



ABOUT BiD

Baobab Intelligence & Development (BiD) is a private company that uses business intelligence (a data-based approach) to evaluate, transform, and support the growth and sustainability of companies. Currently, we operate in the mining sector through the development of local content through capacity building and corporate restructuring.

Our main purpose is to continuously improve the relationship between the private sector within the mining industry, financial institutions and government institutions. BiD is convinced that the key to sustainable development is a well-equipped and ambitious private sector.

MISSION

We make local businesses better, stronger and more competitive.

VISION

To become the catalyst for a stronger economy through the development of local businesses.

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OUR JANUARY ACTIVITIES WERE UNDER THE THEME OF CORPORATE GOVERNANCE.



JANUARY 2021

Corporate Governance

The main objective of this month of January was to focus on some of the best practices in corporate governance because good governance is necessary in ensuring an optimal and tailored functioning of the company. It is done through the development of strategic plans, management mechanisms, monitoring and performance evaluation tools and processes. It should also be noted that good governance allows to maintain good relations with the company's employees and partners.

To fulfill this objective, BiD held:

- A Strategic Retreat for CEOs
- Strategic planning sessions
- A session on corporate governance
- A Networking session with three (3) major insurers in Mali

STRATEGIC RETREAT IN SÉGOU, MALI

As part of its Private Sector Acceleration Program, BiD is involved in corporate restructuring through the elaboration of an organizational development plan with key performance indicators over a five (5) year period.

As a result, the year 2021 started with a strategic retreat of the Barrick Acceleration Program CEOs. This was an opportunity for BiD to put the CEOs in a total immersion to carry out a strategic analysis of their companies. To create customized and unique experiences for its clients, BiD organized a 3-day session in the Segou region, MALI.

These three (3) days were rich in brainstorming activities such as:

- Reflections on the mission, vision, and culture of a company,
- Analysis of Strengths, Weaknesses, Opportunities, and Threats – SWOT analysis,
- BCG analysis: strategic classification of products and services according to their profitability for the company (relative market share) and their investment needs (growth rate in the market),
- Stakeholder mapping,
- Market analysis: needs and characteristics of customers, competition, risks,
- PESTEL analysis: macro environmental factors that may affect the company – Political, Economic, Sociological, Technological, Environmental, and Legal aspects.



Strategic Retreat in Ségou, MALI

STRATEGIC PLANNING SESSIONS

Following the strategic retreat of the CEOs, BiD has started the follow-up phase in Bamako. This phase consists of organizing strategic sessions with the CEOs and key respective team members to continue the conversation on the development and implementation of an organizational development plan. The main objectives of these sessions are:

- To finalize a five (5) year organizational development plan,
- To Foster an inclusive work environment where the entire team participates and understands the direction the company is taking because the implementation of the organizational development plan requires the commitment and understanding of teams.

SESSION ON CORPORATE GOVERNANCE

On January 16, 2021, a session on "Corporate Governance" was held in our offices. Discussions focused on the following aspects:

- Internal governance through well-established procedures and regulations,
- External governance via advisory boards, board of directors,
- Compliance with regulations and standards,
- Corporate Social Responsibility....

The main goal of this session was to highlight the importance of good corporate governance, as it is essential for :

- The establishment and maintenance of relationships and trust with partners (suppliers, customers, State, etc...),
- The consolidation of the company's competitiveness,
- Facilitating access to financing because it strengthens the credibility of the company,
- Recruitment, retention, and the loyalty of quality human resources.

In this session, the importance of implementing a management and decision-making system that goes beyond individuals and is based on well-established internal procedures and policies was emphasized. Not only does it guarantee a more effective control and management, which is a guarantee of trust for partners and investors, but it also stimulates growth and financial efficiency.



Session on Corporate Governance



NETWORKING SESSION WITH INSURANCES

As part of its approach to capacity building and business sustainability, BiD held a networking session on January 30, 2021 on "The advantages of a business insurance plan in protecting investments and creating a safe and qualitative work environment."

Three (3) major insurance companies were present:

- La Société Nouvelle D'Assurance Vie, SONAVIE
- SAHAM Insurance
- La Nouvelle Alliance d'Assurances, NALLIAS - SA

Discussions focused on the risks to which companies are exposed in the exercise of their activities, the different solutions that insurance companies offer (life and non-life insurance). During the discussions, all the panelists were unanimous on the fact that companies must work with insurers to identify the potential risks they need to protect themselves against and be proactive through tailored insurance plans.

The impacts of insurance coverage on the relationship between companies and financial institutions were also discussed. At the end of this session, the conclusion was that the subscription to an insurance guarantees protection for the company in terms of investments, goods, services, and personnel; it also enables companies to sustain strong relationships with its stakeholders.



Networking session with Insurance Experts.

Panel - From left to right:

Mr. Daniel DENA, Head of the Sales & Marketing Department at SONAVIE,
Mr. Alou Tall, Operations and Development Director at SAHAM Assurance Mali,
Mr. Ousmane Simpara, Production Manager at NALLIAS SA.

THANK YOU



Thanks to our various activities, we realized that it is imperative to develop quality local content through strategy development, organizational development and human capital development to ensure a sustainable economic growth for Malian companies and the economy in general. Consequently, BiD is reassured about its perspective of providing holistic support to propel companies in the mining sector to be stronger and more competitive. We are grateful for the support of Barrick, but also of our cohort and all the stakeholders who actively participate and support us in our activities.

Equipe BiD

BAOBAB INTELLIGENCE & DEVELOPMENT
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