

Positioning

ALX Enterprise: Positioning

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This is the single claim every other section of this document supports. It exists in two forms: a short form for external use, and an expanded form for internal briefings and stakeholder conversations that need more detail.

Short Form

Use this in client-facing materials, on the website, and in any external communication that needs to state what ALX Enterprise does in one sentence.

ALX Enterprise works with organisations across Africa to develop leaders, strengthen teams, and build the digital skills that drive performance, through engagements designed around your organisation and measured in outcomes that matter.

Expanded Form

Use this internally, when briefing a new team member or another department on what ALX Enterprise is and why it works the way it does.

ALX Enterprise works with organisations across Africa to develop the leaders, managers, and teams that drive performance. Every engagement starts with understanding your organisation's specific challenges, and every outcome is measured against the change we agreed to deliver together. Leadership sits at the centre of every engagement because organizations perform when the people responsible for execution are equipped to lead..

Our Value Proposition

The positioning statement says what ALX Enterprise does. This section explains why it works: the mechanism underneath every engagement, and the three ways that mechanism shows up for a client.

The Foundation

This is the mechanism referenced in the expanded positioning statement above. It is not a fourth differentiator alongside the three that follow; it is what makes the other three effective.

Leadership development threads through every engagement ALX Enterprise delivers, from a single workshop to a multi-year programme. It changes how a team operates day to day: people communicate differently across levels, decisions get made without escalating to the top, and a team adjusts when a plan meets resistance in the market rather than stalling. That shift is what holds after the programme ends. It is not one offering alongside others. It is the layer that determines whether everything else produces lasting change.

Three Differentiators

These are the specific, provable ways the foundation above shows up in an engagement. Each stands on its own for external use; together they form the internal case for why ALX Enterprise is different from other providers.

	Claim
1. Built around your organisation	Every engagement starts with a consultation before anything is designed. The programme that follows is built around your organisation's specific challenges, not a generic template.
2. Direct application from day one	Every session is designed around the actual challenges your organisation is navigating. What participants take back to their desks after each session is as important as what happens in the room.
3. Built on ALG's track record	For more than two decades, the African Leadership Group has developed young people, entrepreneurs, and professionals across the continent through ALX. Employers have hired ALX graduates and used that training as a signal of readiness, and those graduates have gone on to perform well inside the organisations that hired them. That pattern surfaced a second need: organisations wanted their existing teams developed with the same rigour, not only their new hires. ALX Enterprise exists to meet that need, and leadership sits at the centre of it, the same way it sits at the centre of every ALG offering.

Brand Stack

This section is the authoritative source for external language. Where the sections above establish the internal logic of what ALX Enterprise is and why it works, this section gives you the exact words to use when that logic needs to reach a client, a prospect, or the market.

Pull directly from here when writing external copy — do not paraphrase from the above sections instead.

Brand Thesis (Internal)

*This is the **internal belief** every external claim in this document is tested against.*

Investing in people is how organisations navigate change and endure beyond it.

External Positioning Line

Use as the website hero subhead, the opening line of a brochure, or the first sentence of any LinkedIn post introducing what ALX Enterprise does.

We build leaders, strengthen teams, and develop the digital skills that drive measurable performance

Leadership (External)

The foundation, restated for a client-facing audience. Use directly above the tagline on the website and in brochure openings, or standalone in any external material that needs to land the leadership claim on its own.

Leadership is the foundation of every ALX Enterprise engagement. We develop the people responsible for execution, at every level of the business.

Tagline

This is our external outcome claim that links to our thesis.

Develop Leaders. Drive Performance.

NB: "Drive Performance" is the observable link to the brand thesis. An organisation navigating change and enduring beyond it isn't something a client can see directly; performance is the measurable evidence that it's happening. The tagline states the outcome; the thesis explains why that outcome matters.

Supporting Line

Pairs with the tagline where a second line is needed (subheads, brochure covers, campaign closes).

Built for your people. Measured by your results.

External Message Pillars

Three standalone claims for LinkedIn, event descriptions, campaign copy, and the website value proposition section.

	External Copy
Custom programme design	Every engagement starts with a consultation that surfaces your organisation's specific challenges. What follows is designed entirely around what we find.
Direct application	Every session is built around the real challenges your team is navigating, so what happens in the room shows up at work the same week.
Proof and track record	Backed by more than two decades of developing people and organisations across Africa, and trusted by organisations including BCX, Telkomsel, FirstRand, and J.P. Morgan.

Brand Promise

*The single sentence of every proposal, page, brochure, and sales presentation should be tested against. Where the tagline states who ALX Enterprise is and the outcome it drives, the brand promise explains **how that outcome gets delivered**.*

Every ALX Enterprise engagement is built around your organisation, grounded in leadership, and measured by the outcomes that matter to your business.

External Comms Guidance

ALX Enterprise: External Comms Guidance

Practical guidance for writing client-facing communications. Read alongside the positioning document.

The Core Principle

An executive is not buying a learning experience. They are buying a business result. Every piece of communication ALX Enterprise produces should reflect that.

Part 1: Shifting the Language

ALX Enterprise speaks to a different audience than ALX Africa. The language that works for an individual building their career does not work for an executive making a business decision. The table below is a practical guide to making that shift consistently across every client-facing communication.

Instead Of	Say	Why
Learners / students	Professionals, delegates, participants	Signals a corporate rather than educational context
Training programme	Programme	Positions the work at an organisational rather than course level
Upskilling / reskilling	Developing, equipping, strengthening	Removes HR jargon that reads as transactional
Impact	ROI, business outcomes, return on investment	Translates into the language a board uses to evaluate spend
Course completion	Performance improvement, behaviour change	Names what actually matters to the organisation
Learning journey	Programme arc, engagement, development process	Removes youth-facing framing entirely
30,000 learners	30,000 professionals trained	Reframes the scale claim for a corporate audience
33 organisations	Hundreds of organisations our professionals work in	More specific and credible than a raw number
Book a discovery call	Request a consultation	Matches the register of a senior executive audience
Outcomes	Results, performance improvements, measurable change	More specific and credible to an executive audience

Part 2: CTA Standards

Across all client-facing assets, the standard call to action is "Request a Consultation." This replaces "Book a Discovery Call" everywhere. Always give the prospect a brief sense of what the consultation involves before asking them to request one.

Context	CTA
Pitch deck, website, brochure	Request a Consultation
Email sign-off	I would welcome the opportunity to set up a consultation at a time that suits you.
LinkedIn	Connect with us to find out what an engagement could look like for your organisation.
Proposal closing	We would welcome the opportunity to discuss this further at your convenience.

A consultation is a focused conversation about your organisation's specific challenges, what has already been tried, and what a tailored engagement could look like for your business. You will leave with a clear picture of where the gaps sit and a starting point for what working together could look like.

About Enterprise

ALX Enterprise: About

This section defines ALX Enterprise for anyone encountering the brand for the first time, whether a new team member, another department, or a stakeholder outside ENT.

ALX Enterprise develops the leaders and teams organisations need to perform at the level their strategy demands, through programmes built around specific business outcomes.

ALX Enterprise works with organisations to develop the leaders and teams they need to execute on their strategy. We design and deliver programmes in leadership, team performance, and digital skills, each one built around what a specific organisation needs and measured in business outcomes. At the centre of this is workforce transformation: building the people and practices that let an organisation perform differently, not just complete a course.

We sit within the African Leadership Group, which has spent more than two decades developing leaders across the continent. ALX Enterprise applies that same rigour to the challenge facing large organisations today: ensuring the people responsible for execution are performing at the level the strategy demands.

Why Enterprise, Not Corporate Training

This section explains the rebrand itself – useful context for anyone who has known this team as ALX Corporate Training and is encountering the new name for the first time.

"Enterprise" signals a different kind of engagement: one built around execution, not course completion.

Until now, this team has been known as ALX Corporate Training. The move to "Enterprise" reflects a different kind of engagement: one built around long-term partnership and execution, not course completion.

"Corporate training" is the description of a product. For most executives, it signals a generic course catalogue, a per-seat pricing structure, and a vendor relationship that begins when the invoice is paid and ends when the course does. It's a familiar category, and a crowded one.

"Enterprise" starts a different conversation. It focuses on what an organisation needs its people to do, what's currently blocking that, and how a sustained, structured programme closes that gap. Rather

than which courses to run or how many seats to fill, the conversation addresses the organisation's structure, its people, and the specific challenges getting in the way of performance. That's a conversation about execution, not procurement.

The name change signals who we work with, at what level of the business we operate, and what we measure success against. **A training vendor measures completions. We measure whether the business performs differently after the engagement than it did before.**

ALX Enterprise still delivers training. What's different is the structure around it: every engagement begins with a consultation, is designed around that organisation's specific challenges, and runs long enough for the change to hold. At the centre of that is leadership development — building the people responsible for decisions and performance at every level of the business.

The Market Context

ALX Enterprise: The Market Context

This section sets up the problem ALX Enterprise exists to solve, and shows where it sits relative to other providers responding to the same demand.

Organisations are evolving faster than the employees and teams within them, and addressing that requires a partner who understands their specific context first.

Organisations across Africa and beyond are under a specific pressure right now: strategy is moving faster than the people responsible for executing it. This is largely because technology is changing how work gets done, how decisions are made, and how quickly businesses need to respond to those changes. Most organisations are finding that their people, particularly at the management and leadership layer, are struggling to keep pace.

What organisations need at this moment is a partner who takes the time to understand their specific context before designing a response. The pressures each organisation faces are distinct, and the solutions that address them need to reflect that. ALX Enterprise starts every engagement there.

Who Else Is In This Space

Provider	What They Focus On	Where They Are Strong	Where ALX Enterprise Differs
BrainStation	AI and digital skills training for enterprise teams	Clean, jargon-free delivery; strong workshop format; credible AI curriculum	Entirely AI-focused; no leadership development angle; US-market oriented with limited Africa relevance
Moringa School	Tech talent and digital skills for corporates	East Africa presence; accessible price point; clear tech curriculum	Primarily individual and youth-facing; limited leadership offering; smaller scale (800 employees trained, 20 companies)
AMI (African Management Initiative)	Leadership and management development across Africa	Strong Africa footprint; practical, outcome-focused approach; credible at mid-management level	SME and social enterprise orientation; limited premium positioning; less equipped for large-organisation EXCO and MANCO-level engagements
AI CoLab Africa	Strategic AI advisory and executive AI training across Africa	Executive and board-level AI readiness; strong facilitation credentials; Africa-specific context	Entirely AI-focused; no leadership development or workforce productivity offering beyond AI

Provider	What They Focus On	Where They Are Strong	Where ALX Enterprise Differs
Coursera for Business	Online learning and professional development at scale	Massive content library; globally recognised credentials; accessible price point	Off-the-shelf catalogue; no diagnostic or customised design; limited human facilitation
LinkedIn Learning	Professional skills and leadership content for teams	Broad content range; integrates with LinkedIn ecosystem; easy to deploy at scale	Platform-based; no facilitation or cohort structure; completion-focused rather than outcome-focused
Microsoft and Google Learning	Digital and technical skills tied to their platforms	Strong platform integration; globally scalable; backed by technology credibility	Tool-specific; no bespoke engagement model; limited leadership or workforce development focus
Business schools (Henley , GIBS , etc.)	Executive education and leadership credentials	Institutional brand recognition; strong prestige signal for senior buyers	Long programme cycles; high per-head cost; credential-focused rather than performance-focused; limited ability to deliver at team or organisational scale

What the table above reveals is a market responding to a real demand but doing so in parts. Some providers bring a deep Africa context. Others bring leadership development credentials. Others bring consultation rigour and tailored design.

ALX Enterprise is built around all three, and that combination, at the level of large organisations and senior leadership teams, is where the market has a genuine gap.

Who We Are Talking To

This section identifies the three stakeholders who typically shape an ALX Enterprise buying decision, what each one needs to hear, and how to use that when more than one is in the room.

The buying decision for an engagement like this rarely sits with one person. Three distinct stakeholders shape it, each with a different frame of reference and a different version of the problem.

Understanding who is in the room, and what they need to hear, is as important as understanding the organisation itself. The same engagement looks different depending on who is describing it and who is being asked to approve it. What follows are the three people ALX Enterprise most commonly sells to, and what matters to each of them.

Stakeholder Profiles

Stakeholder	Who They Are	What They Look For	What Lands	What to Avoid
CEO or MD	Accountable for the performance of the entire organisation. The strategy is set, the board is watching, and execution is the pressure point.	That the engagement is tied to specific business outcomes, addresses the leadership layer responsible for execution, and can be measured in terms the board recognises.	ROI, leadership bench strength, execution discipline, competitive advantage, measurable performance improvement.	Programme structures, session counts, learning methodologies, anything that sounds like it belongs in an HR report rather than a board meeting.
CHRO or People Lead	Responsible for talent and people strategy. Made the case for investment and now needs to demonstrate the spend produced results.	That we start with the organisation's specific context, design around what we find, and deliver reporting they can take back to the CEO and board.	Structured outcomes, measurable behaviour change, clear reporting, a partner relationship rather than a vendor transaction.	Vague impact claims, generic content, anything that sounds designed for a different organisation, seat counts, completion certificates.
L&D or Capability Lead	Runs the learning function and knows better than anyone what has worked and what has not. Often the internal advocate for ALX Enterprise.	That we diagnose before we design, that our facilitators understand the African market, and that the delivery model fits around how the business actually runs.	Diagnostic rigour, facilitation quality, programme flexibility, sustained engagement, African market context.	Platform access, content libraries, seat licences, off-the-shelf content, anything that suggests a catalogue rather than a tailored engagement.

Example in Action

Stakeholder	Client	What the engagement addressed	What it looked like
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CEO or MD	MTN Côte d'Ivoire	Senior leadership performance across a large, distributed organisation navigating significant market and technology pressure.	A six-month leadership development programme for 60 senior executives across eight departments, combining in-person intensives, virtual sessions, and peer accountability. Delivered an NPS of 80 and a client satisfaction score of 4.75.
CHRO or People Lead	First E&P	[Tolu to confirm specific engagement details and outcomes for this client.]	[Tolu to confirm.]
L&D or Capability Lead	[Placeholder – confirm with Tolu which client best illustrates this stakeholder conversation.]	[Tolu to confirm.]	[Tolu to confirm.]

How These Three Profiles Work Together

In most engagements, all three stakeholders will be involved at different points of the decision. The CEO needs the ROI argument. The CHRO needs the structured outcomes argument. The L&D lead needs the consultation and facilitation quality argument. Knowing which person is in the room, and which argument to lead with, is as important as knowing the product itself. The language and communications guidance in Section 7 carries the specific language for each.