



RELIGIOPRENEURSHIP AFRICA SUMMIT 2022 & BUSINESS FAIR

Entrepreneurial Transformation
through Intention:
The only force Africa needs

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Uganda: The Possibility

Pearl of Africa, Youthful Nation, Entrepreneurial, Agriculture, Tourism...





A Prosperous Africa

- The youth are central to the future of Africa (50% of the population are below 18 years old)
- Reconceptualising an Africa we desire based on entrepreneurial religion.
- Africa Rising – we continue through building on African strengths, collaboration, co-creation, and sustainable growth
- African solutions by Africans for Africa
- Ubuntu: *I am because you are*



INTENTION

IS THE SEED THAT

CREATES

THE FUTURE



The role of intention through religion and entrepreneurship

- Entrepreneurial intention is a psychological state that guides our attention toward specific business goals in order to achieve entrepreneurial results.
- A religious entrepreneur creates an organisation that has a religious mission.

<https://www.frontiersin.org/articles/10.3389/fpsyg.2020.00229/full>



The Power of The Pulpit or Religion

- **Source of Perseverance:** *All religions teach perseverance, and no entrepreneur can last without learning how to push against the odds.*
- **Source of Motivation:** *Religion is also a source of motivation and hope for many believers in both blissful and trying moments. Motivation is an everyday requirement that entrepreneurs need to have fulfilled.*
- **Source of Life Values:** *Religion is a source from which most people acquire the values that shape their worldview.*





How can religion advance the transformative future of legitimate and relevant entrepreneurship development in Africa?

- Religious values are an important resource for religious communities in their quest for the socio-political and economic development of Africa.
- Religious influence could improve poverty and corruption, thereby assisting with the socio-political and economic transformation of the continent.
- For religion to play its much-needed role in transforming a continent whose sole and major export is religion, Africans must deliberately return to the values of their much-cherished religiosity.
- African Christianity may be looked at in terms of moral life and practice



Intention to Action

- Understanding what prosperity in Africa means for me?
- Understanding my interior condition – self-awareness and being present
- My interior condition contributes to the success of the intervention I want to make
- Change mindsets at the levels we operate
- Growth mindset vs fixed mindset
- No more blindness: only seeing what we know
- Challenge our mental models: learn, unlearn, relearn





The Clarion Call for a Prosperous Africa

- Are we following the path of least resistance?
- How are we responding to the challenges in Africa?
- High unemployment rates, energy crisis, climate change, poverty, gaps in technological advancement, inequality...





Changing Course and Adapt

Choluteca Bridge (Honduras)

- When the conditions shift, we must adapt.
- Change course and take the path of greatest persistence
- To get to a prosperous Africa, quitting is not an option.



Committing to a Prosperous Africa



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- When we commit and work towards one goal and shift the dial... the possibilities are endless.
 - From my sphere of influence what am I doing...what can I do?
 - When we listen to each other beyond all our judgments, and filters, what becomes possible?
 - How can I tap into our collective wisdom?
 - Remember that stories matter, our many stories matter.





A religion true to its nature must also be concerned about man's social conditions....Any religion that professes to be concerned with the souls of men and is not concerned with the slums that damn them, the economic conditions that strangle them, and the social conditions that cripple them is a dry-as-dust religion.

— *Martin Luther King* —



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