

# THE CLIENT

The Ecobank Group, a leading independent pan-African banking group, employs over 14,000 people and serves about 20 million customers in the consumer, commercial and corporate banking sectors across 33 African countries.



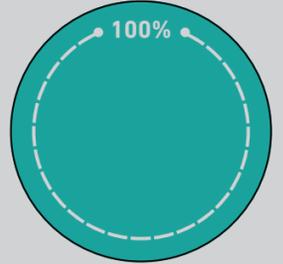
## SUCCESS STORY

### Igniting Career Dreams: Ecobank's 'Ready2Lead' Programme Empowers UEMOA Graduates for the Future Workplace

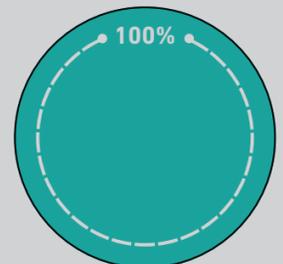
Ecobank, in collaboration with LRMG, goFLUENT and getAbstract, launched the 'Ready2Lead' graduate development programme. This initiative was designed specifically for their UEMOA graduates, aiming to enhance their business language and communication skills in English. It also focused on equipping them with the necessary skills for future challenges. Through this programme, graduates gained access to a wealth of expert knowledge and content, significantly boosting their readiness for the workplace and preparing them for the evolving demands of the future work environment.

#### Outcomes

100% Engagement



100% Confidence improvement



### Shaping Tomorrow's Leaders: Ecobank's Strategic Goals for a Dynamic Workforce

- Fostering a workforce of future leaders who are prepared and motivated
- Cultivating a workplace culture that values innovation, emotional intelligence and personal efficiency
- Actively engaging and empowering the next generation of leaders within the organisation
- Enhancing the skill set of graduates, focusing on robust communication abilities and English business communication proficiency

### Revolutionising Talent Development: Ecobank's Innovative Graduate Programme

Ecobank launched a comprehensive four-month graduate learning and development programme, meticulously designed around three core themes: innovation and change, emotional intelligence, and personal efficiency. This program was a collaborative effort, powered by getAbstract and goFLUENT, and featured a unique blend of learning methods:

- Extensive access to getAbstract, the world's largest library of compressed knowledge, with a focus on reading book abstracts (80% in French and 20% in English).
- A dedicated English language training component provided by goFLUENT, aimed at significantly enhancing the graduates' business communication skills.

### Realising Potential: The Impactful Outcomes of Ecobank's Development Programme

The programme delivered remarkable results and value, as evidenced by:

- Full engagement from all participants, achieving 100% engagement
- A complete improvement in confidence, noted across the board
- Significant development in language skills among the participants

This development programme was tailored to inspire and transform the careers of 33 selected Ecobank interns, focusing on:

- Accelerating their learning journey
- Fostering consistency and nurturing new habits
- Positively impacting behavioural changes
- Enhancing professional productivity and capabilities
- Encouraging practical application of skills in the workplace



With every collaboration, the LRMG team have always gone beyond our expectations by ensuring a tailored approach to each programme, and this has left a lasting positive impression. We look forward to even more future partnerships with the LRMG team.

**Adenike Oshungboye**

Group Manager, Resourcing & Graduate Programmes

