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- | Board Appointments
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Insights 2026

Executives in Africa
making an impact since 2010



WHAT 200 AFRICAN EXECUTIVES TOLD US. IT'S NOT THE MONEY.





THEY'RE AMBITIOUS, NOT UNHAPPY

Only 4 in 10 executives we spoke to had a real issue with their current role. Most are pulled by a bigger opportunity, not because they feel pushed out.





SCOPE BEATS SALARY AT THE TOP

42% were drawn by a bigger remit: group or multi-country roles and full P&L. Only 20% cited pay.





YOUR GROWTH STORY OUTSELLS YOUR BRAND

An employer's growth and scale came up in many of our conversations. Lead with where you are going.





UPHEAVAL IS RELEASING TOP TALENT

30% of leaders were unsettled by restructuring, funding cuts or contracts ending.





MISSION IS A CURRENCY

Impact-led employers attract leaders willing to accept less financial reward for purpose and the chance to build something from scratch.



GIVE THEM REAL AUTHORITY

Senior candidates want to own, not advise. Some feel like internal consultants, advising rather than making decisions.





HOME IS A POWERFUL PULL

12% of leaders were drawn by a return home or to be closer to family, especially diaspora leaders within Nigeria, Ghana and Kenya.





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The best leaders aren't running from something. They're running towards a bigger mandate.

Richard Putley, CEO & Co-Founder - Executives in Africa

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