



ALX APPLICATION EXPERIENCE

PART 1: THE CHALLENGE FROM FRED SWANIKER

TRANSCRIPT

My name is Fred Swaniker, founder of the African Leadership Group and ALX.

On behalf of ALX, welcome to your ALX application experience. This experience will challenge you. It's not going to be easy. And that's on purpose.

Our role is not to do small things and to solve small problems. To live a life of impact, we must solve the world's biggest problems by doing hard things.

The most important thing you can do is reflect on where you want to go and what problem you want to solve.

That's called your mission. My mission is to make Africa's century the best century through leadership. To transform the continent by empowering ethical and entrepreneurial young leaders.

My mission is not your mission, but it is important to know your personal 'why' on earth, the central motivating factor of your life.

Make sure that ALX aligns to your personal mission. And if you're not sure what that is, we'll help you define it.

By the end of this challenge, we want you to feel either 100% sure that ALX is for you, or 100% that it is not.

And remember, there are no handouts. I expect you to give your all to this application, do the hard things, and soak up everything you can from this experience.

I wish you the best of luck and hope to see you soon.