

A Special Publication By The Comms Avenue

THE CMP IMPACT MAGAZINE

*A Collection of Impact Stories Showcasing
the Power of Mentorship in the African
Communications Industry.*

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www.thecommsavenue.com

FROM OUR CO-FOUNDERS

AMPLIFYING PROFESSIONAL IMPACT THROUGH MENTORSHIP

What will it take to create a platform where young professionals in the African communications industry can receive mentorship and guidance from senior and experienced professionals?

That was the question that led to the birth of the Comms Mentoring Programme (CMP).

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While we had this big vision in our minds to impact 10,000 young professionals through the CMP, we started small.

For our first batch, we had only six mentors and eight mentees. Yes, it was a small number but it was all we needed to show the role mentorship can play in transforming the African communications industry.



Four years, six batches, 250 mentees and 150 mentors later, we've had the privilege of seeing the personal and professional lives of mentees improve just from being supported and guided by a senior professional. And for the senior professionals, we've also seen the sense of fulfilment they have derived from serving as mentors and pouring out what they know.

The stories documented in this Impact Magazine are just snippets of how communications professionals across Africa have been transformed through the CMP. As you enjoy the stories, we hope we can also count on your support to achieve that big vision because it is definitely possible!

Adedoyin & Sharon-Ann

Co-Founders, The Comms Avenue



The Impact Stories

The CMP

Impact Stories

Wendy Otieno, Communications Officer, PILnet

A significant benefit of the CMP was the exposure to a network of seasoned communications professionals. The connections formed during the CMP not only provided me with a wealth of knowledge but also opened doors to collaborative opportunities.



The CMP Experience

Before joining the CMP in 2022, I had already practised communications for seven years and I was at a point where I wanted a fresh perspective on what I envisioned for both my personal and professional career.

The mentorship provided through the CMP offered me valuable insights into the diverse facets of communications strategies and execution.

The exchange of experiences with my mentor and well seasoned communications professionals enabled me to navigate the challenges I have faced as a communications professional such as working with teammates to highlight the importance of communications in the organisation.



What stood out for me during the entire mentorship programme was going through the basic ingredients we need to make ourselves as communications professionals better positioned and good leaders for the industry.

We dived deep into attributes such as Listening, Learning, Critical Thinking, Writing, Empathy, Confidence, Passion and Humility.

Having been in the industry for a few years, it was interesting to see from a new perspective how all these attributes work harmoniously to produce the integral outputs that lead us to become great communicators.

The Career Impact

A significant benefit of the CMP was the exposure to a network of seasoned communications professionals.

The connections formed during the programme not only provided me with a wealth of knowledge but also opened doors to collaborative opportunities.

The CMP community serves as a support system, offering a platform to share a wealth of information on industry trends, emerging technologies and best practices, provide advice to different needs experienced with other colleagues, as well as sharing opportunities for those currently seeking to change careers.

The programme's emphasis on mentorship ensured a personalised approach to my growth, fostering a sense of confidence in my ability to navigate the dynamic field of communications.

Final Words

To young African communications professionals contemplating applying for the Comms Mentoring Programme, I would strongly encourage you to seize this invaluable opportunity.

The CMP provides a unique platform for personal and professional growth, tailored to your individual needs and aspirations.

When taking part in the mentorship programme, try to embrace the process with an open mind, recognising the wealth of knowledge that experienced professionals bring to the table.

Use the programme as a springboard to refine your skills, strategise on what you want, broaden your network, and gain insights that extend beyond the boundaries of your current role.

The CMP is a catalyst for transformation, and by actively participating in it, you will position yourself for success in the dynamic and rewarding field of communications.

The CMP

Impact Stories

Taonga Kaonga, Digital Marketing & Operations Lead, East and Southern Africa, Syngenta

The CMP turned out to be the game-changer I needed! As a mentee in the programme, I gained clarity and guidance, and acquired new skills and knowledge.



The CMP Experience

I'm Taonga, a communications professional with a strong emphasis on digital communications and marketing. My strength lies in building online communities and storytelling.

In 2022, feeling stuck in my career, I joined the Comms Mentorship Programme. I was eager to pivot and grow, but I wasn't sure how to navigate that path.

Being part of a vibrant comms community became a priority – a place to share knowledge, learn, and expand my network with like-minded individuals.

The Comms Mentorship Programme turned out to be the game-changer I needed!

As a mentee in the programme, I gained clarity and guidance, and acquired new skills and knowledge.

The Career Impact

The programme was impeccably organised, with lots of learning opportunities, shared insights, encouragement, and support.

Not only did I acquire new skills, but the programme also boosted my confidence, urging me to aim higher in my career.

Fast forward a year and some change, I've transitioned to a new role. Currently, I lead the East and Southern Africa digital team at a global company, a testament to the transformative impact of the programme.

Final Words

I wholeheartedly recommend the Comms Mentorship Programme as it has been significant in shaping my career over the last year and a half.

Looking ahead, I aspire to pay it forward by becoming a mentor under the programme. In a world where young professionals need a robust support system, I believe mentorship plays a crucial role in helping to navigate and grow in one's career.

I commend The Comms Avenue team for helping many young professionals like myself to dream more and be more!

The CMP

Impact Stories

Jecinta Mwangi, Marketing Associate, Finlanza Kenya

One of the best things the CMP offers is the mentors. What I learnt from my mentor and from the CMP was valuable and I still apply it in my profession from day to day.



The CMP Experience

Even though I was confident about my skills and expertise, I really didn't know how to communicate that effectively which led me to miss out on the opportunities that I really wanted.

After joining the CMP, I learnt so much about networking, building yourself up and knowing how to present yourself as the best choice for a particular position or opportunity.

The Career Impact

One of the best things that the CMP offers is the mentors. I had an amazing mentor, Ms Ayisola, who coached me on work ethics, being a better communicator, how to present myself and my skills, the intricacies of interviewing and answering interview questions among so many more valuable things.

All of these helped me get the job that I have now which I absolutely love.



CMP MENTOR

Adefisayo Akinsanya, Head of Marketing Communications, Accion Microfinance Bank Limited

I signed up to mentor because I believe in the power of sharing knowledge and experiences to support the growth and development of others. Being a CMP mentor has been an incredibly rewarding experience.

It has been fulfilling to see the progress and growth of my mentees as they apply the advice and guidance I've provided to their own career paths. Building meaningful relationships with my mentees has also enriched my own perspective and helped me to stay connected to emerging trends and perspectives within the industry.

I've learned the importance of active listening and empathy in understanding the unique challenges and aspirations of each mentee. By taking the time to listen and empathise, I've been able to provide more relevant guidance tailored to their individual needs.

Secondly, I've learned the significance of fostering a collaborative and supportive environment where my mentees feel comfortable sharing their goals, concerns, and ideas openly. Creating a safe space for open communication has been key to building trust and rapport with my mentees, enabling more meaningful and productive mentoring relationships.

Lastly, I've learned that mentoring is a two-way street. While I've been able to offer guidance and insights based on my own experiences, I've also gained valuable perspectives and insights from my mentees. The exchange of ideas and experiences has been mutually beneficial, leading to personal and professional growth.

Being a mentor has been an enriching experience that has allowed me to make a positive impact while also continuously learning and growing myself.

The CMP

Impact Stories

Martin Mbewe, Communications Officer, Tingathe

The CMP helped me to improve my writing skills, and I am pleased to share that I now write opinion pieces which I contribute to Malawian online publications such as the Maravi Post.



The CMP Experience

The CMP helped me in several ways. It helped me to improve my skills in storytelling. Initially, I had little skills and knowledge of how to tell stories through writing.

When I joined the CMP, my main goal was to enhance my storytelling skills as a development communications specialist. I faced challenges in writing stories, such as opinion pieces.

The CMP helped me to improve my writing skills, and I am pleased to share that I now write opinion pieces which I contribute to Malawian online publications such as the Maravi Post.

I receive positive feedback from the public, and this has raised my visibility.



I also use these skills to write various communication materials at my workplace, which has improved my performance.

Additionally, the CMP also helped me to improve my skills in the following areas: website management, public speaking, event planning, and management, all of which have contributed to enhancing my performance at work.

The Career Impact

The time with my mentor gave me the opportunity to gain valuable insights and skills that contributed to my growth.

I also enjoyed the workshops because they gave me the opportunity to learn, interact and hear different professional stories from experts in the communications field.

Additionally, I enjoyed interacting with my fellow mentees as this gave me the opportunity to connect, which expanded my network and I am happy that I am still in touch with some of them.

These connections have allowed me to continue learning and collaborating beyond the programme.

Final Words

Participating in a mentoring programme such as the CMP can transform your life and career.

The CMP will give you a chance to learn from seasoned professionals in the field. The insights and guidance you will gain can contribute to your professional growth.

Personally, I benefited from the CMP and I am confident that it will have a positive impact on your journey as well.

The CMP

Impact Stories

Praise Idowu, Digital Communications & Programs Executive, Nigerian Women in PR

The CMP, with Barbara as my mentor, not only refined my writing skills and provided a strategic career plan for my professional growth but also exposed me to a supportive network of professionals.



The CMP Experience

Reflecting on my journey before the Comms Mentoring Programme, the impact on my professional growth has been substantial.

One notable transformation is the intentional focus on crafting a well-written professional profile, significantly enhancing my personal brand. CMP instilled in me the importance of having a strong professional presence.

Through mentorship sessions and group workshops, I gained insights into the elements that constitute an effective professional profile. This awareness prompted me to revisit and refine my resume, LinkedIn profile, and other professional documents.

The programme's emphasis on practical skills, played a crucial role in elevating the quality of my personal brand.



Furthermore, the lessons gleaned from the group sessions within the CMP had a profound impact on my understanding of networking.

The programme not only emphasised its importance but also provided practical insights into building and sustaining meaningful professional connections.

This realisation has stayed with me well beyond the programme, making me intentional about nurturing and expanding my network.

Equally significant is how the CMP influenced my approach to career progression. The exposure to various aspects of communications in the workshops prompted me to be intentional about taking up new roles aligned with my career trajectory.

This proactive mindset not only broadened my skillset but also instilled confidence in me.

The Career Impact

During my time in the CMP, I experienced several invaluable benefits with my mentor, Barbara Ezeife, playing a pivotal role in my professional development.

As I was an intern at a marketing agency during that period, Barbara demonstrated a keen interest in nurturing my skills.

One significant area Barbara focused on was enhancing my writing skills. Recognising the central role of writing in communications, she provided materials on crafting a professional CV and actively engaged in reviewing my written works.

Through constructive feedback and targeted guidance, I not only improved my writing skills but also gained the confidence to articulate ideas effectively.

Also, the career planning aspect of the CMP was impactful. The structured process of filling out a career plan offered me a clear roadmap for my professional journey.

It helped me to define my goals, identify areas for growth, and chart a course for the years ahead. This strategic approach to career development has been instrumental in providing a sense of direction.

Final Words

Having been a mentee myself, I can attest to the invaluable benefits the CMP offers.

The CMP's unique blend of one-on-one sessions with seasoned mentors, engaging group workshops, and personalised tasks creates a holistic learning experience.

The mentor, a senior communications professional, shares real-world experiences, offering a perspective that textbooks can't replicate. Particularly, this exposure is priceless for a young professional navigating the industry.

If you are contemplating being a CMP mentee, seize the opportunity. It's not just a programme; it's a transformative journey that equips you with the skills, insights, and network necessary to thrive in your career trajectory.



CMP MENTOR

Deborah-Fay Makhallima, Corporate & Science Communication, Science for Africa Foundation

In 2023, I had the fantastic opportunity to be a CMP mentor, connecting with mentees from Nigeria and Kenya. This journey turned out to be more than just sharing wisdom; it was a delightful experience that added a sprinkle of joy to my life.

Mentoring is usually seen as a transformative experience for the mentee, but it was equally impactful for me. Beyond sharing knowledge, my role involved nurturing personal growth, professional development, and building some fantastic connections.

Being part of the journey with my two mentees, both starting their careers in communications, was incredibly fulfilling. One mentee and I scheduled weekly meetings, discussing goals and progress, while the other brought a unique moment of self-reflection and learning.

Guiding them allowed me to revisit my experiences, gaining fresh perspectives on challenges and solutions, and reinforcing my own skills.

As a CMP mentor, I joined a vibrant network where I exchanged experiences, insights, and challenges with others. This network not only added flavour to my professional and personal life but also opened doors to exciting new opportunities and collaborations.

Mentoring turned out to be a secret ingredient in cultivating my leadership skills, which I am still honing for use in various aspects of my personal and professional growth.

In essence, being a CMP mentor was a delightful two-way street of growth and enrichment. While I invested in the success of my mentees, I found myself reaping the rewards of personal development, a renewed sense of purpose, and the pure satisfaction of contributing to a broader community.

The CMP

Impact Stories

Magnifique Migisha, Comms Manager, Capital Market Authority, Rwanda

The CMP presents an exceptional opportunity for professional development, allowing comms people to learn and grow in a collaborative environment.



The CMP Experience

The CMP provided me with a comprehensive understanding of how communications strategies can significantly influence various sectors.

This broader perspective has enabled me to approach my work with a more strategic mindset, tailoring communications plans to meet the specific needs and nuances of different industries.

Moreover, the CMP equipped me with the tools to prepare detailed and well-thought-out communications.

Through the programme's emphasis on best practices and effective communication methodologies, I have honed my ability to craft messages that are not only clear and concise but also impactful.



Additionally, one of the invaluable lessons from the CMP was learning how to track the impact of communications.

This skill has proven instrumental in assessing the success of my campaigns and strategies, allowing me to make data-driven adjustments for continuous improvement.

The Career Impact

The guidance provided by my assigned mentor has proven instrumental, extending well beyond the CMP.

His insights have been particularly beneficial in navigating the ever-evolving landscape of this industry.

Additionally, the programme's interactive nature played a crucial role in fostering significant learning experiences, significantly enhancing my overall understanding and proficiency in the field.

Final Words

I encourage young African communications professionals to give thoughtful consideration to applying for the CMP.

The CMP presents an exceptional opportunity for professional development, allowing comms people to learn and grow in a collaborative environment alongside like-minded peers in the field.

The mentorship aspect, in particular, offers valuable insights that can significantly contribute to your success in the dynamic and evolving realm of communications.

Embrace this opportunity to enhance your skills, expand your network, and foster meaningful connections within the industry.

The CMP

Impact Stories

Amarachi Ndukwe, Corporate Comms Officer, VIISAUS

The mentorship programme taught me to be bold and confident about what I bring to the table as a comms professional and how to strategically approach different situations.



The CMP Experience

Prior to the CMP mentorship, I had little idea about what working as a comms professional entailed.

I knew I needed to be more professional in my approach, and this has led me to work for personal brands and corporate organisations.

The CMP made me understand this better – that you can do what you enjoy doing with a touch of excellence and professionalism.

It also taught me to be bold and confident about what I bring to the table as a comms professional. I also learned how to strategically approach situations and think.

I learned specifically from my mentor, Afia Drah, that a comms professional shouldn't only think about managing the communications and reputation of the organisation they work for.



Adding business development and identifying viable opportunities for the organisation is also a strong advantage because the board will see that you are interested in helping to increase their return on investment.

I also learned that it is important to know your strengths and weaknesses.

There are areas where you're not as proficient, and it is crucial to learn, grow, and close those gaps.

But most importantly, know your craft, understand yourself better, and know what works for you.

You can't serve everyone at the same time, but for the audience you're called to serve, make sure you deliver with excellence and keep upskilling.

The Career Impact

The CMP has lots of benefits, honestly, but I'll state the ones that are most dear to me. The first being that I enjoyed the relationship I shared with my mentor.

I loved the fact that she was open and showed me the ropes in terms of professional advancement. I got to ask the personal questions I had about professional growth.

The weekly workshops were more like the icing on the cake for me. So, aside from being tutored by a mentor, you also get to hear what other professionals/mentors have to say and learn from their experiences.

I loved the fact that they were open. Nobody came to say they had it all rosy. They were also at a stage where they didn't have everything figured out.

Then, lastly, the opportunity to do a thoughtful professional assessment. I wrote down the skills I had and areas I needed improvement.

I put down goals and carefully thought about what I wanted out of my comms journey. This process was like a wake-up call for me, and it gave me more perspective into what I wanted.

Final Words

Dear young professional, your decision to take part in the CMP as a mentee is a great one.

It is a bold step you'll be taking to improve as a comms professional. This is a time to learn, relearn, and unlearn.

Whatever you're doing now is like putting brick upon brick, and one day you'll marvel at the beauty you've created and how far you've grown.

The comms industry is an interesting one, and it is gradually expanding by the day. There are going to be sought-after professionals who possess creative skills, and I know you'll be one of them.

You may be like me, who didn't have it all figured out, but trust me, it'll get clearer with time. When you're sure of the direction you want to go, you should move and win unapologetically.

I'm rooting for you, and see you at the top.



CMP MENTOR

Godfrey Adejumoh, Head, Corporate Affairs and Sustainable Business, Unilever Nigeria

Being a mentor requires discipline of consistency. The approach for me is to engage by sharing my experience while also learning from my mentees.

The discipline of consistency is required to achieve good mentor and mentee relationships for a positive impact that transcends the scheduled period for the mentorship. Here are some key lessons from my experience:

1. Have an open mind to engage.
2. Don't assume you know it all while your mentees know nothing.
3. Show empathy. This enables you to connect with mentees and address their concerns.
4. Inspire them. A lot of mentees have misconceptions about the workplace and the reality of a successful career journey. If you inspire and not judge them, you will be able to support by helping them to find a balance and to keep going despite the challenges.
5. Stay humble and learn from them. Mentees have a lot of insights to share. Your ability to connect with them in humility will help them to discover their potential and manifest greatness beyond their imagination.
6. Family can be built from simple mentor and mentee relationships. The people I am privileged to mentor - Ayomide and Festus, have become family. We still maintain our WhatsApp group for check-ins at intervals and I ensure to meet them in person anytime I am in Abuja. We have met in person about three times in Abuja.

The CMP

Impact Stories

Joyce Muguri Ngari, Assistant Comms Manager, The Treasure Movers Kenya

CMP instilled in me tangible skills that have made it easy to perform my current role, especially in matters related to Communications.



The CMP Experience

Joining the CMP just before my internship prepared me adequately for the job market by bringing on board experts in diverse areas of communications.

These experts generously shared their career experiences during the training sessions, provided learning materials and we also had personal mentors who were committed to ensuring mentees had all the information they needed throughout the programme and beyond.

Through the programme, practising communications became interesting and something I looked forward to perfecting.

CMP instilled in me tangible skills that have made it easy to perform my current role, especially on matters related to communications.

The Career Impact

Having a personal mentor to consult and exchange ideas with especially as a newbie created a safe space for growth and development.

The networking sessions also boosted my social capital a great deal as a professional.

Final Words

Joining the mentoring programme as a young professional will help you to identify your niche and give you an in-depth understanding of the communications field.

All you need is to embrace a growth mindset as you climb the ladder, one step at a time.

Be willing to learn and stretch beyond your comfort zone.

Impact Stories



CMP MENTOR

Barbara Ezeife, Head Marketing & Communications African Subsidiaries, Access Bank Plc

Being a CMP Mentor has been a rewarding experience. Seeing young professionals eager to excel in their chosen fields is such a joyful experience.

Little did I know how much of a two-way knowledge-sharing journey it would be.

The Comms Mentorship Programme is a gold mine every comms professional should take advantage of.



CMP MENTOR

Paa Kwesi Forson – Head Of Public Relations, Global Media Alliance

Fate paired me with Oluwatolase on my first CMP mentee pairing.

It was a swell time of mutual knowledge sharing on the PR practice across West Africa, navigating the corporate work environment, friendship, family, side business, Jesus talk and life in general.

The mentorship journey was a reminder that I was once that lad who needed some hand-holding to master the dynamics of the PR profession.

In the spirit of paying my over 10-year PR experience forward, I am glad I took part in the mentoring opportunity provided by The Comms Avenue and for meeting Tolase.

The CMP

Impact Stories

Grace Okogwu, Corporate Comms Officer, TREXM Holdings

It was heartening to be part of a programme where other professionals shared similar doubts and questions. It felt like being in a support group where everyone understood the struggles of not having a clear career path.



The CMP Experience

Transitioning into communications was no longer a solitary journey for me after my CMP experience. The CMP was my first step towards professional growth.

Before the programme, I felt like I was the only Comms professional in Nigeria who had no clue how to navigate through a new and traditional industry. It's not a cool place to be, especially on a job where expectations about my role were high.

It was heartening to be part of a programme where other professionals shared similar doubts and questions.

It felt like being in a support group where everyone understood the struggles of not knowing certain professional terminologies or not having a clear career path.

I sincerely hope that my experience can serve as a helpful guide for future mentees.

The Career Impact



In addition to the wonderful community of professionals, another aspect of the programme that I found particularly enjoyable was its meticulous planning and execution which made the programme more impactful for me.

TCA team's communication, as well as the resources they provided, were all thoughtfully curated with the welfare of both mentees and mentors in mind.

This attention to detail greatly enhanced my experience in the programme and I bet that of others too.

It also had a great impact in my career in communications.

Final Words

If you want to enjoy the benefits that the CMP offers, don't procrastinate in completing the CMP form when applications open up.

Pour out your heart into your application, and keep your fingers crossed to get in and experience the shift your career has been looking for.

The CMP

Impact Stories

Michael Sa-Ambo, Administrative Intern, UK-Ghana Chamber of Commerce

The Comms Mentoring Programme is a niche programme designed to groom the next generation of communications professionals on the African continent.



The CMP Experience

Although I was passionate and intentional about my career in communications, my first major role after school threw me into a state of confusion. Given its specialised nature in business, it required a mindset shift to unlearn and relearn.

The CMP proved invaluable, coinciding with my assumption of this new role. My mentor, Catherine Shipushu, along with other mentors and session facilitators, guided me to better understand communication practices and the demands of the corporate world.

Topics such as emotional intelligence, communicating value, and the skills essential for professional success proved beneficial, contributing to my ongoing success as an entry-level professional.

The Career Impact

I introduced some of my colleagues in Ghana to The Comms Avenue, encouraging them to sign up for CMP. Not only has it been beneficial to their professional growth, but it has also strengthened our bonds of friendship through community hangouts and collaboration on various projects.

The CMP has enabled me to connect with young communications professionals in Ghana, Nigeria, Kenya, and Namibia.

I continue to engage with many professionals across the continent as it aligns with my passion to be a leading voice in PR and Communications in Africa.

Final Words

Applying for the CMP is the best decision any young communications professional can make.

The CMP is a niche programme designed to groom the next generation of communications professionals on the African continent.

The mentoring sessions, practical and insightful presentations, volunteering, and collaboration go beyond academic pursuits.

I recommend that you sign up to become a CMP Mentee today!

Impact Stories



CMP MENTOR

Ellen Ukpi, Communications and PR Manager, LEAP Africa

I enjoyed serving as a CMP mentor as I had a wonderful mentee.

It was important to give back and to ensure that a younger comms professional gets the support and guidance that they need, which I didn't have when I started off my career.

It was good to be able to reflect on my journey, bring out lessons, and have structured conversations where I'm sharing these learnings and my experiences with someone who is actively in the process of using these insights to also shape her career. Adaora, my mentee is a determined comms professional.

And I found that I was also learning too. It was really interesting to see that I could also learn from her. I could learn from how she conducts herself or her outlook to life. Indeed, there was always something to learn.

I had a great experience and it was truly a blessing to be able to share in such a safe and structured space. My mentee and I are still in communication today.

I share opportunities with her, and she comes back to me with questions every now and then. I'm truly rooting for her.

I have seen my mentee become more confident. I've also seen her actively trying to give herself a voice outside of work. And it's been encouraging to see her put in all that work and be able to see her grow as a person.

I'm grateful to the CMP team for connecting me with Adaora and for giving me front-row seats to the growth and evolution of young comms professionals.

The CMP

Impact Stories

Carol Songa, Communications Intern, Assurance Services International (ASI)

The CMP stands out as a unique communications mentorship programme in Africa. I strongly encourage entry-level comms professionals to participate in the programme as mentees.



The CMP Experience

Looking back, the CMP enabled me to gain more clarity and confidence in my decision to transition from the public sector to the private sector.

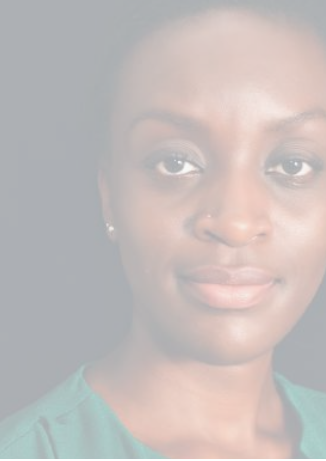
Additionally, it empowered me to tap into the hard and soft skills that I have acquired throughout my professional career, even as I focus on upskilling. No experience is wasted!

The Career Impact

I appreciated every aspect of the programme, whether it was interactively engaging with our mentors and fellow mentees during workshops or being intentional with my professional development by consistently working on my Career Goal Setting Document and Career Plan.

Secondly, I appreciate the virtual format of the programme, as it allowed both mentees and mentors to participate from wherever they were in the world.

Thirdly, the programme served as a constructive use of my Saturdays, with mentees actively participating in weekly workshops featuring various mentors and professionals in the PR field.



Lastly, engaging in weekly conversations with my mentor Titilope Oguntuga, a distinguished professional with a wealth of communications experience in various industries, proved invaluable.

Not only did I gain hands-on knowledge, experience and insights, but she was also human, empathetic, understanding and willing to guide me.

Our conversations underscore my belief that in the journey of life, we are all just walking each other home and if we take the time to try and understand one another, we may find that our life experiences are more similar than we realise.

Final Words

The CMP stands out as a unique communications mentorship programme in Africa. I strongly encourage entry-level communications professionals to participate in the programme as mentees, while urging mid-level and senior level professionals to consider joining as mentors.

The initiative is well-structured and organised and the commitment of the co-founders, administrators and mentors who consistently go above and beyond to provide support to mentees through personalised one-on-one meetings and enriching workshops is remarkable.

Furthermore, the programme offers a wealth of relevant resources, including workshop recordings, YouTube training sessions, recommended readings, and invitations to webinars hosted by various Public Relations organisations across Africa.

The CMP

Impact Stories

Faith Amarachi Ekekwe, Content Writer, Nitro 121

Finding the CMP helped me to build some foundation in my journey as a comms professional. I was confused about a lot of things but by the end of the CMP, I had some clarity regarding what I wanted to do.



The CMP Experience

I found The Comms Avenue from a post on LinkedIn and my curiosity made me research what it was all about. Thank God I did.

A friend also shared Adedoyin's book, "From Clueless to Success" and I just knew I had to be a part of whatever she was organising because so many parts of her story resonated with me.

Prior to the mentorship, I knew I wanted to take a break from freelance writing to build a more stable career but in what or where, I didn't have the slightest clue.

I applied for the mentorship programme and I got paired with Mrs Mobola Akingbala and the rest, as they say, is history.

Finding the CMP helped me to build some foundation in my journey as a comms professional.

I was confused about a lot of things but by the end of the mentorship programme, I had some clarity with regards to what I wanted to do.

The Career Impact

One benefit of the programme for me was the access it gave. Ordinarily, where would I find some of these veterans to talk to?

Where would I be able to ask questions and receive answers freely?

The CMP bridged that gap for me, helping me to talk to professionals such as Mobola Akingbala, Osato Evbuomwan, Chuka Obi, Sharon-Ann Adaigbe and so much more.

Final Words

To young professionals like myself who are thinking of applying for the CMP, my advice is to apply early.

Work on making your application stand out and when you are accepted, put in the work. You'd be shocked at what you will take away at the end of it.

P.S - I am already keeping watch for when the next CMP application will open up. My friends are definitely applying.



CMP MENTOR

Oluwyemisi Mafe, Manager, External Communications & Public Affairs, Emerging Market, West Africa, Pfizer

Mentoring has the power to positively impact everyone involved and I am happy to say it's been a great experience for me. I was paired with Kelvin Jomo Nyakwaye, an experienced and multi-skilled creative producer

I recall him expressing the desire to navigate from Broadcast Media to Print Journalism and asking for advice on how to go about it.

Kelvin has now been able to secure bylines with national newspapers such as Nation Africa and The Standard.

My second mentee, Leah Waweru was working as a Project Administrator at CIMMYT - Kenya. She needed mentoring to seek clarity on leveraging strategic communications in personal branding, leadership and self-development as well as networking.

At the end of the mentoring sessions, she expressed gratitude that I was able to point her to platforms and resources for growth, promising to keep in touch from time to time as she rides along her career and personal development journey.

My takeaway from this experience is being able to walk my mentees through seemingly difficult paths where they needed clarity.

I was glad to support young professionals and lead them to an increased chance of promotion.

The CMP

Impact Stories

Nicole Cheptoo, PR & Communication Management Executive, Cause Impact Limited

The mentoring programme fostered a sense of community among the mentees, creating a supportive environment that encouraged collaboration and knowledge sharing.



The CMP Experience

Before the CMP, I was still a student and had an 'intern' level of experience in communications, but the programme played a pivotal role in my professional development.

The mentoring sessions provided valuable insights into industry trends, effective communication strategies, and practical skills.

I gained a deeper understanding of the nuances of the field and learned how to navigate challenges more effectively.

Additionally, the mentorship provided personalised guidance tailored to my career goals, which significantly contributed to my growth as a communications professional.

The Career Impact

I enjoyed several benefits from the CMP. Networking opportunities were abundant, allowing me to connect with experienced professionals in the field.

The programme also exposed me to diverse perspectives and approaches to communications, broadening my outlook.



The feedback and constructive criticism I received during the mentoring sessions were instrumental in refining my skills.

Furthermore, the programme fostered a sense of community among participants, creating a supportive environment that encouraged collaboration and knowledge sharing.

Final Words

To young African communications professionals considering the CMP, I would wholeheartedly encourage you to seize this opportunity.

The programme offers a unique chance to learn from seasoned experts, gain insights into the industry, and build a network that can be invaluable throughout your career.

Be open to new ideas, actively engage with your mentor, and use the platform to ask questions and seek guidance.

The mentorship experience can provide a solid foundation for your professional journey and help you to navigate the dynamic communications field more effectively.

Continuous learning and networking are key to success in this industry, and the CMP provides an excellent platform for both.

The CMP

Impact Stories

Cecil Dadzie, Communication and Advocacy Intern, UNICEF Ghana

The CMP goes beyond the standard mentorship; it is a transformative experience that provides you with extremely practical skills, and broadens your network.



The CMP Experience

Thinking back to where I was before the CMP, I can say the seven-week programme played a pivotal role in my professional development.

It provided valuable insights and guidance from my mentor, Joyce Sackitey-Ahiadorme, other industry experts as well as my peers that significantly enhanced my skills in listening, journaling, public speaking, strategic communication, leadership, and networking.

The structured mentoring approach helped me to set goals, navigate challenges and make informed decisions, contributing to my overall growth as a communications professional.

The Career Impact

Personally, I enjoyed several benefits from the programme. The networking opportunities were invaluable, allowing me to connect with experienced professionals in the field.

I am very grateful to Mentor Joyce and Mentor Adedoyin. The knowledge exchange and mentorship provided me with a broader perspective, and the support I received positively influenced my career trajectory.

I have been able to foster healthy long-term relations with my mentor beyond the programme. She has been very resourceful to me.

The goal setting exercise we had to do was very useful to me too. I can say that I have achieved what I set to achieve – wrapping up my BA (graduated first class), securing an MA in Strategic Public Relations Management (done, considering an MPhil).

I got the opportunity to work a year at StratComm Africa in two capacities – Communications Assistant and Communication Research Assistant. I am currently contributing to the work of UNICEF as a Communication and Advocacy Intern.

Final Words

I sincerely recommend communications professionals to apply for and take the most advantage of the Comms Mentoring Programme. It is a wonderful chance to grow.

The programme goes beyond the standard mentorship; it is a transforming experience that provides you with extremely practical skills, broadens your network, and provides a one-of-a-kind platform for personal and professional growth.

Embrace it with an open mind and active participation, and you will certainly enjoy the benefits.

The CMP

Impact Stories

Helen Chiamaka Ajeamo, Internal Comms Officer, Accion Microfinance Bank Limited

The supportive community within the CMP which fostered invaluable connections, collaborative learning and networking opportunities really stood out to me.



The CMP Experience

In 2022, before discovering the Comms Mentoring Programme, I was a young communications professional in dire need of mentoring and a clear blueprint to navigate my professional growth in the industry.

Joining the CMP in August 2022 was a game changer for my career because the platform became a guiding light; offering mentorship and valuable resources that significantly enhanced my professional capabilities, strategic thinking, and honed my communication skills.

It also provided exclusive insights into the communications industry that were previously inaccessible.

The programme was truly transformative for me.

The Career Impact

Personally, the benefits of the CMP are numerous but these stood out for me – the tailored and dedicated mentorship sessions which equipped me with practical knowledge and a clear road map for professional growth.

Access to a wealth of resources, ranging from industry trends to skill-building workshops which further empowered my growth in my field.

The supportive community within the CMP which fostered invaluable connections, enabling collaborative learning and networking opportunities that extended beyond the programme.

Final Words

To young African communications professionals contemplating joining the CMP, I would say, seize this opportunity and transform your professional growth.

The CMP offers a unique blend of mentorship, resources, and career guidance tailored to propel your career forward.

Joining the CMP is a journey that not only accelerates your professional growth but also equips you with a lifelong supportive and vibrant community of professionals across Africa and beyond.

The CMP is a catalyst for realising your full potential in the dynamic world of communications.



CMP MENTOR

Carolina Barros, Public Relations & Communications Expert From Angola

Being part of the fifth batch of the CMP was a very rewarding experience.

Beyond sharing my time with my mentee, it was a time when I also took the opportunity to refresh my knowledge of certain concepts.

I had the opportunity to mentor Susan, a very ambitious young woman who is also active in the field of communications.

Our sessions focused mainly on developing her personal skills and "conquering fears".

Being able to guide someone to achieve success in their career, and help them find their purpose in life says much more about us, who share our experience, than about those who receive it.

I can even say that the time was quite short. I wish I could have had more time with her because there was so much of myself that I wanted to share.

To the team at The Comms Avenue, I express my GREAT and ETERNAL GRATITUDE for this fantastic experience.

"Knowledge is meant to be shared. It is of no use to us to keep it."

The CMP

Impact Stories

Olatundun Oladejo, Public Relations Specialist, Carpe Diem Solutions

The Comms Mentoring Programme has a lot to offer to anyone who wants to start, grow, or transition into the communications industry.



The CMP Experience

As a young professional seeking entry into the Public Relations industry, I did not have a clear or direct 'how-to' guide.

The CMP was my initial contact with The Comms Avenue. I didn't even know there was a community of similar professionals, and that in itself assisted me tremendously in my journey.

The mentorship, network of practitioners, and resources shared within the community have been beneficial to my professional development.

The fact that I secured my current job through the Telegram community after the mentoring programme is a major testament of the impact of The Comms Avenue in my professional journey.

The Career Impact

Communication with my mentor was a huge one for me. Being paired with an international communications professional amazed me. Lerato made our classes and meetings easy to understand.

Not only did she share her professional experiences with me, she also remained accessible even after the programme ended.

The 'communications career journey' of Mrs Sola Abulu was among the inspiring sessions we had during the programme. I have since followed her and other professionals on LinkedIn, and I have not regretted it one bit.

In summary, the benefits I gained from the CMP are exposure, certification and a boosting of my LinkedIn profile and network

Final Words

Personally, I would like the CMP to be like the Nigerian youth service for PR & Communications students, and young professionals.

This is because the CMP has a lot to offer anyone who wants to start, grow, or transition into the communications industry.

The CMP

Impact Stories

Laryea Rebecca, Comms Practitioner, Ghana National Petroleum Corporation

The CMP is excellent. it brings out your hidden strengths. I had the chance to talk to experienced professionals and get advice regarding things I didn't understand.



The CMP Experience

Prior to joining the CMP, I wasn't sure how to handle the world of Public Relations. I knew what PR was about, but I struggled with coming up with creative campaigns for my organisation.

I'm grateful for Ms. Alero who shared her life experiences and answered all our questions.

I asked my mentor questions about how to be professional in a male-dominated workplace, and her story inspired me to take proactive steps.

When I had an assignment and my mentor was engaged with pressing official matters, I contacted Adedoyin, and she quickly connected me with someone in my field who could help.

This helped me to meet my bosses' expectations, and I was really excited about it.

The Career Impact

During the programme, I learned the power of connecting with the right people at the right time.

I also learned about teamwork and how to plan projects.



I had the chance to talk to experienced professionals and ask for advice regarding things I didn't understand.

The CMP is excellent. It brings out your hidden strengths. I remember Adedoyin telling us to take initiative and be proactive without waiting to be told what to do.

I enjoyed learning about the power of storytelling and gaining insights on navigating our field of work.

The session on setting goals and missions was particularly valuable, providing a great experience.

Final Words

I highly recommend this mentoring programme to anyone looking to be a part of it.

It not only prepares you for the future but also sets you apart from your colleagues.

The CMP

Impact Stories

Hope Wambui, Social Media Manager

Interacting with fellow mentees during and after the CMP has fostered a supportive community which has helped us to keep each other accountable with regards to our career goals.



The CMP Experience

Prior to my participation in Batch Six of the Comms Mentoring Programme, my primary objective was securing a communications role to meet financial obligations and alleviate boredom.

However, the programme facilitated a profound shift in my perspective over the seven weeks. I came to realise that job-seeking transcends mere financial concerns and avoidance of idleness.

The CMP instilled in me a focus on long-term career goals, prompting me to consider where I aspire to be in one, three, and five years.

A pivotal aspect of my professional improvement was the mentorship pairing with Ms. Lindah Mbaisi, a seasoned professional in the communications industry. This mentor – mentee pairing enabled me to approach my career more strategically.



Regular check-ins from my mentor regarding my career progression proved invaluable, keeping me aligned with both short-term and long-term career goals.

Furthermore, I acquired essential skills in presenting myself as a communications expert across platforms such as LinkedIn.

This has not only enhanced my online presence but also positioned me more effectively within the communications profession.

The Career Impact

The most notable highlight of the CMP for me was the fortunate pairing with Ms. Lindah Mbaisi, my mentor based in Nairobi, Kenya.

This geographical proximity facilitated seamless physical meetings, fostering a supportive, reliable, authentic, and intentional mentoring relationship.

Ms. Mbaisi's words, expressing her willingness to share her knowledge generously, resonated with me: "I am a cup that is full, Hope. Take as many sips as you want." What more would a mentee wish for in a mentor, if not this?

The CMP also provided a sense of belonging, connecting me with like-minded communications professionals.

Access to resources such as Career Cheat Sheets, a guide on navigating a new role as a communications professional, and Career Planning and Mapping Tools has been instrumental in making me more intentional in my assignments.

In addition, interacting with fellow mentees during and after the programme has fostered a supportive community, aiding us in keeping each other accountable for our career goals.

Final Words

I strongly encourage young African communications professionals to seize the opportunity presented by the Comms Mentoring Programme. Being part of the CMP will mark the beginning of an intentional journey in your career.

Embracing the words of Isaac Newton, “If I have seen further than others, it is by standing upon the shoulders of giants.” The giants here represent communications professionals who have shaped the communications field and are serving as mentors in the CMP.

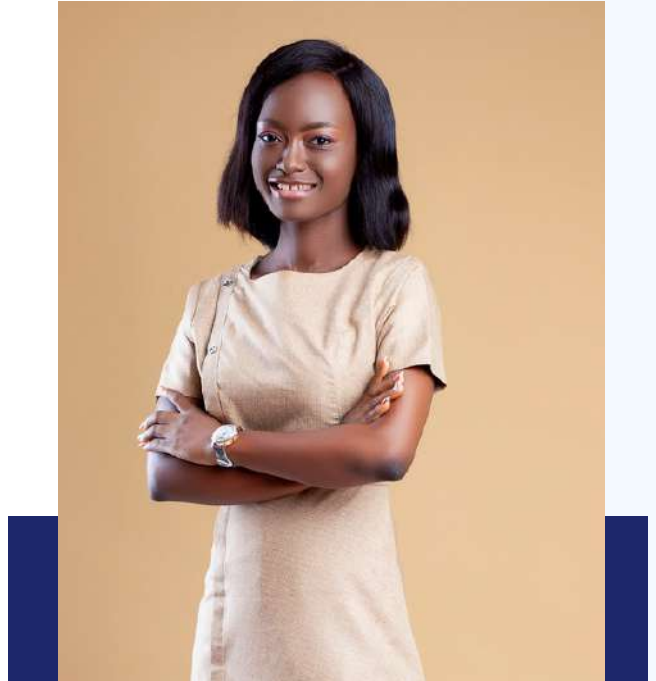
Engaging in the CMP will allow you to stand on the shoulders of these industry giants, and gain insights and guidance that will propel your career forward.

The CMP

Impact Stories

Ivy Edith Makafui Agbozo, Client Services Specialist, IT Consortium

Not only is the CMP well structured, but it also gives you access to a host of mentors and peers who have experience from all walks of life that can shape your perspective and improve your outlook as a professional.



The CMP Experience

Working as a full-time professional can get so hectic that you often kick other aspects of your life to the curb. This was how I often operated until I made it to the CMP as a mentee.

The CMP reminded me of the essence of consistently learning as I dedicated time to attending the mentorship sessions with my mentor and further participating in the general workshops.

The CMP was also a pleasant reminder of the excitement I derived from writing and indulging in communication activities as a whole.

Along with the fuelled passion for learning came the curiosity of research. I enjoyed conducting research to acquire the requisite knowledge to work on my assignments and be well-prepared for the general workshops.



Talking about workshops, I was particularly nervous when I volunteered to moderate the final workshop (Mentor Career Stories).

However, as the days drew closer, I felt the rush of excitement as I researched, and prepared a draft of how I wanted the conversation to go alongside some questions to set the tone.

This was, of course, in addition to the guidelines I received from The Comms Avenue team. The workshop turned out to be one of the best I have moderated and my head swelled after receiving lovely feedback from the audience.

Ultimately, the CMP refuelled my love for Journalism and Communications.

It also allowed me to improve how I presented myself professionally, seeing that I was still at entry level at the time.

The CMP also helped me to grow slowly past the awkwardness of asking for help, making new and lasting connections and managing people while hoping for the best outcome possible.

The Career Impact

Although the CMP had several benefits, the critical benefit I enjoyed from the programme is basking in the joy and love I had for Communications and Journalism, and related disciplines.

I loved the rush of writing again, researching, getting new insights and also applying the communications strategies I learned from the programme at my place of work.

The CMP

Impact Stories

Festus Ntong, Communications Consultant, 4thMan Consult Ltd

I got to interact with industry experts who were so down-to-earth. Their stories and advice helped me to grasp the real-world dynamics of the communications field.



The CMP Experience

Before the CMP, I was in the midst of transitioning into the world of communications. I had just made up my mind to stop shouting, “My Lord in court” (Yes I am a Lawyer).

In the midst of my confusion, The Comms Avenue found me and not too long after, I applied to be part of the CMP and the rest they say is history.

The CMP played a significant role in making that transition smoother and levelling up my professional game.

I was part of the fourth cohort and I’d like to highlight the following:

Real People, Real Insights: I got to interact with industry experts who were so down-to-earth. Their stories and advice were like gold, helping me to grasp the real-world dynamics of the communications field.



Coming from a profession where people hoard knowledge and resources, I was shocked to find that my mentors and other professionals were open to sharing knowledge and opportunities.

New Friends, New Doors: The programme opened up a whole new world of connections. Not just LinkedIn connections, but real relationships that led to exciting opportunities and collaborations.

Navigating Together: Having a mentor from the programme and even after the programme was like having a compass in the wilderness. They helped me to navigate challenges, offering wisdom that you can't find in textbooks.

Always Learning: After the CMP, I realised it wasn't just a programme; I was inspired. Learning became a mindset.

I found myself hungry to learn more, stay updated on trends, and never settle for the status quo.

The Career Impact

Long-term mentorship, real-world wisdom and career boost are some of the benefits from the CMP that have impacted my career.

Long-Term Mentorship: My mentor, Mr. Godfrey Adejumo, and I clicked so well that our relationship didn't end with the programme. It's been an ongoing source of support and camaraderie.

Interestingly I met another wonderful mentor in Mrs. Sola Abulu, and let me not get started on how Adedoyin has been godsent, more or less holding my hands from day one.

Real-World Wisdom: Information wasn't just thrown at me; I was given practical, real-world insights. It was like having a backstage pass to the communications profession. Trust me when I say this, at certain times you would not want your mentors to stop talking because of their wealth of experience.

Career Boost: The skills I gained through the CMP played a role in moving my career forward within the communications field.

Today, I am the Head of Communications at one of Abuja's top Real Estate companies and I also work as a consultant.

I still reach out to my mentors today in times of difficulty and they are always ready to listen to me rant and they also proffer solutions.

Final Words

The CMP isn't just a programme; it's like a growth booster for your career. The mentorship, exposure, and resources are like rocket fuel for your skills and knowledge.

Also, the CMP isn't about collecting business cards. It's about making genuine connections. The relationships you build from the programme can turn into lifelong friendships that support you throughout your career.

The CMP

Impact Stories

Selfine Onyango, Media & Comms Manager, WezaCare Solutions

The exposure to fellow peers validated the high quality of professionals we have within the continent. We really are such a quality batch of professionals.



The CMP Experience

The program was really helpful in forcing me to get very clear on what and how I wanted my career path to look like.

In addition, it forced me to further open my eyes to the endless possibilities available to me.

Also, having a sense of clarity on what I wanted allowed me to get quality mentorship not only from a professional perspective but also from other aspects of my life.

I now have a new appreciation for how impactful communications can be if used strategically.

The CMP brought to life the statement that communications is not just a support function but a core pillar towards an organisation's success.

The Career Impact



The main benefits from my time in the programme included accessing seasoned professionals across the continent and in different sectors.

Whatever industry one was interested in, a mentor had been there and grown within the sector, and I found that to be very valuable.

Additionally, the exposure to fellow peers validated the high quality of professionals we have within the continent. We really are such a quality batch of professionals.

Finally, having access to our mentors within the period helped me to better understand how to navigate the industry from more than what my individual contribution is as a professional. It was wholesome.

Final Words

To young African communications professionals keen on growing and getting a head-start in their professional journeys, do apply for the CMP. Seize the opportunity, ask questions, be proactive and learn as much as possible.

Be clear on what you really want to gain from a mentor and what you want for yourself. It'll be really critical in helping to ensure that the right mentor is assigned to you.

Finally, respect and appreciate your mentor's commitment in guiding you on how to navigate the industry. If you show up for yourself, most mentors will also show up for you. Remember, your growth is your responsibility.

Impact Stories



CMP MENTOR

Stephen Kwaku Darko – Programs Manager/International Relations Officer, Monde Hope Foundation

Mentoring Oluwademilade Simeon in the Comms Mentoring Programme has been transformative, emphasising the profound influence of mentorship on personal and academic growth.

It taught me the importance of building confidence, setting goals, and navigating challenges, while also highlighting the critical aspects of balancing academic and personal life, fostering inclusivity, and promoting effective communication.

Providing guidance on networking and professional development underscored the need for preparing her for the real world, emphasising flexibility, adaptability, and celebrating both successes and failures for overall growth.

Ultimately, mentoring creates a meaningful and lasting connection that extends beyond academic years.



CMP MENTOR

Bemigho Awala, PR Manager, Moniepoint Inc

My name is Bemigho Awala, and I'd like to express how much of a pleasure it has been to be part of two cohorts of the Comms Mentoring Programme .

The invaluable experience that mentees gain from accessing business leaders who have spent a significant amount of time honing their craft is truly priceless. Many of these mentees are early-level young professionals with one or two years of experience.

Being able to benefit from the wealth of experience that senior professionals have immersed themselves in is incredibly significant.

Working with my very first mentee, who had no prior experience, was a rewarding experience. I provided her with materials to read, showed her the ropes, and gave her a few referrals.

Despite also managing an academic programme, our collaboration through the CMP has created much more value for her. It was a transformative experience for her, as it was for Tosin, my second mentee.

Tosin, who had some experience as a journalist and was looking to transition into communications, found our discussions on strategies very helpful. Being able to share what worked for me during my time as a journalist many years ago was gratifying.

The CMP is a significant asset to The Comms Avenue, and it's something I'll always support, even if my schedule is busy.

Paying it forward for the next generation has huge dividends, not only for the professionals involved but also for the ecosystem and the world at large.

So, big kudos to The Comms Avenue team, and I wish them all the best as they plan for this year's CMP.

The CMP

Impact Stories

Veronica Kiarie, Commercial Producer, Standard Group PLC

Having frequent discussions with my mentor went a long way in building me as a professional. Something I valued so much about our discussions is how he pushed me to expand my abilities.



The CMP Experience

CMP has these exciting forums where you get to meet senior professionals from different organisations across Africa and you get to talk to them about the current challenges that you are facing in your career, the opportunities you think you have and where you feel the industry is going.

These talks played such an important role in improving me as a professional because for about an hour, this person doesn't just talk about his or her achievements.

They dedicate that whole time to finding out where you are and where you want to be and they give you advice on how to get to there.

After all these discussions with the different professionals, if you took the advice, figured out what you needed to achieve, and worked towards it, you'd definitely see growth in your career.

The Career Impact

Having frequent discussions with my mentor went a long way in building me as a professional. My mentor was Mr. Felix Musila and one of the things that I valued so much about our discussions is how he pushed me to expand my abilities.



He always said, "Veronica, it is important to have a plan of where you want to be in the next five, ten years and you should also have a plan of how you are going to actualise it.

To this day, I work through this plan. Of course as time went by, I have done some edits here and there.

I have crossed out what I have achieved and I have added what I think are crucial to achieving my goals, but the main plan has not changed.

Through the CMP, I learned the benefits of not just creating networks but also how to effectively use them to get ahead.

Nobody is an island and the networks you make today, if they are not of use now, they will definitely be in the future..

Final Words

If you are thinking about it, you should definitely apply for the programme.

It all begins with the first step and trust me after you are done with the programme and you work towards achieving your dreams, you will see the growth in your professional life

The CMP

Impact Stories

Tobiloba Olaosun, Marketing and Comms Manager, Junior Achievement Nigeria

My mentor made deliberate efforts to ensure I became consistent with reflecting data in my work achievements.



The CMP Experience

The CMP launched me into the possibilities of living in my mind's reality.

My mentor made very deliberate efforts to ensure I became consistent with reflecting data in my work achievements and that had a great impact on my visibility in the workplace and when I had to transition, incorporating data in my results wasn't difficult.

In addition, my mentor gave me access to her work, and some of the resources she uses. I got to work with her on a report she was developing and that gave me an avenue to explore how communications is done in East Africa.

My advice to aspiring comms professionals who want to get the best out of the CMP is to be open-minded, inquisitive, and willing to explore the ideas their mentor shares.

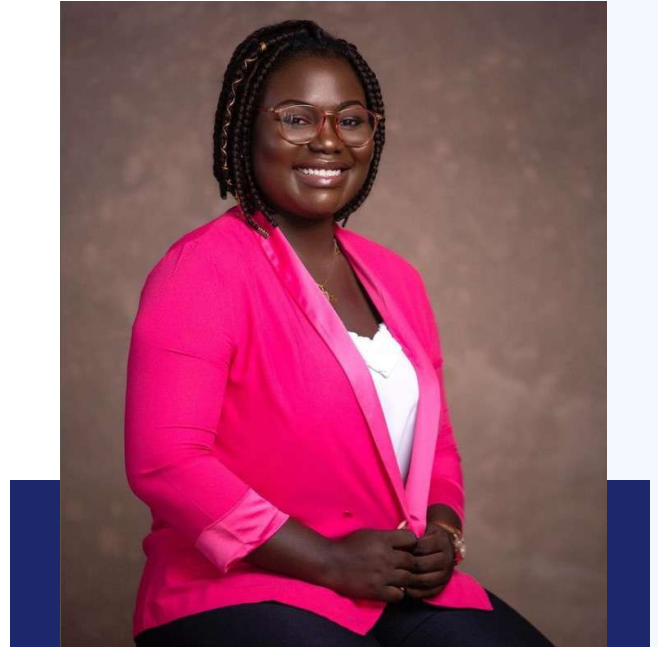
Never attend any of your sessions empty-handed and every time you meet your mentor, have something he or she can learn from you.

The CMP

Impact Stories

Jacqueline Johnson Quaye, Communications Manager, Barbex Africa Projects Ltd

*CMP isn't just a programme;
it's a transformative journey.
Whether you're a novice or a
seasoned professional, CMP
offers unparalleled support.*



The CMP Experience

Joining the CMP during my final year of undergrad was a pivotal moment.

As a journalist transitioning into Comms/PR, the programme provided me with a tailored mentorship from Lolade, aligning perfectly with my career aspirations.

The workshops and mentor meetings offered hands-on learning, transforming theoretical knowledge into practical skills.

Crafting communications strategies, professional profiles, and journalist pitches became second nature. These have proved incredibly invaluable in my current role as a Communications Manager.

The CMP was my compass for a successful transition in 2022.

The Career Impact

The CMP extended beyond academics for me. While preparing for National Service, my mentor played a crucial role in interview preparations, aligning my placement with my career goals.

Practical assignments such as creating a professional portfolio were enlightening. Weekly workshops with seasoned professionals also added a layer of real-world understanding.

The resources provided through the CMP and its practical focus not only honed my skills but also became an enduring resource in my professional journey.

Final Words

To my fellow African communications enthusiasts, the CMP isn't just a programme; it's a transformative journey. Whether you're a novice, a career switcher, or a seasoned professional, the CMP offers unparalleled support.

The community of learners becomes your extended network, and mentors with years of experience guide you through practical challenges.

The CMP is a gift that keeps giving, fostering connections that endure beyond the programme.

When you join the CMP, you're not just joining a programme; you're becoming part of a lifelong support system for your professional journey.

The CMP

Impact Stories

Juliah Wairimu Njoroge, Founder/ Managing Director, Flippix Production

I highly recommend the CMP, particularly for individuals in the communications and PR field. The impact it had on my journey was remarkable, and I encourage others to seize the opportunity without hesitation.



The CMP Experience

I want to express my gratitude for the mentorship programme at The Comms Avenue, which I joined when my company, Flippix Productions, was just a few months old.

I was transitioning from employment in television to entrepreneurship, and I really wanted to give my clients the best service. Since most of them were in communications, I decided to take a short course to learn more about it.

The Career Impact

The CMP surpassed my expectations, not only imparting valuable knowledge but also facilitating a seamless transition into the realm of business.

Wednesday mentorship sessions with my mentor, Nancy Onyango, and Saturday talks by various speakers were consistently insightful, contributing significantly to my professional growth.



CMP MENTOR

Abel Muhatia, Senior Account Manager – Editorial & Strategy, A.M Communications Limited

My experience as a CMP mentor was one of a kind. I say this because it was not only a platform to share insights and nuggets from my experience but it was also a seedbed for reverse mentorship.

This to me is the differentiating factor for the Comms Mentoring Programme, learning is both ways!

Besides, the mentorship programme was quite vast and hands-on.

Beyond the traditional confines of mentorship, my mentee and I found ourselves delving deep into a wide array of topics, ensuring a comprehensive and enriching experience.

This level of inclusivity exposed us to diverse perspectives and skillsets – from Social Media Management to Media Relations skills, Stakeholder Management, Content Development, and External Relations among others.

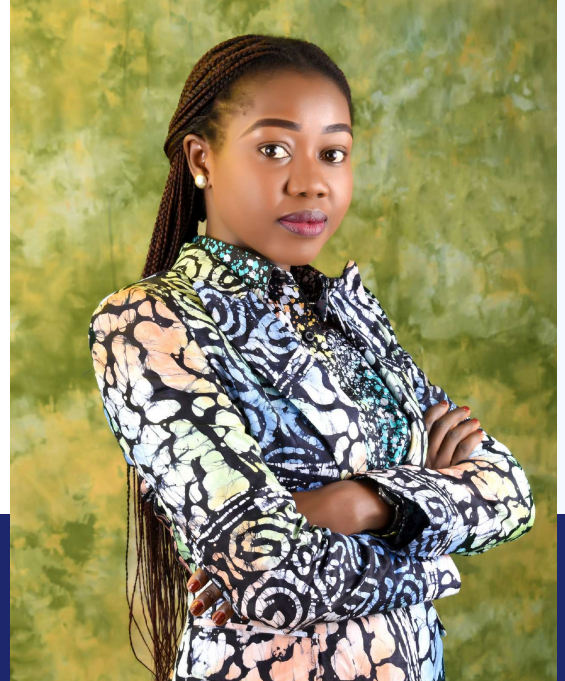
This also embedded a holistic approach in me, not just with regards to personal growth but also to professional development.

The CMP

Impact Stories

Tunkarimu Endutimepre Taiye, Corporate Comms and Sustainability Manager, AB inBev

The CMP taught me that you can be anything as long as you clearly define what you want and work towards it with the guidance of people who have walked the path before you.



The CMP Experience

Before I knew about the CMP, I was probably not taking as much risk in my career journey as I am now. The CMP opened my eyes.

From just joining TCA as a community member and getting a job opportunity to being a mentee in the CMP and learning a lot about the nitty gritty of career development, all of this has helped me to improve as a professional.

Understanding how and when to make a career move, knowing how to navigate the workplace, seizing opportunities to work better with team members and networking within the industry are some of the ways the CMP has helped me to improve in my career journey in communications.

The Career Impact

The CMP helped me to discover a lot about myself through my mentor and the invaluable insights shared by the different mentors opened my eyes to the level at which I should operate.

The deliberate effort and commitment of my mentor was more than beneficial to me.

The CMP taught me that you can be anything as long as you clearly define what you want and work towards it with the guidance of people who have walked the path before you.

Final Words

You are never too big to learn. I remember when I wanted to join the CMP, a friend told me that I had grown past the level of the programme but I went ahead and applied and I must say, it was one of the best moves I made that year.

Today, I can bounce off ideas with my mentor and co-mentee whom I kept in touch with after the CMP.

My mentor, Antoinette Kamau, has been very supportive. We hold catch-up sessions with my co-mentee, and she was very instrumental in guiding me for the interview for my current job.

The CMP is definitely one for every young African communications professional and a valuable opportunity for career development at no cost.

The CMP

Impact Stories

Judith Igboenyasi, Communications Officer, ThePush Consulting

The exclusive meetings with my mentor were so enriching and helped to propel my career in more ways than I expected.



The CMP Experience

With barely a year of professional experience in communications, the CMP provided me with a solid foundation and insights into the responsibilities of a communications professional.

Through the sessions, I received guidance on career advancement, identified essential skills I needed to thrive, and discovered courses I could take to sharpen these skills.

The mentoring experience instilled discipline, professionalism, and a deep appreciation for delivering excellent work.

The exclusive meetings with my mentor were so enriching and helped to propel my career in more ways than I expected.

We were also given access to a lot of amazing and relevant resources that I'm still exploring and these materials have greatly contributed to my excellent project delivery at work.

I am really grateful for the opportunity to have been a part of the programme.

BE PART OF THE COMMS MENTORING PROGRAMME!

You can be part of the Comms Mentoring Programme either as a Mentor, Mentee or as a Sponsor. So far, we have mentored over 250 young African communications professionals through the CMP and we are looking forward to reaching more professionals.

Read more about the CMP [here](#).

To sign up as a Mentor, click [here](#).

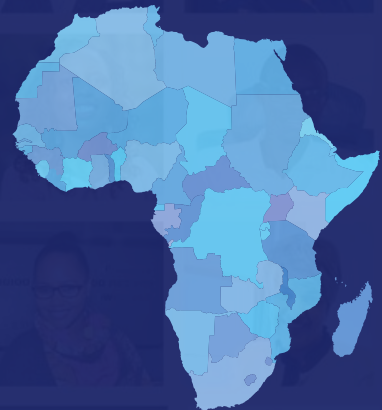
To apply to be a Mentee, click [here](#).

To come on board as a Sponsor, click [here](#).

ABOUT THE COMMS AVENUE

The Comms Avenue is a capacity building and networking platform for communications professionals across Africa and beyond.

We currently have over 1300 communications professionals from 25 African countries in our mission-driven community.



Our vision is to become a close-knit community of communicators who work collaboratively and are empowered to contribute to positive change in various industries, across Africa and globally.

To achieve this, we put together programs, webinars, knowledge exchange and networking events that allow our community members to Learn, Collaborate and Connect with senior communications professionals and peers across the African continent and beyond.

To learn more about the work we do, please visit our [website](#) and you can send us an email - letstalk@thecommsavenue.com.