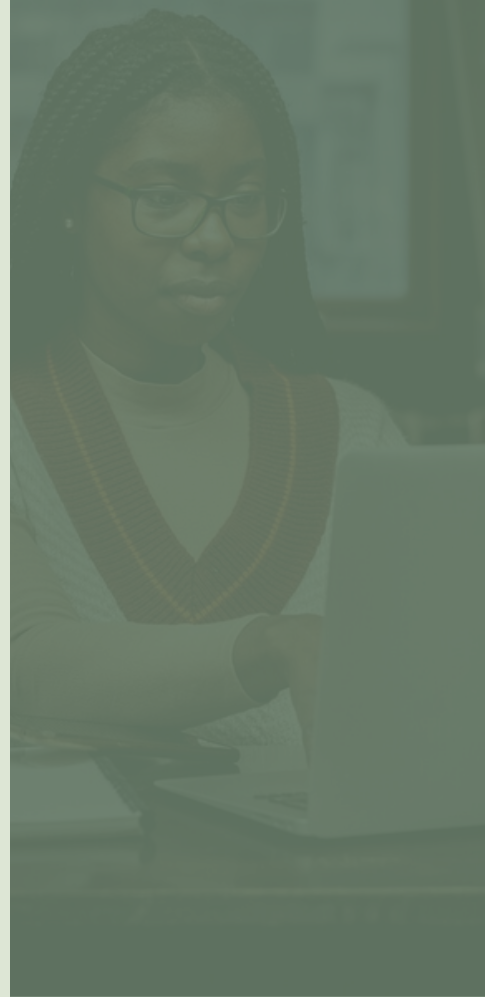




Prudence Zoe Glorious
Insights. Analysis. Strategy. Purpose. Impact.



#FURSAZAKIDIJITALI

COHORT 3

REPORT 2023



PRUDENCE ZOE GLORIOUS PUBLIC RELATIONS
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ACKNOWLEDGEMENT

A heartfelt appreciation goes out to each individual who played a vital role in the successful conclusion of #FursaZaKidijitali Cohort 3.

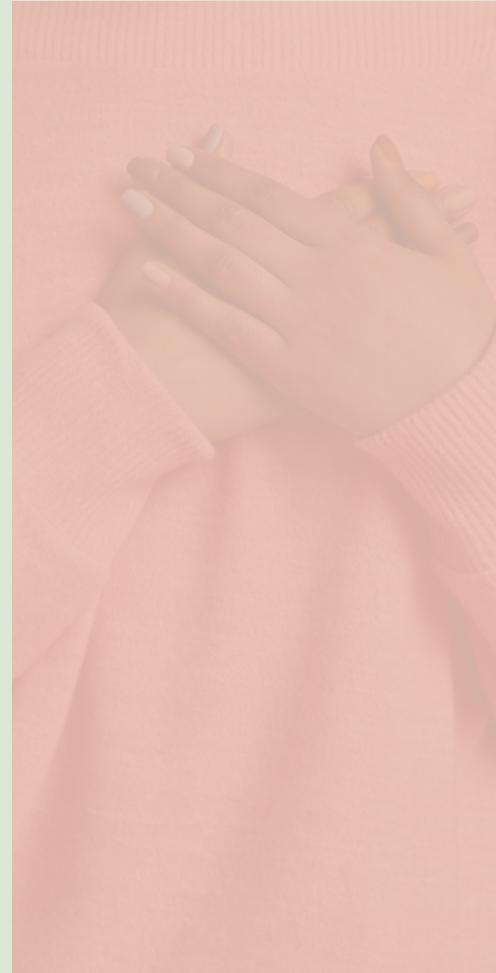
Cohort 3 reached its fruition thanks to the steadfast support of our dedicated Fursa mentors. Their commitment to sharing knowledge, nurturing the confidence of young leaders and professionals, and providing guidance and assistance with inquiries has been indispensable.

We extend our sincere thanks to the Fursa fellows, who serve as both primary learners and enthusiastic promoters of information on our educational platform.

Lastly, we want to express our gratitude to everyone who generously shared advice, offered support, amplified our classes, and participated in the learning journey throughout this cohort.

Your contributions have made a significant impact, and we truly appreciate your involvement.

Thank you.



EXECUTIVE SUMMARY



In the information age, knowledge remains a necessary power to hold. For the second year in a row, #FursaZaKidijitali innovated forward providing the opportunities borne out of the classroom of the future to young leaders with a voice on Twitter (Fursa Fellows). Our core purpose for the fellowship remains to impart knowledge in an autochthonous language so as to deepen understanding.

As it is known, 90% of the population in Tanzania uses Kiswahili as their primary language. FZK was established in 2021 by PZG PR with the aim of educating young people who speak swahili on matters mostly fourth industrial revolution. Our Fursa Za Kidjitali Fellowship which took place for 1 month this year raised awareness of opportunities that the digital space has brought to the world; global business trends, and the 4IR

#FursaZaKidijitali lessons are conducted on Twitter. Why Twitter you might ask? Well, in Tanzania, Twitter is seen as a social media platform used by intellectual, educated, and opinionated young leaders. Without Twitter, very few Tanzanians would have gotten the opportunity to engage week after week on matters that raise their consciousness and on pertinent issues. Digital education platforms like #FursaZaKidijitali provides young leaders with spaces to build their acumen, and engage with industry leaders in a way that builds confidence and self-esteem.

In the third cohort, we introduced an intervention to further build the confidence of our fellows by connecting them to knowledge and industry leaders who could sharpen their acumen whilst increasing their self-esteem.

In a nation that is predominantly made up of young people. The onus is on us (PZG PR) and you to develop the minds of the people who hold the mantle of taking this nation forward. It is the responsibility of all of us to educate ourselves and others for a brighter future given the prevalence of innovative tools and platforms to satiate curiosity.

We can't wait to propagate this cohort's success in the coming years as we innovate forward.

Happy Reading,

Prudence Zoe Glorious

Chief Executive Officer, PZG PR

FURSAZAKIDIJITALI COHORT 3



Objectives

- **Leveraging the Attention Economy:**
 - Understand the principles and dynamics of the attention economy.
 - Learn strategies to capture and maintain audience attention in a competitive digital landscape.
 - Explore effective ways to leverage attention for personal, professional, or business growth.
- **Going Up the Ladder: How Does Self-Actualization Enable Professional Success?**
 - Examine the concept of self-actualization and its connection to personal and professional development.
 - Identify the role of self-awareness in achieving career goals.
 - Explore strategies for integrating self-actualization into professional life for enhanced success.
- **A Leader Has to Use AI in the 21st Century:**
 - Understand the significance of artificial intelligence (AI) in contemporary leadership roles.
 - Explore how AI technologies can enhance leadership effectiveness and decision-making.
 - Develop practical skills and insights for incorporating AI tools into leadership practices in the 21st century.



Cohort 2 lessons & Live Mentorship Sessions

For the 1 month - November 2023 of #FursaZaKidijitali Cohort 3, PZG managed to conduct classes every Friday from 17th November 2023 to 20th December 2023 coming to a total of 3 live lessons consistently.

This cohort focused deeply on confidence building, leveraging digital platforms for brand awareness and growth as well as self-employment opportunities.

#FURSAZAKIDIJITALI COHORT 3 LESSONS COVERED

Lesson (In Swahili)	English translation	Topic summary
Kuinua uchumi kwa umakini.	Leveraging the attention economy.	Examining the utilization of the attention economy, this topic delves into strategies for capturing and retaining audience attention in the digital realm, with a focus on fostering understanding of attention economy principles. The objective is to facilitate their application for personal, professional, or business growth in a competitive landscape.

Lesson (In Swahili)	English translation	Topic summary
Kupanda ngazi: Je, kujitambua kunawezeshaje mafanikio yako ya kitaaluma?	Going up the ladder: How does self actualization enable professional success?	The dynamic relationship between self-actualization and professional success is underscored, emphasizing the pivotal role of self-awareness in setting and attaining career goals. The discussion offers valuable insights and strategies for individuals to seamlessly integrate these principles into their professional journeys.

Lesson (In Swahili)	English translation	Topic summary
Kiongozi lazima atumie akili mnemba (AI) katika Karne hii ya 21.	A leader has to use AI in the 21st Century.	Centered on the necessity for leaders to incorporate AI in the 21st century, this topic highlights the crucial integration of artificial intelligence technologies into leadership roles. It aims to deepen understanding of AI's impact on leadership, exploring its potential and providing leaders with practical skills for effective utilization in modern contexts.

LIVE MENTORSHIP SESSIONS

Personal and professional growth relies on a robust support system, and mentorship stands out as a key component. The FZK mentorship program establishes meaningful connections between experienced mentors and individuals seeking development (mentees).

Going beyond traditional hierarchical structures, mentors serve as encouragers, offering valuable advice based on their experiences. In #FursaZaKidijitali Cohort 3, our primary objective was to provide a platform for fellows to outline career goals and partner them with mentors who guide, support, and empower them to achieve these objectives.

Through our structured mentorship program and live Q&A sessions, we successfully bridged the gap between industry leaders and aspiring young professionals.

Live session Topic	Date & Analytics	Mentor and Mentee
Leveraging the attention economy.	17 Nov 2023 Reach: 377 Listeners	Prudence & Baraka
Going up the ladder: How does self actualization enable success?	28 Nov 2023 Reach: 66 Listeners	Prudence & Schola
A leader has to use AI in the 21st Century.	20 Dec 2023 Reach: 39 Listeners	Princely & Msafiri

BENEFITS OF FURSAZAKIDIJITALI LESSONS

#FursaZaKidigitali classes guarantee more participation from young people as the current generation is well versed with social media platforms.



YOUTH PARTICIPATION

All the information disseminated during the classroom of the future is safely stored in an online database. This means that if there's ever anything that needs to be clarified, the student will be able to access these lessons anytime as they are aggregated under #FursaZaKidigitali, #MentorAndMentee, #MentorNaMentee and on a platform that they have an affinity towards.



INNOVATIVE KNOWLEDGE MANAGEMENT

As the classroom is conducted on a social media platform thus, lessons are available to anyone who has access to social media, and everyone is allowed to engage, ask questions as well as contribute to the thread as the lessons are being shared.



NOT LIMITED TO JUST FELLOWS.

Fellows have the freedom to juggle their careers and skills to improve as they aren't tied down to a fixed schedule. In a traditional classroom setting, class meeting times are set, and the student has no power over this, forcing them to work their schedules around these dates. With #FursaZaKidigitali gives the fellows power over how they will delegate their time towards their different projects.



FLEXIBILITY

#FursaZaKidigitali provides fellows with the chance to network with experts who are masters in the digital world. This often leads to other opportunities in terms of collaboration with other individuals in implementing a project.



NETWORKING OPPORTUNITIES

MENTORSHIP PROGRAM

? What is a mentorship program?

Mentor programs connect people who have specific skills and knowledge (mentors) with individuals (protégés) who need or want the same skills and advantages to move up in work, and skill level.

Participants in mentor programs, both young and old, share their values and personal goals in a mutually respectful, supportive way which leads to a more enriched life for both. A successful mentor program helps break down barriers and creates opportunities for success.

? A 3 months program to give fellows and industry leaders and professionals room to grow.

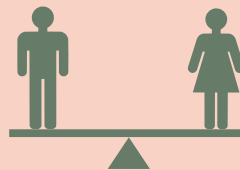
Mentors are crucial to growing our professional networks and PZG wished to connect FZK fellows with senior leaders who can show them the ropes in the different fields the fellows aimed to expand on. So at the end of the first cohort, PZG suggested to the fellows that they have to pick a mentor who will resonate with their personal objectives. PZG took those suggestions to heart and reached out to the mentors the fellows wished to have.

This has been very successful as fellows had the opportunity to have at least one session a month with their mentor and 1 Twitter live session where they get to ask their mentor questions on Twitter so that other people can also benefit from the mentor

? Objective of the mentorship program: Confidence building



The knowledge and alternatives gained through a mentorship program allow the youth to explore different career possibilities not often available in a classroom or work setting



Mentor programs break down stereotypes surrounding certain professions and populations.



Mentoring builds self-esteem and increases confidence



Mentorships build synergies.

MENTOR & MENTEE PAIRING: OBJECTIVES AND OUTCOMES.

We had 3 pairs of mentors and mentees



Prudence Glorious mentor and **Baraka Mafole** Mentee.

Baraka's goals for the #FursaZaKiidijitali Cohort 2 Mentorship program were:

- To polish his skill set, expand his network, increase his professionalism acumen, build a support system, and sharpen his digital presence / personal branding.

The program helped him gain a deep understanding of his purpose and how he can unleash his potential.



Prudence Glorious mentor and **Schola Genya** Mentee.

Schola's goals for the #FursaZaKiidijitali Cohort 2 Mentorship program were:

- to enhance self-awareness, set clear and values-aligned professional goals, develop relevant skills, seek guidance on integrating self-actualization principles into her professional journey, receive feedback and advice from her mentor, build confidence, expand her professional network, plan for long-term success, balance work and life, and commit to continuous learning.

The program was instrumental in guiding her, fostering self-awareness, and creating a supportive environment for skill development and career planning, significantly contributing to both her personal and professional growth.



Princely Glorious - Mentor and **Msafiri Ulimali** mentee.

Msafiri's goals for the #FursaZaKiidijitali Cohort 2 Mentorship program were:

- To understand and strategically integrate AI into leadership roles, acquiring practical skills, staying informed on AI trends, fostering collaboration with tech experts, and navigating ethical considerations for organizational success.

Through monthly sessions, Msafiri gained a profound understanding of strategically integrating AI into leadership roles, acquiring practical skills, staying informed on AI trends, fostering collaboration with tech experts, and navigating ethical considerations for organizational success.



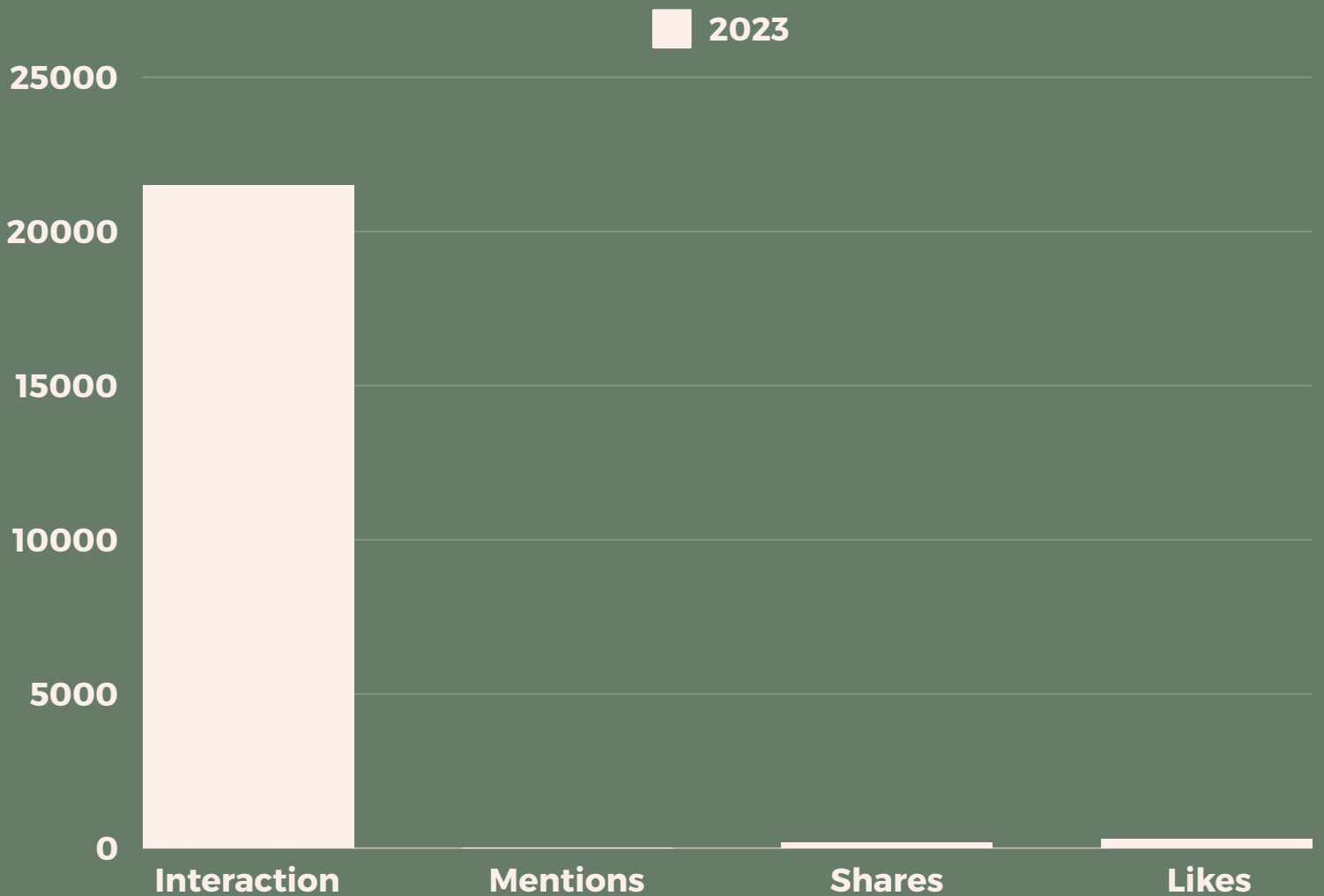
SUCCESS METRICS OF THE MENTORSHIP PROGRAM

Three mentor-mentee pairs effectively conducted sessions throughout the program, including a live Twitter Space session within the month. With an 80% success ratio, reaching out to 10 mentors initially proved fruitful.



ANALYTICS

Lessons from #FursaZaKidijitali Cohort 3 successfully reached approximately **21,503** individuals on Twitter within a month. The interactive nature of the lessons, along with engaging live sessions conducted through Twitter Spaces under hashtags #MentorNaMentee and #MentorAndMentee, contributed to this extensive outreach.



#FURSAZAKIDIJITALI FELLOWS



Msafiri Ulimali



Ummilkher Yassin



Baraka Mafole



Anastazia Masiaga



John Mbundi



Hope Shimiya



Seth Charles Mkisi



Honester Kasilo



John Chakutema

RECOMMENDATIONS

TO EXPAND ON OTHER PLATFORMS

Digital fellow participants recommended #FursaZaKidijitali to extend into other social platforms. That way the lessons can reach other youths who are using the other platforms.

TO INCLUDE MORE PEOPLE IN THE MENTOR AND MENTEE FELLOWSHIP PROGRAM

The results of the fellows who had mentors have been remarkable as they have learned and gained different skills from their mentors this resulted in fellows who were not part of the mentorship program wanting to have that chance too.

DIVE INTO SOCIAL MEDIA TOOLS

Empower fellows with knowledge of social media tools. The knowledge will help them constructively utilize social media to successfully build their online presence.

FUTURE SCOPING: FELLOWSHIP COHORT 3

1. Open fellowship to more youth.

PZG wishes to include more youth in the program who desire to learn and be part of the #FursaZaKidijitali. With that in mind, PZG has decided to put out a public call for applications link for any youth who wishes to participate.

Call for application link [here](#)

2. Accelerate the mentorship program.

Also as the Mentorship program has been very successful and fellows who were part of it have confessed they have gained a lot from their mentors. PZG wishes for all fellows who will be part of Cohort 3 to have a mentor of their own. This will guarantee that every participant learns from the person they look up to in a specific field they wish to improve their knowledge and skills on.

3. Creating synergies

Our mentorship program is timed within a 3 months framework so as to pair and create synergy, We are however more than happy if the synergy leads to a lifetime or even a longer-term mentor and mentee relationship.

4. Developing partnerships

PZG will seek education institutes that can partner with #FursaZaKidijitali to solidify and expand the range of skills.

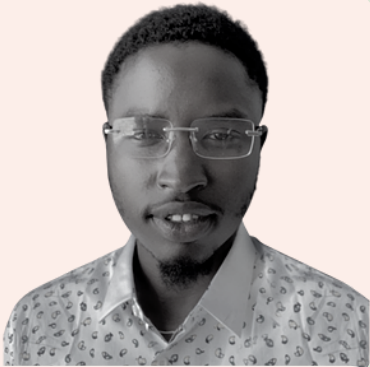
MEET THE PZG PR TEAM



Prudence Glorious
Chief Executive Officer



Anastazia Masiaga
Digital Content Creator



Goodluck
Creative Director



Emmy Kombe
Client Service



Esther Karin
Writing Consultant



Hellen Samboko
Administrator



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