



African Leadership Academy

Developing the next generation of African leaders

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AL for the Arts Co-Creation Challenge Call for Coaches

AL for the Arts is inviting experienced creative industry practitioners and leaders to serve as Coaches for the upcoming Co-Creation Challenge, a programme supporting emerging African creatives to develop practical, market-ready solutions across the arts and creative sector.

Participants work in multidisciplinary teams across disciplines including creative tech, fashion, visual arts, storytelling, and performing arts. Over the course of the Challenge, teams move from idea development through to strategy and execution planning, culminating in a final pitch.

The Role: Co-Creation Challenge Coach

As a Coach, you will support 1–2 teams, helping them refine their ideas, strengthen their approach, and ensure their concepts are grounded in real industry context and opportunity.

Key responsibilities include:

- Facilitating monthly virtual coaching sessions with assigned teams
- Stress-testing ideas against market realities and industry dynamics
- Supporting teams to translate ideas into practical, implementable models
- Providing feedback ahead of key milestone presentations and final pitches

Who We're Looking For

We are looking for practitioners with deep, hands-on experience in the creative sector, including:

- **Creative tech, digital storytelling** – EdTech or creative tech product founders,
- **Design, product, creative manufacturing** – Product designers or creative manufacturing entrepreneurs
- **Visual arts, art market** – Curators, gallery owners, or art market strategists
- **Creative tech, visual arts** – Art tech founders or digital distribution/licensing experts
- **Fashion, textiles, sustainability** – Fashion designers or sustainable textiles experts
- **Storytelling, publishing, digital content** – Publishers, storytellers, or theatre producers
- **Performing arts, dance, theatre** – Choreographers, theatre producers, or festival programmers

In addition, coaches should bring:

- Strong understanding of the African creative ecosystem
- Experience mentoring, or developing talent
- A practical, solutions-oriented mindset
- Comfort working with early-stage ideas and evolving concepts

Time Commitment & Format

- **Commitment:**
 - 1-hour coaching session per team, per month
 - Coaches will support 2 teams initially
 - After the first month, coaches will continue with selected finalist teams
- **Duration:** 5 months
- **Format:** Fully virtual

A modest honorarium will be provided in recognition of your time and contribution.

Why Coach with AL for the Arts

Coaches join the Co-Creation Challenge to:

- Contribute to the growth of Africa's creative economy
- Support the next generation of creative entrepreneurs and practitioners
- Engage with a pan-African network of creatives and industry leaders
- Stay connected to emerging ideas, talent, and innovation across the sector

How to Apply

Interested coaches are invited to email their CV and a short expression of interest to ALfortheArts@africanleadershipacademy.org