



Conference | 26th - 27th February 2015

Ruka Sanusi; Founder and Principal Consultant, Alldens Lane

Ruka Sanusi is a business strategy advisor with over 20 years of international consulting experience. A practised professional, Ruka has advised public sector and private sector corporations on international projects and assignments across sub-Saharan Africa. She has lived in the UK, Tanzania, Ghana and Nigeria, with her consulting experience in Africa spans 16 countries.

Ruka has built her career around her abilities to both provide specialist advice on issues of business strategy, business operations and business management, and also to organise and manage the resources and facilities to implement recommendations: she has strategic and operational capacity.

Out of a desire to support Africa's female entrepreneurs and CEOs to harness their full economic potential, in 2012 Ruka founded Alldens Lane, a boutique business strategy consulting firm with a unique focus on providing executive and business coaching to female entrepreneurs and CEOs. The purpose of Alldens Lane is to provide female CEOs and entrepreneurs with business direction, balanced support and thought provoking business performance and growth analytics, from which they can grow and transform their businesses – and their lives.

Presentation

Title: The importance of vision, mission and strategy to drive business growth