

01

AFRICA'S DATA MOMENT

WHY PEOPLE MATTER MORE THAN PLATFORMS

Africa's organisations have invested in tools and AI. The gap is not in the technology - it is in the people who need to use it.

WHY SODLA EXISTS

WORKFORCE PERSONA MODEL

02

THE BIG DISCONNECT

TWO NUMBERS THAT SHOULD NOT COEXIST

Two numbers. Same 1,551 people. Same assessment. When you see them together, the challenge becomes impossible to look away from.

THE CONFRONTATION

THE INVISIBLE GAP

03

ATTITUDES, BELIEFS AND BEHAVIOUR

THE APPETITE IS ALREADY THERE

Before we examine capability, we examine belief, confidence, usage and generational exposure. The appetite is already there. The challenge is converting it into practical capability.

PERCEIVED VALUE OF DATA

PEOPLE ARE ALREADY WORKING WITH DATA

THE GENERATIONAL SHIFT

EQUIPPED WITH THE RIGHT TOOLS

04

THE SKILLS REALITY

WHAT PEOPLE CAN ACTUALLY DO

Across core capability domains - fundamentals, visualisation, analytics and storytelling - we measured performance, not perception.

MICROSOFT EXCEL

SELF-SERVICE ANALYTICS

ADVANCED ANALYTICS

DATA AGGREGATION

DATA PREPARATION

05

THE PARTICIPATION GAP

CAPABILITY DETERMINES WHETHER PEOPLE SHOW UP

Data literacy determines whether people engage in data initiatives at all. The difference between participation levels is not gradual - it is structural.

PASSIVE PARTICIPATION

PARTICIPATION FOLLOWS CAPABILITY

WHAT GOOD LOOKS LIKE

TURNING INSIGHT INTO ACTION

06

BUILDING DATA & AI READY ORGANISATIONS

THE GAP IS REAL. IT IS CLOSEABLE.

Because the gap is measurable, it has a defined starting point and a clear path. This section defines what closing it looks like at every level.

HIGH-PERFORMING ORGANISATIONS

MEASURING READINESS

THE READINESS IMPERATIVE

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1,551

*assessed business professionals across 11 African countries.
Objective data, not opinion.*

