



ALX APPLICATION EXPERIENCE
PART 1: THE CHALLENGE FROM FRED SWANIKER
TRANSCRIPT

Greetings, my name is Fred Swaniker and I'm the founder of the African Leadership Group and ALX.

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

We make it hard because we believe that those of us who are lucky enough to be healthy, to be alive and to be educated, which includes you, by the way, we should not be doing small things or solving easy problems. The only way to justify our privilege is to solve the world's biggest problems. We must do hard things if we want to live a life of impact.

So today, I invite you to reflect on where you want to go. What problem do you want to solve? That's called your mission. My mission is to transform Africa by empowering 3 million ethical and entrepreneurial leaders by 2035. That's my mission. What is yours? You should create your own mission, your personal "why" that will guide the choices you will make in life.

Now the good news is that in Africa, it's very easy to find a mission. There are so many problems to solve and those problems are waiting for you to solve. Will you be the one to solve our problems in education? Or in healthcare? Will you build the infrastructure for our cities as 800 million people move into them over the next, three decades? Will you empower women? Will you create the most vibrant music and artistic industry in Africa?

Will you capture all the tremendous opportunities we have in Agriculture? Will you become a better leader in government?

There are so many problems that we have on the continent – what that means is there's so many missions that are waiting for people like you to solve.

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

And remember, there are no handouts in life. I expect you to give your all to this application, to 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.