

THE DRIVE REPORT

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Drive to Inspire
Africa

SEPTEMBER 2025



Top News

- DTI-A's Spotlight Africa celebrates renowned Marketing Executive, Bozoma Saint John
- Volunteer Spotlight: Gemma Appiah
- DTI-A's webinar delves into what the future of work will look like.

DTI-A's Mentorship Programme Reaches 12 Countries

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09/25

Drive to Inspire — Africa's Mentorship Programme Expands Across Continents



From starting out in Ghana, the Drive to Inspire — Africa Mentorship Programme has grown into a truly cross-continent initiative with young people now joining from the United States and eleven other African countries. What began with fewer than 40 participants in the first cohort is now in its third cohort with 165 mentors and mentees actively engaged.

This growth reflects the power of mentorship to connect young people across borders, creating networks of support, learning, and inspiration. It shows how shared vision and collaboration can bring people together from diverse backgrounds to pursue common goals.

Today, the mentorship programme brings together participants from Ghana, Nigeria, Kenya, Botswana, Uganda, Liberia, Ethiopia, The Gambia, Rwanda, Namibia, the Democratic Republic of Congo and the United States.

This growth means a lot for youth development. It shows how mentorship can break barriers, open opportunities, and create a space where young people feel supported and guided. For Drive to Inspire — Africa, it is proof that our vision has taken root far beyond our starting point, and that we are becoming a hub where young people across countries can learn, share, and grow together.

With each new cohort, the impact deepens. What began as a small initiative has now become a movement that continues to inspire change, not only for individuals but also for the communities they belong to.

If you are a young person seeking guidance from a mentor, or a professional who wishes to share knowledge and support the next generation, we warmly invite you to be part of this journey with us.

Future of Jobs Report 2025: The jobs of the future – and the skills you need to get them

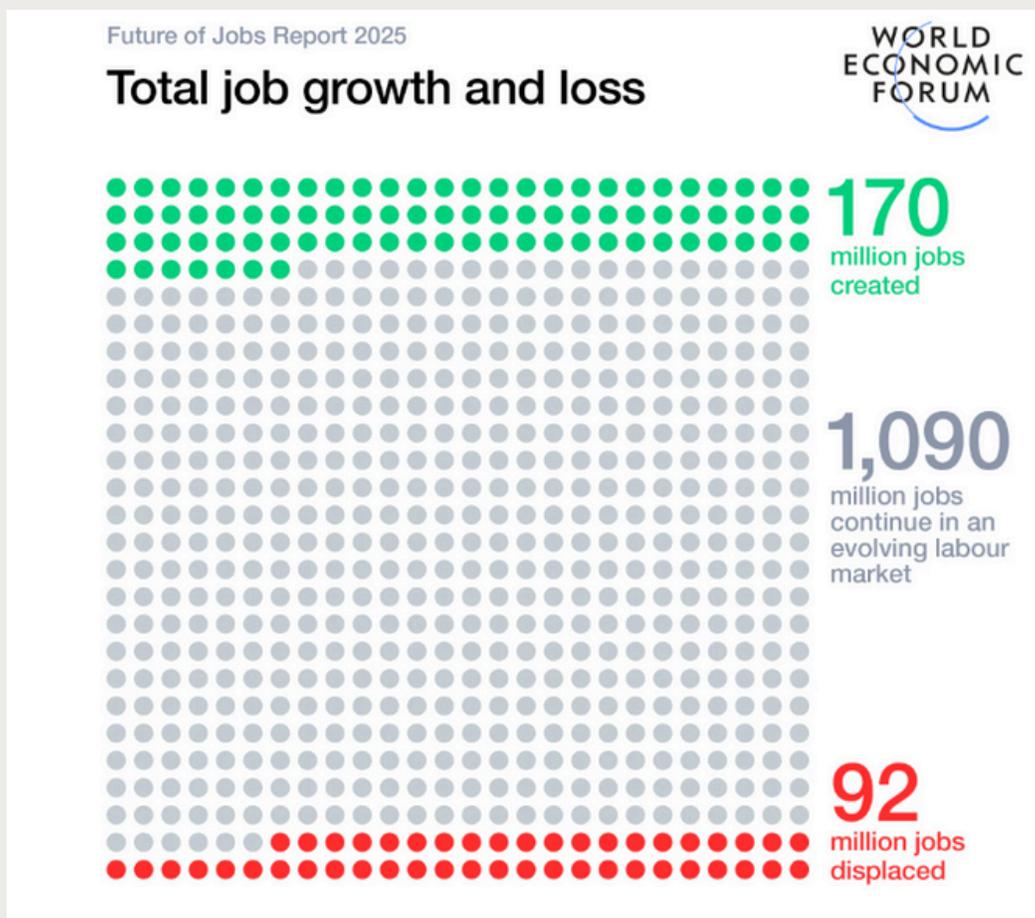
About 170 million new jobs will be created by global macro trends this decade. That’s according to a new report from the World Economic Forum that delves into the future of work over the next five years.

The Future of Jobs Report 2025 finds that, driven by technological development, the green transition, economic and demographic shifts, the global labour market is being reshaped.

The jobs created are equivalent to 14% of today’s employment. Alongside, 92 million roles will be displaced by these same trends. This means there will be a net employment increase of 78 million jobs.

So what will those jobs be – and what skills will people need to possess to land one of them?

To find out, the report surveyed more than 1,000 of the largest employers around the world, representing 22 industry clusters and more than 14 million workers.



Five Jobs of the Future



Some jobs are growing fast – in percentage terms, demand for roles driven by technological advancements such as artificial intelligence (AI) is quickly increasing. These jobs include big data specialists, fintech engineers and AI and machine learning specialists.

But what about absolute numbers? Combining estimates from surveyed companies with International Labour Organization employment data, the report lists the 15 professions that will see the largest net growth and decline.

The largest growing jobs are dominated by roles core to many economies.

Farmworkers top the list. Green transition trends, including efforts to reduce carbon emissions and adapt to the climate crisis, will drive growth that will create 34 million additional jobs by 2030, adding to the 200 million farmworkers today. Widening digital access and the rising cost of living are also contributing to the profession's growth.

Delivery drivers, software developers, building construction workers and shop salespersons complete the top five.

Food processing workers also feature among the largest growing jobs, while care jobs – including nursing professionals, social workers and counselling professionals – are projected to grow significantly over the next five years. This can be explained by demographic trends, especially ageing working-age populations, the report says.

Future of Jobs Report 2025



Largest growing and declining jobs by 2030

↑ Top largest growing jobs	↓ Top largest declining jobs
1 Farmworkers, labourers and other agricultural workers	1 Cashiers and ticket clerks
2 Light truck or delivery services drivers	2 Administrative assistants and executive secretaries
3 Software and applications developers	3 Building caretakers, cleaners and housekeepers
4 Building framers, finishers and related trades workers	4 Material-recording and stock-keeping clerks
5 Shop salespersons	5 Printing and related trades workers
6 Food processing and related trades workers	6 Accounting, bookkeeping and payroll clerks
7 Car, van and motorcycle drivers	7 Accountants and auditors
8 Nursing professionals	8 Transportation attendants and conductors
9 Food and beverage serving workers	9 Security guards
10 General and operations managers	10 Bank tellers and related clerks
11 Social work and counselling professionals	11 Data entry clerks
12 Project managers	12 Client information and customer service workers
13 University and higher education teachers	13 Graphic designers
14 Secondary education teachers	14 Business services and administration managers
15 Personal care aides	15 Claims adjusters, examiners, and investigators

Note: The jobs for which employment figures are expected to increase or decrease the most in real terms by 2030.

Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.



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Volunteer Spotlight



Gemma Appiah

Gemma Appiah is a broadcast journalist with close to ten years of professional experience in Ghana's media landscape. Her journey began at Kwame Nkrumah University of Science and Technology (KNUST), where she volunteered as a student journalist with Focus FM, anchoring, reporting, and honing her passion for storytelling. Since then, she has worked with some of the country's leading media organizations, including Class Media Group, iWatch Africa, and Asaase Radio.

At Asaase Radio in Accra, Gemma currently serves as both a news anchor and host of one of the station's flagship current affairs shows. In addition to her on-air role, she brings editorial expertise to news production, anchoring, and content development. Known for her incisive reporting and thought-provoking articles, she consistently holds power to account while telling stories that resonate with diverse audiences.

Gemma holds a Bachelor's degree in Political Studies from KNUST, an Executive Certificate in Business Administration from Accra Business School, and is currently pursuing a Master of Arts in Communication Studies at the University of Ghana.

Beyond the newsroom, Gemma is passionate about empowering young people to achieve their greatest potential. Through her volunteer work with Drive to Inspire Africa and her personal mentorship initiatives, she helps students and youth discover opportunities, develop their talents, and pursue ambitious career paths.

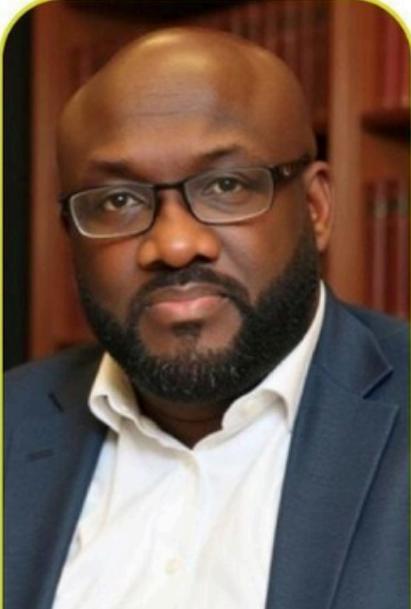
She is also a creative entrepreneur with a keen eye for fashion, preparing to launch her own sustainable clothing brand that reflects her commitment to simplicity, elegance, and impact. A model and designer herself, she blends her communication skills with artistic talent to inspire others in diverse ways.

Webinar: The future of work with Frank Amankwah



**THE
FUTURE
OF WORK**

Speaker:
Frank Amankwah
(He is an IT expert who has held leadership roles at major global companies like Amazon and Goldman Sachs. He specializes in technology strategy, architecture, and cybersecurity)



On Wednesday, 18th September 2025, Drive to Inspire Africa hosted another impactful session in our Monthly Webinar Series. The conversation, led by industry expert Frank A., centred on the theme “The Future of Work” and offered participants practical insights into how young people can prepare for success in today’s rapidly changing world.

Frank underscored that the traditional path of obtaining a degree, securing a stable job, and retiring after long service is no longer the norm. While certificates and degrees remain valuable, employers now place greater emphasis on individuals who are skilled, adaptable, and eager to keep learning. He also noted that organisations increasingly seek young talent with fresh perspectives and agility rather than relying solely on years of experience.

He outlined some key steps to success that every aspiring professional should embrace:

- Self-discovery and awareness – take time to understand your strengths, passions, and purpose.
- Learn and build core skills – especially communication, problem-solving, and financial literacy.
- Become a problem solver and leader – step forward with initiative.
- Don’t wait for opportunities; create them – be proactive in shaping your path.

Frank also challenged participants with powerful reminders: the future is in your hands; your background does not define your success; and your journey begins now.

SPOTLIGHT AFRICA



Bozoma Saint John – Marketing & Business Executive

Bozoma Saint John (née Arthur) is an accomplished Ghanaian-American marketing and business executive, the former chief marketing officer (CMO) of Netflix, and author of her memoir, *The Urgent Life*. Bozoma has also served as CMO at Endeavor, and chief brand officer (CBO) at Uber until June 2018. Bozoma has made significant contributions to the technology and entertainment industries both home and abroad.

After college, Bozoma worked at the advertising agencies Arnold Worldwide and Spike Lee's Spike DDB. She also worked at the fashion brand Ashley Stewart, where she was vice president of marketing. Bozoma joined PepsiCo as a senior marketing manager in 2005 where she remained with the company for almost a decade and led PepsiCo's foray into music festival-based marketing

as head of music and entertainment marketing.

She thereafter joined Beats Music in 2014, when Jimmy Iovine of Beats recruited Saint John based on her experience in music marketing. Beats was purchased shortly by Apple, and Saint John became the head of global consumer marketing for iTunes and Apple Music.

In 2014, when Apple acquired Beats Music Bozoma joined the company as one of its marketing executives. In January 2021, Bozoma taught a short intensive program (SIP) for MBA candidates at Harvard Business School called Anatomy of a Badass. The Leading Ladies Africa named Bozoma among the Top 50 Most Influential Female Leaders in Africa within the corporate and business sphere in May 2021.

NEW AGE CAREER OPTIONS



WHO IS A MARKET RESEARCH ANALYST?

Market Research Analysts help organizations understand their customers, competitors, and markets. They collect and analyze data, identify patterns, and present insights that guide businesses in areas such as product development, marketing strategies, and expansion plans. In Africa, where industries such as technology, agriculture, retail, and finance are rapidly growing, the demand for this skill is increasing every day.

Why It Matters?

- Businesses across the continent need local insights to compete globally.
- Young Africans bring a fresh perspective and digital fluency that aligns with modern research methods.
- With Africa's diverse markets, professionals who can interpret data and predict trends are becoming essential to both local startups and multinational companies.

What to study and learn

Those interested in this career can pursue fields such as business administration, economics, statistics, marketing, data science, or sociology. Beyond formal studies, it is important to develop analytical skills, communication skills, and proficiency in tools such as Excel, SPSS, Google Analytics, or even coding languages like Python and R. Online platforms also provide affordable courses in data analytics and market research, making it more accessible to young people across Africa.

Potential roles and opportunities

Market Research Analysts can work in a wide range of organizations, including:

- Consulting firms – advising multiple companies with market insights.
- Corporations – helping brands understand consumer behavior.
- Non-profits and NGOs – researching social impact and community needs.
- Government agencies – informing policy decisions with evidence-based insights.
- Startups – guiding growth strategies with data-driven decisions.

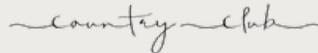
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