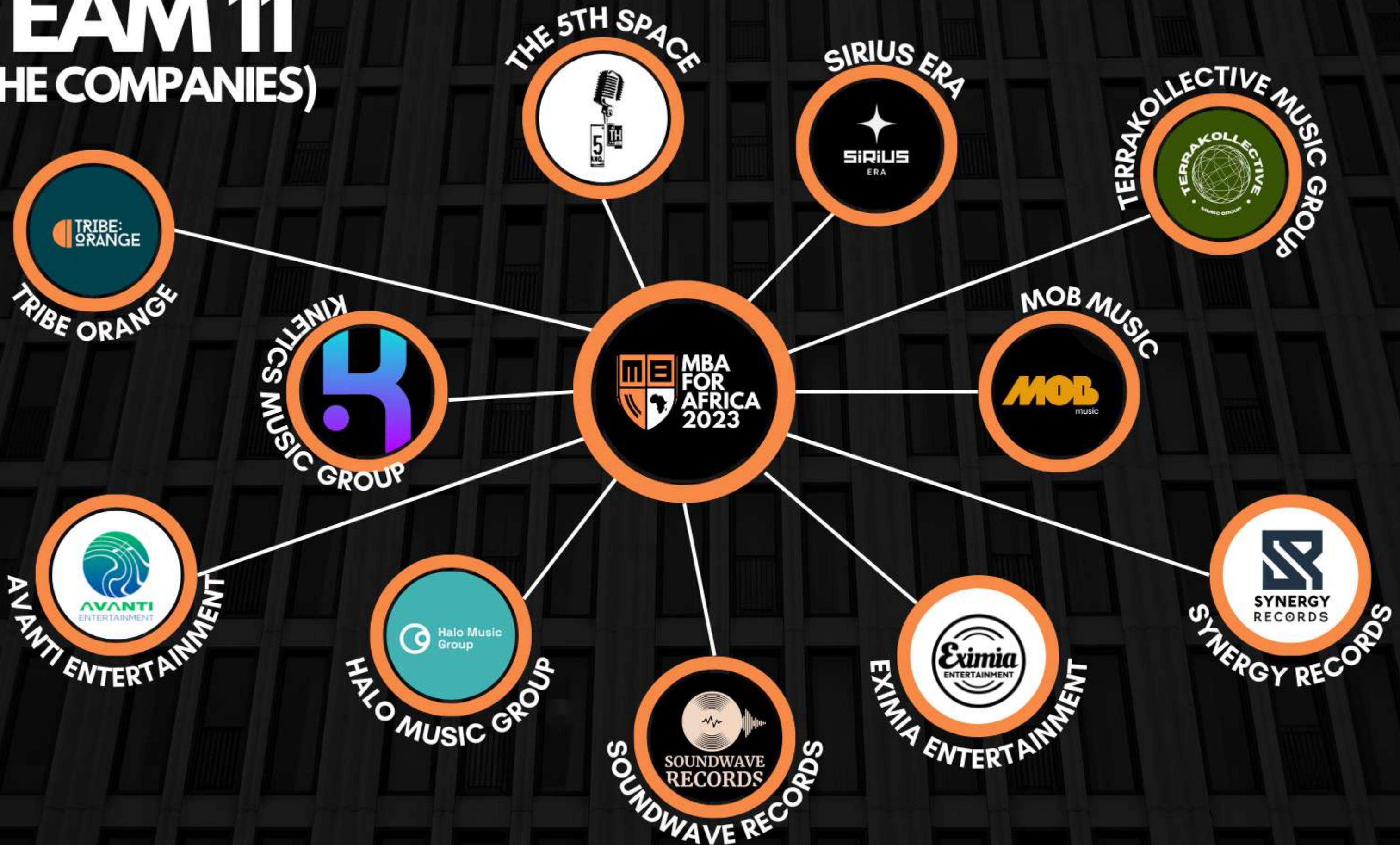
**Oluwakemi Fagboro**  
V.P Marketing

# DEPUTIES



# TEAM 11

(THE COMPANIES)







# COMMUNITY (WELL-BEING)

The Welfare Committee stands as a proactive measure within our health and wellness framework, dedicated to safeguarding the holistic well-being of every member in our cohort.

Comprising two designated representatives from each label, this committee serves as a pivotal link between the cohort and the management. Their primary purpose is to ensure that each individual's welfare remains a top priority.

Responsibilities of the Welfare Committee include:

**Monitoring Student Well-being:** By remaining vigilant, the committee identifies potential concerns early on, preventing them from escalating.

**Effective Communication:** They facilitate a seamless exchange of information by reporting concerns and issues to the Community Manager. Engagement and Reporting: Daily summaries of activities provided by the committee foster engagement and community cohesion.

As a vital component of our wellness initiatives, the Welfare Committee plays a key role in cultivating an environment where the health, happiness, and welfare of every member are upheld.

## **Welfare Check In Sessions:**

The MBA Welfare Check-in sessions have been thoughtfully instituted to provide a confidential space for members of our cohort who may be facing challenges or seeking additional support. These sessions will offer a private and compassionate avenue for those who may need it.

Each session, lasting between 10 to 15 minutes, is dedicated to addressing your individual needs. Confidentiality is paramount, ensuring that every interaction remains strictly private. Should you wish to participate, a form will be available for individuals to fill. Subsequent instructions will then be shared directly with you.



# COMMUNITY (WELL-BEING)

## **Accountability Partners:**

To enhance our support network, each cohort member has been encouraged to form an accountability partnership. This entails pairing up with an individual from both within and another outside your designated labels.

These partnerships aim to create a direct line of communication, enabling regular check-ins, sharing of experiences, and mutual encouragement.

These bonds go beyond labels, fostering unity and providing a reliable companion to navigate the program together. Your accountability partner becomes your ally, offering a helping hand and a listening ear as we journey towards our goals.





# MENTORSHIP & GUIDANCE



## ACCESS TO PROFESSIONALS

Through our dynamic Zoom sessions, you have the privilege of engaging with a diverse array of seasoned professionals. Their insights, shared experiences, and expertise enrich your learning and provide real-world context to your education.

## MBA TEAM ACCESSIBILITY

Whether you need guidance, clarification, or support, rest assured that the MBA team is readily accessible. We recognize that your journey may present questions and challenges, and they are here to provide the assistance you need to thrive.

## ALUMNI COORDINATORS

To ensure seamless operations, you have alumni coordinators from previous cohorts in each label. These coordinators bring experience and understanding, acting as bridges between you and the program's workings. They're your go-to contacts for any queries or concerns, offering valuable insights and facilitating smoother interactions.

This mentorship and guidance structure exemplifies our commitment to your success and growth, offering a comprehensive network of professionals and experienced peers to guide you every step of the way.



# CONTACT US

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