



# Rumble in the Jungle

*Norman Moyo*

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## **Rumble in the Jungle** Norman Moyo

Never doubt that a small group of thoughtful, concerned citizens can change Africa. Indeed it is the only thing that would. Observing the impact that the right people in leadership positions, people who wholly subscribe to servant leadership rather than self-serving leadership has been a great source of inspiration. I experienced first-hand how a few good people have come together and brought positive transformation to businesses, creating excellent shareholder value, money for the community, and income for the employees and government. I am convinced that finding the right leaders in communities, societies, companies, and countries is the fundamental difference between prosperity and poverty. It's the difference between greatness and mediocrity, and the difference between successful and failed states. By making different choices in leadership and putting the right people in the right places, we can lead this continent to achieve its full and glorious potential for the next generation – not the next election! This is now a leadership call to action!

About the Author: Norman Moyo is the Chief Executive Officer of Helios Tanzania. Born in 1973 in Zimbabwe, Norman has extensive experience in the FMCG, particularly telecommunications industry spanning more than 13 years. He started his career working for Standard Chartered Bank in 1996 and immediately joined the telecommunications industry at the onset of the GSM industry working for Econet Wireless in Zimbabwe in 1998. He later re-joined the telecommunications industry as Commercial Director in Zambia with Celtel International, a Pan African group with operations in 15 African countries in 2004. He primarily focused on business re-engineering, brand equity, segmentation, product development, m-commerce, distribution, and Enterprise Segment management. In 2011 Norman was nominated to the prestigious GTB global top 40 world telecom leaders under 40 years as a result of his work in Nigeria. He holds an Honours Degree in Economics, an MBA from the University of Zimbabwe and London Business school training. His values are legacy, integrity, lifelong learning, work and profit. He is also a keen golfer. Endorsement: 'This is a must-read for leaders who are seeking meaningful insights into doing business in Africa. The stories and case studies reveal Norman Moyo's deep practical experience, and also link to established management theory and frameworks.' Professor Jamie Anderson Lorange Institute (Switzerland) & London Business School (United Kingdom). Named as Management Guru by the Financial Times 'When it comes to insights as to how good leadership transforms lives, Norman speaks his mind and heart with clear, candid and brutal honesty. He presents a unique and fresh Pan African perspective to the effect of leadership at both corporate and national level. If there is one thing that will be a catalyst for a renaissance in Africa, it is leadership.' Tito Alai Chief Commercial Officer, Celtel International Founder – Mimi Africa

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