



G:

A CAREER AT GENESIS ANALYTICS

Our practices
Our values
Our offer to you

G:GENESIS
25 YEARS OF UNLOCKING VALUE

CONTENTS

3



Who we are

4



Our values

5



The core of
our work over
this decade

6



What makes
Genesis different

7-15



Our
Practice
Areas

16



Our offer

17



What's in
it for you

18



Some of
our clients

19



Why I chose to
work for Genesis

20



Educational
Foundation
Bursary
Programme

21



Are you
interested in
joining our team!

Click on Topic above to go to Page



Click on Home Button to return to Contents Page

WHO WE ARE

Genesis is a leading impact and strategy consultancy and has worked in more than 100 countries.

We focus on the 4 billion people in countries with young populations across Africa, the Middle East and Asia. That is the Young World. Our roots are in Africa. We partner with the world's leading foundations and multilaterals, governments, and corporations with rapidly scalable technologies. We have ~250 staff in more than 25 countries, and seven main hubs.



[Watch this Introduction to Genesis](#)



OUR VALUES

At a time when many consulting firms have been shaken by failures of integrity, we take immense pride in our reputation for ethics, balance and fairness.

Our values are an essential part of the way we work. We produce strong, independent analysis that seeks to balance economic with social concerns; markets with society; public with private interests. Our ability to see the position of all sides is a stand-out strength.

Our purpose is to unlock value by working closely with our clients to find real, scalable solutions. The foundation of our distinctive delivery is technical skill and deep sector knowledge we have developed through our work across the public and the private sectors.

All our work is guided by our core values:

Siyakhana*



I am **OPEN** and
INCLUSIVE, and
show **COMPASSION**
and **RESPECT**.

We **BUILD**
each other.

Glass Box



My **WORK**
and **DECISIONS**
can withstand
scrutiny.

We **ACT**
with integrity.

Plus Ultra



RIGOUR,
IMAGINATION and
COURAGE – these
set my work apart.

We **PUSH** frontiers
to unlock value.

*Siyakhana is the isiZulu word for “We build each other”.





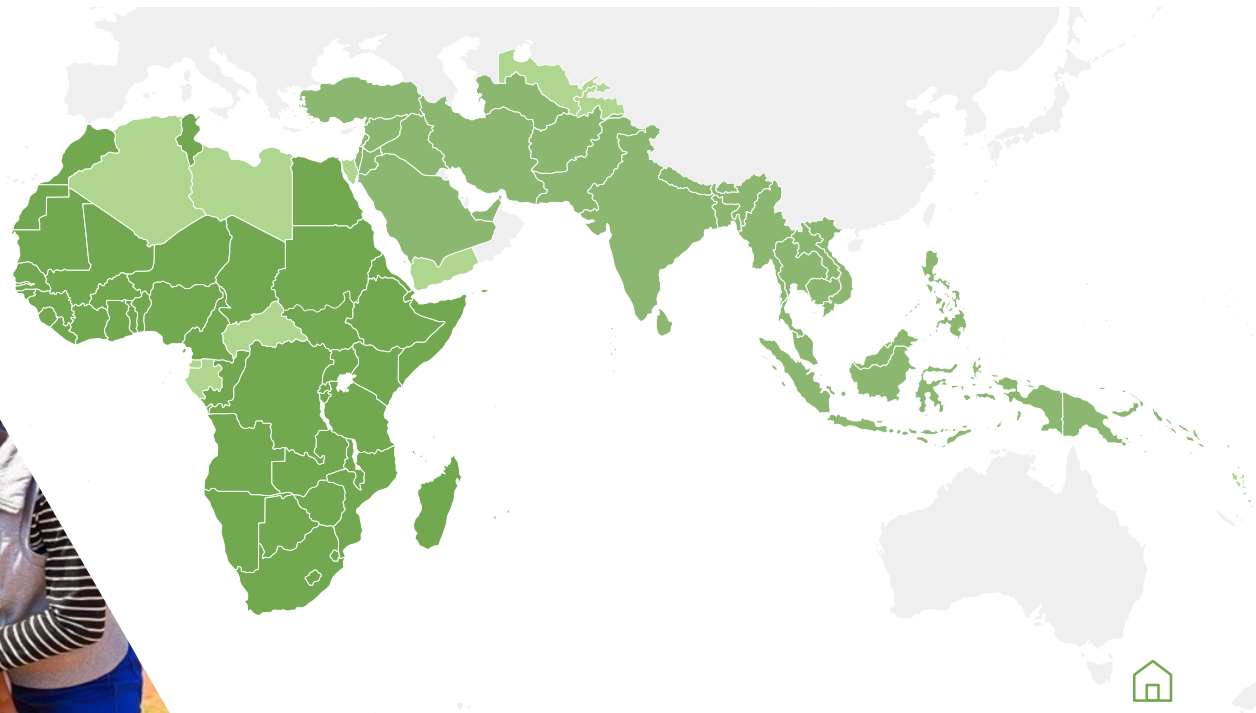
GENESIS IS AN IMPACT FIRM BORN IN AFRICA, WORKING ACROSS THE YOUNG WORLD

We are focused on a group of countries with large youth cohorts and growing population.

These rapidly changing societies form a virtually contiguous arc across Africa, the Middle East, South Asia and large parts of Southeast Asia. The Young World is home to more than four billion people.

Our conviction is that these countries are on a fundamentally different and potentially more positive trajectory compared to the high-income countries with shrinking youth cohorts and rapidly ageing populations. They also face particular risks.

In a world undergoing convulsive technological and political change, Genesis partners with key actors to deliver urgent, lasting change to the Young World.



WHAT MAKES GENESIS DIFFERENT

We work on the big transitions societies face as they grow and thrive: human, economic and climate. We work across Africa, the Middle East and Asia.

We have rapidly growing teams in health, economic opportunity, digital transformation, education, early childhood development, nutrition, climate finance and justice, social protection, financial systems, shared value, competition and regulation, evaluation, and financial systems.

We pro-actively seek out opportunities with very large potential to create social value.

Our work covers expert diagnostics, robust solution design, building coalitions for change, and implementation.

Our way of working combines technology, human engagement, expert analysis, creativity and systemic approaches.



OUR PRACTICE AREAS

We combine a wide range of expertise and technical skills with in-depth knowledge in many sectors.

While Genesis has a number of service lines and areas of expertise, successful candidates join into a home practice area, either one of the following:



**Centre
of Digital
Excellence**



**Climate
Finance and
Economics**



**Competition
and Regulatory
Economics**



**Evaluation for
Development**



**Financial
Services
Strategy**



Health



**Human
Development**



**Shared Value
and Impact**





CENTRE OF DIGITAL EXCELLENCE (CODE)

▶ Watch Intro to the Team

The Centre of Digital Excellence (CODE) team at Genesis co-creates value with our partners in Africa by harnessing opportunities in the digital economy. **Our work is focused on three areas:**

- We identify and enable economic and social opportunities in the digital economy to connect people to sources of income and service delivery. We work across the enablers required to scale these opportunities inclusively: digital and financial inclusion, digital upskilling and reskilling, inclusive tech-enabled business models and policy & regulation.
- We advise our clients on technology governance and ethics. We identify the biggest risks contributing to negative market, consumer and human rights outcomes as technology becomes mainstream, and advise on the best approaches to managing these risks responsibly without stifling innovation.
- We support organisations to improve data-driven decision making by employing human-centred design to offer a suite of tools that collect, analyse and dynamically visualise the information required to make decisions more quickly and effectively across an organisation.

☆☆☆ We have expertise in

- Digital Economic and Social Opportunities
- Technology Governance and Ethics
- Data-driven Decision making



Qualifications that would be considered include

Postgraduate degrees in Economics | Statistics | Law | PPE | International Development | Politics and International Relations | Social Sciences | Computer Science and Data Science | Business Development Studies | Behavioural Science

Project Examples



Formulating Lesotho's National Digital Transformation Strategy

Reimagining higher education in South Africa

Dashboard supports COVID vaccine roll-out in South Africa





CLIMATE FINANCE & ECONOMICS (CFE)

We work with governments, donors and private businesses to increase the flows of climate finance from higher- to lower-income countries, in fostering the role of the private sector in climate finance and in better preparedness of societies to address the climate change emergency proactively and adequately.

We aim to be the leading global advisory firm, working with governments, donors and private businesses in unlocking climate finance. We work to:

- Unlock access to international climate funding
- Support the Just Transition in ensuring that equity and socio-economic considerations are built into all climate change response measures
- Provide clients with the information, tools and solutions to develop strategies that adequately respond to the risks posed by climate change and build long-term resilience

Ours is a unique, pragmatic approach that handpicks the best insights from Economics, Behavioural Science, Political Economy and Financial Valuation.



Qualifications that would be considered include but are not limited to:

Postgraduate degrees in Economics or related sub-disciplines |
Development Studies | Public Policy | Financial Economics

Project Examples



Making South Africa's Just Energy Programme a reality

Support to fast-track climate plans in developing nations

Reviewing progress on climate disaster risk financing in Africa





COMPETITION & REGULATORY ECONOMICS (CRE)

Our CRE team is the leading South African provider of independent, expert economic analysis, advice and testimony in competition law, sector regulation, international trade and general litigation.

The Competition and Regulatory Economics practice provides a holistic advisory service for clients dealing with competition authorities and regulatory agencies, trade disputes, damages claims, high court litigation and arbitration proceedings. We also advise clients on adjusting their business strategies and practices with regard to new legal and regulatory considerations.

☆☆☆ Areas of expertise

- Competition Economics
- Regulatory Economics
- Communication and Broadcasting
- Damages and Other Litigation
- Energy
- Trade



Qualifications that would be considered include but are not limited to:

Master's degrees in Economics
| Applied Economics

Project Examples



Impact assessment of price on Eskom electricity consumption

Expert testimony in seminal media predatory pricing case

Expert economic evidence green lights JSE's acquisition of Link Market Services





EVALUATION FOR DEVELOPMENT (E4D)

We combine our deeply rooted understanding of the African context and extensive expertise in qualitative and quantitative monitoring and evaluation (M&E) methods to assess progress, measure value creation, and facilitate internal and external learning. We collaborate with governments, development partners, businesses, and civil society to maximize the social and economic impact of development efforts.

Simultaneously, we drive private sector-led, market-based solutions to expand inclusive economic opportunities. We work with companies, foundations, development finance institutions and donors to enhance market functioning, foster innovation, and promote sustainable investment.

Together, our work aims to support more inclusive outcomes for all Africans, including traditionally marginalised groups. We transform learnings and evidence into actionable insights and scalable solutions, propelling Africa towards a prosperous future.

☆☆☆ We have expertise in

- Programme Evaluation and Impact
- Monitoring and Results Measurement
- Integrated Monitoring, Evaluation and Learning



Qualifications that would be considered include

Postgraduate degrees in Economics or related sub-disciplines | Development Studies | International Development | Inequalities and Social Sciences

Project Examples



Evaluating project to empower 2,000 scholars

Evaluating entrepreneurial tools for SME growth

Evaluating the development of Tanzanian innovation ecosystem





FINANCIAL SERVICES STRATEGY (FSS)

The Financial Services Strategy team helps leading financial institutions address their challenges, unlock value for their stakeholders and shape the future of the industry. This team has a unique understanding of the evolving market structures, economics, and strategic and regulatory trends across all segments of the financial services sector.

Our distinct approach is characterised by deep specialisation and rigorous fact-based analysis centred on a strong economics foundation. We have completed more than 700 projects with over 60 institutions across Sub-Saharan Africa and the Middle East since 2001.

☆☆☆ Areas of expertise

- Financial Sector Strategy
- Financial Inclusion
- Strategic Due Diligence
- Market Analysis and Positioning
- Applied Behavioural Economics
- Financial Risk Management
- Payments
- Financial Market Policy
- Digital Financial Services



Qualifications that would be considered include but are not limited to:

Postgraduate degrees in Economics and related sub-disciplines | Actuarial sciences may be considered

Project Examples



Determining non-financial needs of MSMEs in three markets

Unpacking gig opportunities for unemployed Kenyan youth

Enhancing access to finance for EAC women cross-border traders





HEALTH

We work with our clients to develop solutions aimed at improving the health of populations throughout Sub-Saharan Africa. Our region faces the challenges of the quadruple burden of disease, which includes both communicable and non-communicable diseases, as well as violence and injury.

Coupled with this are relatively weak health systems, heavy reliance on donor funding and inequitable public and private sectors. Within this context, we provide experts with decades of experience in the design, implementation, costing and evaluation of health programmes, and strengthening of sustainable health systems.

We develop customised solutions to address our clients' most pressing problems. Donor organisations, foundations and governments across Africa routinely rely on Genesis for expert advice and support. We have worked extensively with public and private healthcare sectors. This gives us a position of trust based on a strong reputation for providing robust and independent expert advice.

☆☆☆ We have expertise in

- Research, Monitoring and Evaluation
- Behavioural Solutions
- Health Economics and Costing
- Sustainable Health Systems
- Digital Health
- Technical Support Services



Qualifications that would be considered include

Post-graduate degrees in disciplines including Public Health (Epidemiology/Biostatistics/Social and Behaviour Change/ Disease Control) | Demography and Population Sciences | Health Policy and Management | Population Studies | Applied Economics | Health Economics | Behavioural Sciences | Demography | Research Psychology | Community Health | Biostatistics

Project Examples



Looking for ways to improve AGYW programming in East and Southern Africa

Strengthening HIV prevention through facilitated South-to-South learning

Project plans to reach 4.1m more family planning users





HUMAN DEVELOPMENT (HD)

We work for a world where everyone can develop to their full potential. We are focused on expanding meaningful rights and opportunities for people who are marginalised. Part of a global African firm, we are particularly committed to children, women and young people in Africa and the Middle East.

We work in key human development areas: health, nutrition, and WaSH (water, sanitation and hygiene); youth, education and early childhood development; and social protection and social care. Rapid changes in demography, climate and technology are generating massive challenges and tremendous opportunities for human development. At the same time, COVID-19 has caused a severe shock to human development from which people and systems need to recover.

We help governments, their global partners, and private and non-state clients to improve the delivery of key human development services while navigating these changes. To do so, we provide services in diagnostics; regulation, governance and oversight; strategy, planning and implementation; financing and budgeting; service delivery; and monitoring and evaluation.

☆☆☆ We have expertise in

- Youth, Education and Early Childhood Development
- Social Protection and Social Care
- Health, Nutrition, and WaSH (water, sanitation and hygiene)



Qualifications that would be considered include

Master's degrees in Economics or related sub-disciplines | Development Studies | International Development | Public Policy | Health Economics | Gender Studies | Evidence-based Social Intervention | Policy Evaluation

Project Examples



Building the case for an investment in ECD in Burundi

Counting the health costs of VAT on soap in Madagascar

Supporting safe reopening of ECD centres in Oman





SHARED VALUE AND IMPACT (SVI)

▶ Introducing SVI ▶ SVI Practice

Our Shared Value team works at the intersection of business and society, helping companies to understand, manage and improve their societal relations. Today, this relationship is a key determinant of corporate value.

“Our purpose is to reshape capitalism to serve the world”

At risk for companies are credibility with consumers, regulatory permissions, media and investor reputation, and social licence to operate. On the positive side, understanding societal need and building better relations with stakeholders can spark new models, products and revenues.

Our approach has been proven across a range of industries and geographies. We are the only Africa-based affiliate of the Shared Value Initiative in Boston, the world's leading shared-value accredited practitioners' network.

☆☆☆ Areas of expertise

- Impact Measurement
- Shared Value and Impact Strategy
- Public Policy
- Economic Assessment



Qualifications that would be considered include but are not limited to:

PPE (ideally at the undergraduate level) | Postgraduate degrees in Economics or related sub-disciplines | Development Studies | International Development | Sustainability | Business Science | Inequalities and Social Science | International Politics | Public Policy

Project Examples



Raising the drinking age to 21:
Pros and cons

Short-term scenarios
for land reform in
South Africa

Is Facebook
good for African
development?



OUR OFFER

Genesis is divided into eight practice areas, each with its own specialisations and expertise.

This allows you to work in your broad area of interest and **provide an opportunity to specialise and further develop your career**. Genesis practices also work together, and cross-practice work can expose you to every corner of the firm that you would wish to explore.

What our work offers:

- **Doing work that matters**, from day 1, often in countries other than your own.
- A **fertile ground for learning** enabled by our internal flat structure. You'll work in high performance teams within a collaborative and supportive culture.
- Building your skills and confidence to enable you to make an impact and develop as an **expert in your field**.
- Exposure to projects, **solving real and high-impact problems** alongside clients in the public-, private-, and donor sectors.
- Becoming **part of the solution** – helping rewrite the script of how impact firms can bring about change at scale in complex situations.

At the same time you will beta projects that address global challenges such as poverty and inequality, job creation, youth economic opportunity, and environmental sustainability.



WHAT'S IN IT FOR YOU

Working at Genesis is challenging - we set high standards for all of our employees, including junior staff. We offer meaningful work in passionate and talented teams. The work you will do is intellectually interesting and through it you will build skills such as empirics, logic and creativity in problem solving.

You will be able to contribute to projects that address global challenges such as poverty, job creation, youth economic opportunity, climate change and environmental sustainability. The extent to which you will experience this will partly depend on the practice into which you would be recruited. It is for this reason that we encourage you to familiarise yourself with our practice areas.

WHAT WE ASK IN RETURN

Positions at Genesis are limited and highly sought after. We have high expectations of our graduates so expect hard work and dedication.

We expect you to display unquestionable standards of professionalism and ethics, to contribute intellectually wherever possible and to grow your own abilities in your field. You will be expected to go the extra mile, and to show your drive, innovation and willingness to learn.



OUR CLIENTS INCLUDE

BUT ARE NOT LIMITED TO



WHY I CHOSE TO WORK FOR GENESIS



Chloe (CODE)



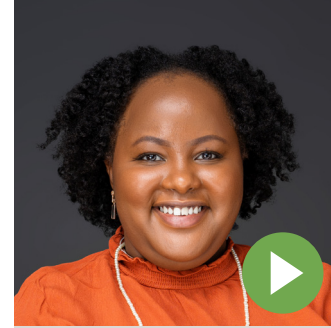
Amy (CRE)



Mishkah (E4D)



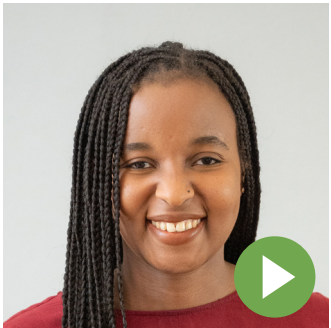
Adriaan (FSS)



Belinda (CF)



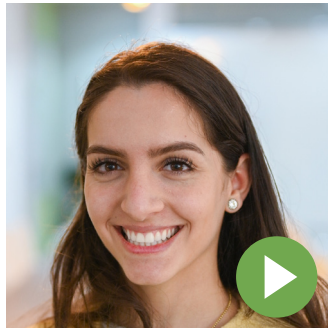
Micah (Health)



Linekela (CRE)



Peter-John (CRE)



Majdoulene (HD)



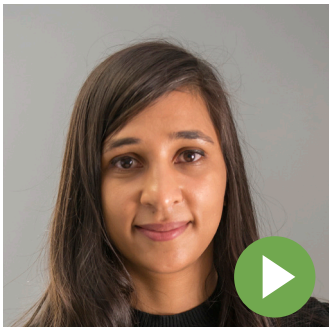
Elise (Health)



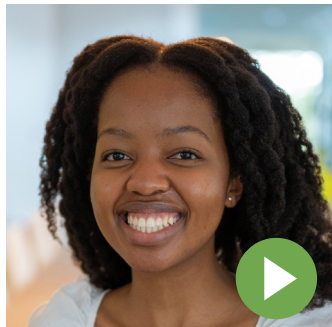
Tshego (HD)



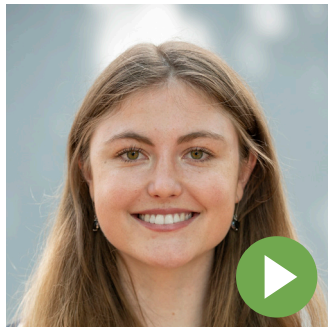
Corinne (E4D)



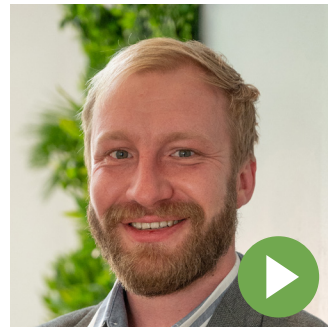
Ayesha (Health)



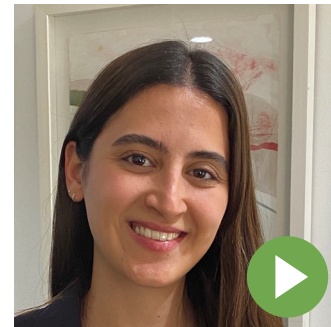
Lekoetse (Health)



Emma (SVI)



Korstiaan (CODE)



Layan (HD)



Sue (Health)



GENESIS EDUCATIONAL FOUNDATION BURSARY PROGRAMME

The Genesis Educational Foundation Trust (GEFT) was formed in 2006 and owns 20% of Genesis Analytics. The Trust is dedicated to producing high-calibre South African economists and promotes the study and practice of economics by previously disadvantaged South Africans.

The Trust provides funding to students pursuing postgraduate qualifications. In line with this, third-year students looking to pursue their honours level qualifications are encouraged to apply. Likewise, those at honours year looking to pursue their master's degree. Each year, GEFT aims to support many students in their postgraduate studies.

Visit our [Bursary Page](#) of the website to learn more.

TESTIMONIALS



Mishkah Teladia
2009/10

I received a GEFT bursary to complete a master's at the University of Cape Town. Without this bursary, I would not have been able to complete postgraduate studies at that time of my life and would almost certainly have shifted from a focus on economics.

Now, having worked at Genesis for almost 10 years, I am so grateful that I was able to keep studying and stay focused on Economics. Through this bursary, and through our work at Genesis, I have been afforded immensely rewarding opportunities to influence key decisions and important initiatives.

**“And, most importantly,
to continue to do what I love.”**



Kreyan Shunmugam
2019

The GEFT bursary assisted me immensely in my final year of university. It took the pressure off me financially and allowed me to fully focus on my academics.

The internship offered me insights into the world of consulting and work that an academic programme could never fulfil. I was able to identify my likes and dislikes, and shape my professional career. Through the assistance offered by the GEFT bursary, I was able to begin full-time employment with the company in a job I felt well prepared to execute.

“The bursary helped me unlock value.”



Mapaseka Setlhodi
2017/18

The GEFT bursary programme helped me through two years of my master's studies and paved the way to the beginning of a very promising professional career. As a result of the bursary I was saved from the stress and anxiety of tuition fees and further given the opportunity to work in a practice that is directly in line with my passion for development economics.

I now work in a practice with incredibly talented people who have contributed immensely to my professional development and with whom I have also created many fond memories.

**“The time I have spent at Genesis
has truly been remarkable.”**



ARE YOU INTERESTED IN JOINING OUR TEAM?

Website [Join our Team](#)

Email recruitment@genesis-analytics.com

Please visit the [Young Professionals](#) page of our website to learn about current opportunities and to apply online.

Please familiarise yourself with our areas of work and document the three areas that appeal to you most in your motivational letter. This helps us get a sense of your interests and also to identify the best representatives to consider your profile.

Click on the links below to learn more about our different areas of expertise:



Centre of Digital Excellence



Financial Services Strategy



Climate Finance
and Economics



Health



Competition and
Regulatory Economics



Human Development



Evaluation for Development



Shared Value and
Corporate Impact

For more information
about our firm and our work



G:ENESIS
25 YEARS OF UNLOCKING VALUE