


GROWj Module 2: Session 1

Know Your Brand To
GROW Your Brand

Cohort 3 Reflections:

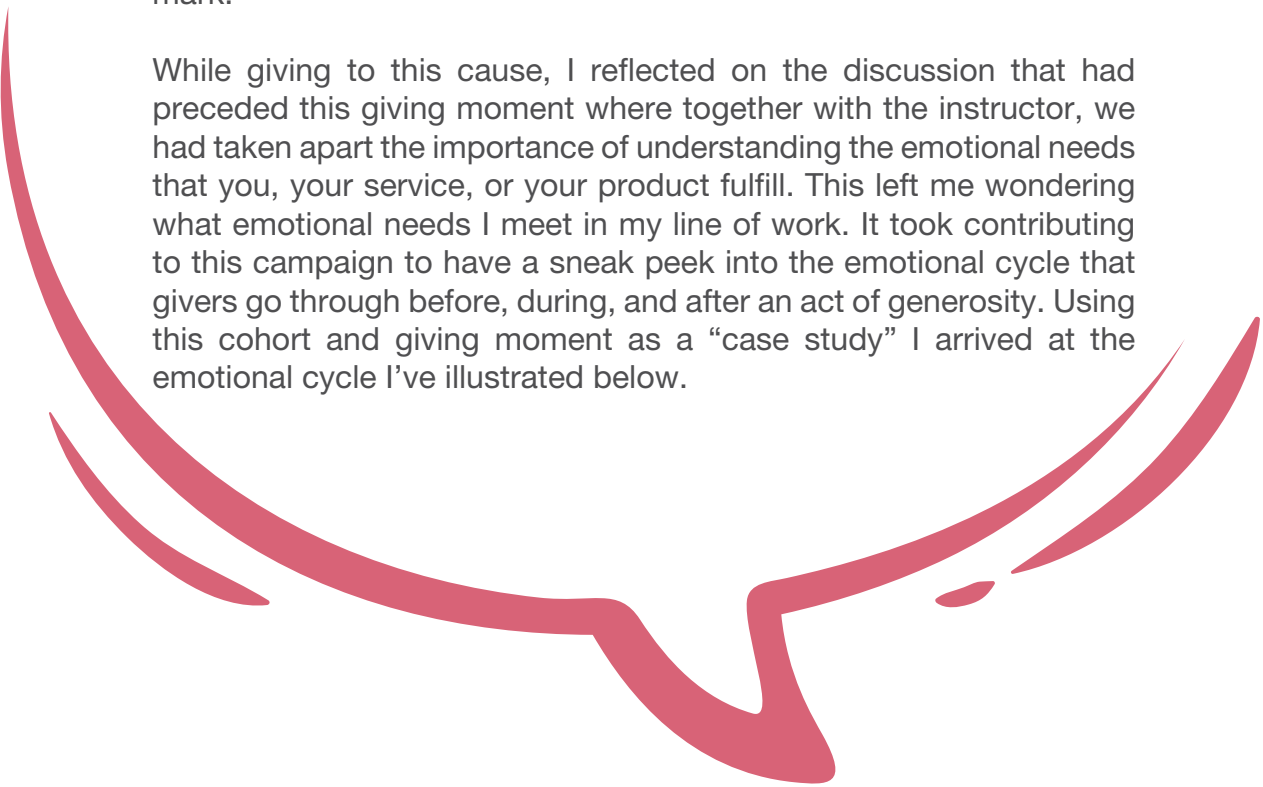





“About three months ago, I enrolled for the 3rd cohort of a leadership program run by CivSource Africa called GROW_i. My decision to join GROW_i was driven by a desire to ground myself in a leadership role I’d recently taken on. I’d surrounded myself with a village of sounding boards and mentors; some of whom were peers and other seniors, to walk this journey with me. I’ll confess that, from the onset, I approached this program with the intention of extracting every bit of knowledge, wisdom, and any possible perk it could offer – which is not a bad idea but could be limiting to some extent. It was during a Saturday class that I witnessed something that caused me to reconsider what was in hindsight, an extractive approach to growth.

During a recent session, our module instructor Belinda Namutebi stressed the significance of establishing a connection with the community while growing a brand. Some businesses achieve this through Corporate Social Investment, while individuals often do so by establishing private foundations or joining a Rotary club etc. She went on to share about a fundraiser she was championing in her community: Sight & Smiles 2023. This campaign is one in which a donation of Ugx.10,000 or \$3 can give a senior citizen or a school-going child reading glasses to enable them to read by Christmas of 2023. *(Your cue to give...)*

This presentation could have been just that – a presentation. My cohort’s response was instead immediate & heart-warming - In just 5 minutes, we’d collectively made contributions using the provided code, and together, managed to push this campaign past the 1 million mark.



While giving to this cause, I reflected on the discussion that had preceded this giving moment where together with the instructor, we had taken apart the importance of understanding the emotional needs that you, your service, or your product fulfill. This left me wondering what emotional needs I meet in my line of work. It took contributing to this campaign to have a sneak peek into the emotional cycle that givers go through before, during, and after an act of generosity. Using this cohort and giving moment as a “case study” I arrived at the emotional cycle I’ve illustrated below.



Compassion is a common catalyst for generosity. The emotion that surges when we give is one of joy. After the act of giving, we're left with a sense of pride, and this cycle continues, varying according to the cause in question. This was of particular significance for me, considering that my nature of work centres around growing local philanthropy. Let's just say that answers I had expected to uncover directly from the instructor, I found in this impromptu moment of generosity which reaffirmed the saying "the best way to find yourself is in losing yourself in the service of others."

Madonna Vicky Ainembabazi

Philanthropy Program Lead at CivSource Africa
Advocate of the High Court of Uganda.



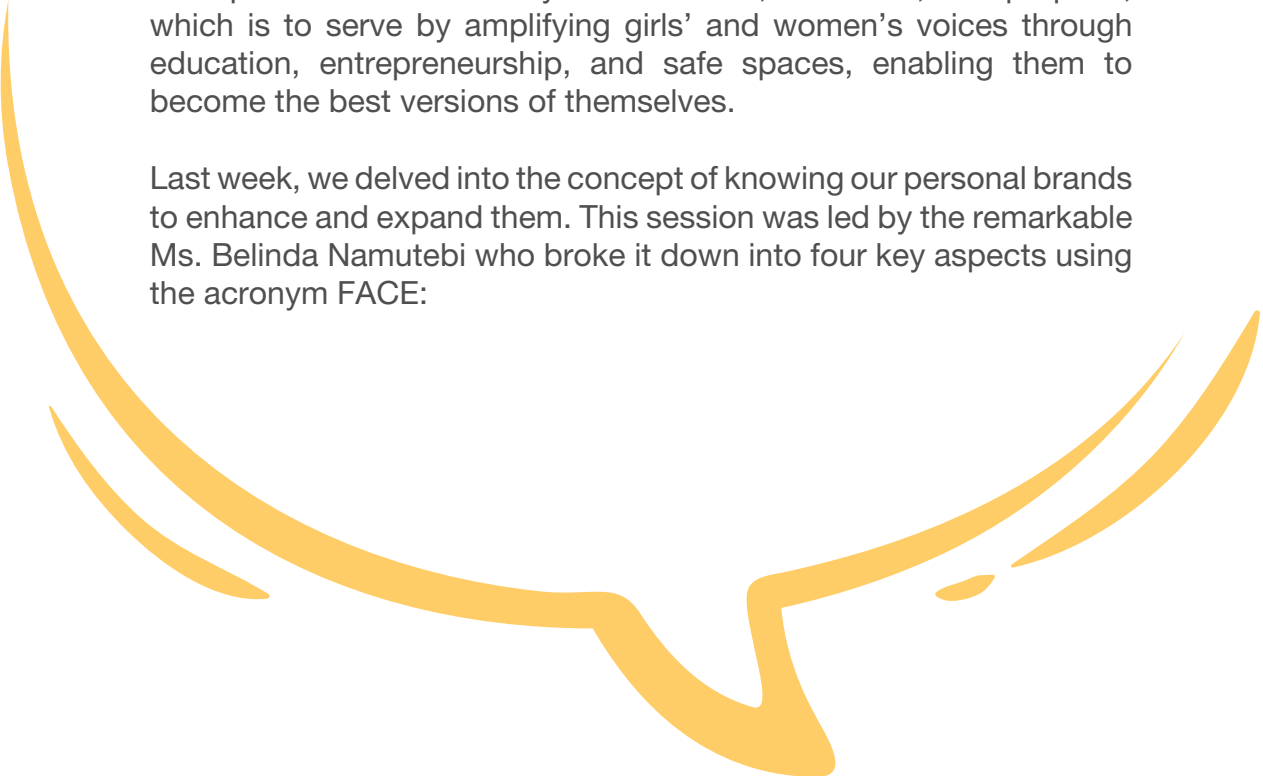


“I chose to invest in my leadership. This year, I made a conscious commitment to invest in my leadership skills. One significant step I took was applying for the GROW_i mentorship and coaching program offered by CivSource Africa. GROW_i stands for ‘Gallant Leaders Reach Within Themselves to Win Together.’ A few months ago, I recall sharing a post about the program’s launch where BWEME Antonio asked us to interpret the acronym ‘GROW’ in our own words.

I chose ‘W’ to represent ‘Without Excuses.’ This prompted me to reflect on how I could effectively serve and lead at Dwona Initiative without making excuses.

Our first module, which we began exploring a month ago, emphasizes the importance of knowing yourself in order to grow yourself because the first person you lead is yourself. Mrs. Lydia Mpanga Sebuyira guided us through this module, helping us understand ourselves and create our personal mission statements. This process allowed me to introspect and focus on my life’s mission, heartbeat, and purpose, which is to serve by amplifying girls’ and women’s voices through education, entrepreneurship, and safe spaces, enabling them to become the best versions of themselves.

Last week, we delved into the concept of knowing our personal brands to enhance and expand them. This session was led by the remarkable Ms. Belinda Namutebi who broke it down into four key aspects using the acronym FACE:





FACE

Function.

Understanding what you do and how proficient you are at it.

Appeal

Knowing how to present yourself through your attire, speech, and interactions with others.

Community

Recognizing the importance of serving the community you are part of.

Emotional Value

Understanding how to connect with your community and the people you serve.


As part of GROW_i Cohort 3, this journey has been immensely enriching, and I can confidently say that it's a voyage worth taking. The upbeat energy within our cohort is a story in itself, one that I'll save for another day, isn't it "GUULO Headmistress" Jacqueline Asimwe and "Head prefect" Josephat Wefafa?

Here's to a high-impact journey of leadership and personal growth!"

Lizza Marie Kawooya

High-Impact Girl, Gender Equality Advocate, Researcher, Philanthropist, Founder, Dwona Initiative, Community development, EAPN 2021 winner, Top 40 under 40



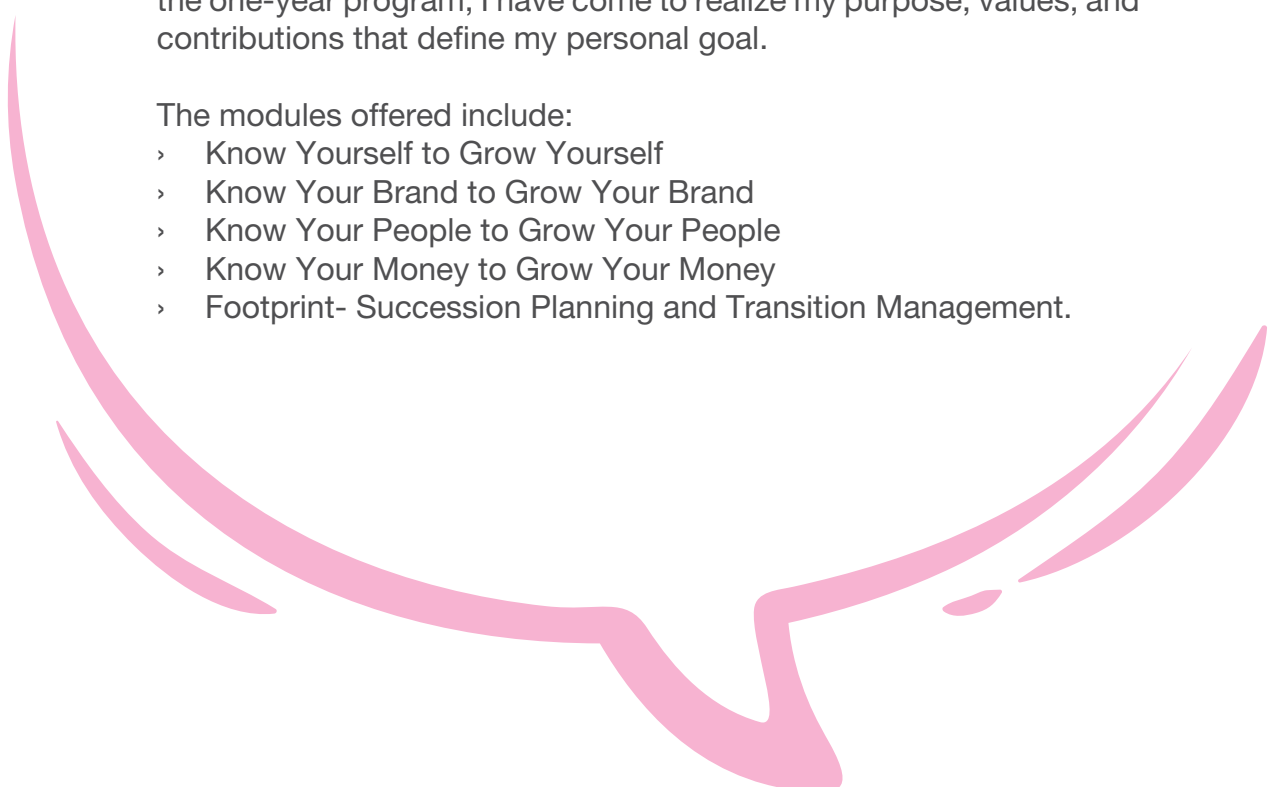



“It’s only now that I realize had I signed up a year ago, I would have been sitting at the table with the big dogs enjoying the fruits of my investment into the GROW_i Program. Can you imagine [Jacqueline Asiimwe](#), one of Uganda’s best mentors being paid to have a session with you? Well, I now share the same space with her, every Saturday, at no fee, with her giving her time and expertise on the GROW_i Program.

A year ago, [Asiimwe Allen](#), my long-time best friend shared with me the GROW_i Program that was being implemented at [CivSource Africa](#), which I needed to tap into to help me become a better person, as I transition to different work positions that expose me to different work dynamics.

With a personal certified coach attached to me, alongside experienced facilitators for the different modules that I am taking on throughout the one-year program, I have come to realize my purpose, values, and contributions that define my personal goal.

The modules offered include:

- › Know Yourself to Grow Yourself
 - › Know Your Brand to Grow Your Brand
 - › Know Your People to Grow Your People
 - › Know Your Money to Grow Your Money
 - › Footprint- Succession Planning and Transition Management.
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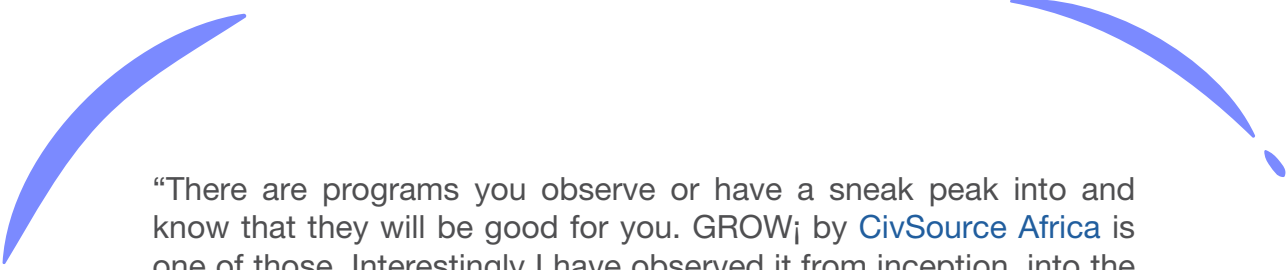
I have come to appreciate that as a leader, I am like a diamond reflecting light to the people around me. Therefore, I must go through the pressure and heat, not forgetting the continuous polishing, to become a better version of myself to the people around me.

I am currently working on my brand, defining what I offer to the people around me and how they connect to it. I am enthusiastic that the Saturday morning sleep I sacrifice each weekend coming from Jinja to be in Kampala by 9 a.m. for a 4-hour training will definitely pay off.

Faith Nakanwagi

Monitoring Evaluation and Learning Manager at Akola





“There are programs you observe or have a sneak peak into and know that they will be good for you. GROW_i by [CivSource Africa](#) is one of those. Interestingly I have observed it from inception, into the second cohort which graduated last year and as I performed a master of ceremony duty, I declared that I would be part of Cohort 3. I had a strong feeling that class 3 was especially made for me especially because 3 is one of my lucky numbers. Today, as we sat through the fourth of many classes, our facilitator a renowned Brand Enthusiast discussed the value of building a personal brand for oneself.

My biggest take away was an investment in what it is I do, while appealing to the emotions in the relationships engaged in along the way. Today we were challenged to visit our LinkedIn Profiles and re introduce ourselves to the world with more purpose.

Yet another interesting aspect of today is that we decided to grow a young institution as a cohort. To grow them as we ourselves grew on this journey. I can't wait for that chapter because the best of so many brains will be pouring into one institution.


The opportunity from this class is immense, the fact that each student has a professional coach walking this journey makes possibility of greatness even greater. As I spoke to a classmate today, she reported on someone telling her that they left the program under a previous cohort because it wasn't suitable for them.

Until you purpose to deliberately invest in your leadership as a leader there is something that will always be missing. I am glad I signed up to this class.”

Akiteng Isabella

A passionate Independent Consultant committed to delivering products on Leadership, Governance, Feminism, Youth with your needs in mind.





“The GROW_i Program by CivSource Africa is a transformative leadership initiative aimed at cultivating better leaders. Through this program, I’ve embarked on a journey of self-identification and self-discovery that has significantly contributed to my personal growth and self-branding.

Throughout the GROW_i Program by CivSource Africa the involvement of skilled facilitators adds a valuable dimension to the learning experience. These facilitators, experts in various fields, come in to support different modules, providing GROWERS with diverse perspectives and insights on leadership and personal growth.

From leadership and communication to self-awareness and emotional intelligence, these facilitators bring their wealth of knowledge to each module, enriching our understanding of the subject matter. Their guidance helps us explore new concepts and strategies for personal and professional development.

The interaction with these facilitators has been instrumental in broadening our horizons and offering fresh viewpoints. Their expertise not only enhances the quality of the program but also empowers us with a deeper understanding of leadership and self-improvement.

One of the program’s standout features is its allocation of coaches who serve as invaluable guides in this journey. These coaches play a pivotal role in helping participants set clear goals and work methodically to achieve them. With their expertise and mentorship, I’ve learned to define and refine my personal and professional objectives, making them more achievable and in line with my aspirations.



The path to personal growth is undoubtedly long and often filled with challenges, but I'm eager to continue this journey. The GROW_i Program has opened up new horizons for me, and I'm excited about the prospect of learning more about how to become a better version of myself. This program has not only equipped me with essential leadership skills but has also instilled in me the desire for continuous improvement. As I progress, I'm committed to honing my abilities, expanding my knowledge, and becoming a more effective and influential leader."

Rica Byaruhanga

Passionate about Monitoring, Evaluation, Accountability, and Learning. Excited to share my journey in the field, the impact it has on organizations, and how it contributes to positive change.



“One of the most beautiful deliberate decisions I’ve made this year is signing up for the CivSource Africa GROW_i program. The session we had on Saturday changed my perception on personal branding.

FACE

Function.

What do I do? Am I the best at what I do? Am I doing it well? This is my product/Service

Appeal

who do I appeal to? How do I look like? How do I dress?

Community

What is that small community thing I am engaged with? It can be as small as the “host” that ka bread used for holy communion for a village church. This intrigued me, like when we think of community impact, we are always obsessed with the big things. But the more we think of the big ones, we’re blinded and not even start on the small ones.

Emotional Value


What is the ecosystem of people I am serving? How can I serve them better? What more products/services do they need? This emotional value isn’t the ka emotion of boy and girl in a relationship.

Okey, I don’t want to over type, I might give the whole session here, just attend the next cohort.

Josephat Wefafa

Gardener and Beekeeper.






“Daring to GROW_i is such an audacious act that each one of us has to take at a certain point in life. My mentor always tells me that choice is free for everyone, but each choice has a consequence. You cannot run away from the consequence.

I took the audacious choice to join the 3rd Cohort of the GROW_i program by [CivSource Africa](#) and I am grateful for the consequences from this choice. It is like taking a bet on self to grow. Sometimes you need the push. You need to know that someone is in the corner rooting for you.

I joined at time when I found myself at crossroads on my leadership journey. I had a number of questions. Today, I am starting to see clarity and I am grateful.”

David Kangye

Kangye Writes: I tell the tale of this land.



“Anxiety filled me as I took a leap of faith to return to the classroom as I was starting to feel rusty in the “Head”. My mind was looking for a college with like-minded individuals, all seeking personal growth. I yearned for knowledge that would help me change the way I view not only myself but also help me enjoy the freedom that comes with swimming in shark-infested waters.

Through the search, I chanced on the GROW_i Program by CivSource Africa, a year-long diploma course, which got me thinking. The program would be like a woven basket, carrying essential content, with a strong link between the modules. The modules are delivered by not just qualified personnel but also highly experienced which for me drives relevance in application of the knowledge shared.

With Modules covered so far, I can’t put my foot off the gas pedal as I already feel as if my mind has been infused with a gush of new energy. The crop of Leaders that feel the classroom has been one of the best connections I have had in a long while.

As a GROW_i Fellow, I have been assigned a coach to walk with me on this journey of transformation. My coach is steering and enabling depth in my personal life, and I am so loving the conversations thus far.



My reflections so far have been profound:

1. We often know what to do, but the challenge is in actually doing it.
2. Failure to apply what we learn within 24 hours leads to a 50% loss of knowledge in 48 hours.
3. As leaders, we should lead by example and do what we wish to see in the people we lead.
4. Change is inevitable, and if we're not ready to change the narrative, it will happen without us.



Join me on this exciting journey of personal and professional growth with the GROW_i Program.

#TheGrowProgram #CivsourceAfrica #PersonalGrowth
#ProfessionalGrowth #LeadershipDevelopment.

Albert Nga

Chief Service Officer





“Building Personal Agency is at the core of nurturing sustainable Personal Brands: Part 1: I have been facilitating the IF I WAS THE BRAND ON THE SHELF... masterclasses specifically focusing on Personal brands for 4 years now. The other clause of that statement is, “WHO WOULD BUY ME AND HOW MUCH WOULD THEY PAY? Last week, I was with GROW; cohort 3, a coaching and mentorship program run by [CivSource Africa](#).

Contrary to popular knowledge, our Brands masterclass do not even talk about colours, fonts and labels. Brands are more than the aesthetics: we believe that since people interact with brands at a personal level, each brand has a soul. To build a brand is to nurture a soul that people will connect with. To nurture a brand is to mould it's personal power. The journey to building personal brands is a commitment to do so something everyday to get better, be more relevant and to connect. It is only fair that we empower people to deal with what hinders growth and progress.

I started off this Masterclass by playing a clip from the 2022 FIFA World Cup opening ceremony, where Morgan Freeman and the Qatari Youtuber-Ghanim Al-Muftar, were having a conversation about the world coming together to watch the World Cup. “What unites us here in this moment, is so much greater than what divides us. How can we make it last longer than today?”



That there is a question on sustainability. Sustainability is buying the future and preserving it for our children. It is showing up today and being intentional about building brands with value that will be here tomorrow. It is choosing to engage communities over individuals. It is rising up when we fall. It is celebrating every win and embracing every shortcoming.

As I prepared for this class, I came across this quote from James Clear. “Big wins tend to be accompanied by some combination of bigger decisions, more uncertainty, and greater risk. If you want to play at a higher level, you need to be comfortable with greater swings of highs and lows: mentally, emotionally, financially. You can avoid the swings, but you might be forced to play at a lower level.”

So, I asked the participants how far do they wanted to swing? For the highs and lows that affect us mentally, emotionally, and financially, we worked on how to preserve our personal power. We then learnt how to build brand value.

Belinda (Brands Lady) Namutebi

Business Talk Show Hostess “Blending Brands, Healthcare & Business, Co-Founder/ Director-Ondaba World Ltd & MedWise GROUP, Public Health Protégé, Member DFCU Women Business Advisory Council.





Watch Out Here we GROW!

For more information about GROW; [CLICK HERE](#)



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