



# **AFRICA COST CONGRESS 2017**



**CAN AFRICAN YOUTH BE MOTIVATED  
INTO THE QS PROFESSION? –**

**A PERSPECTIVE FROM UGANDA**

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# Why ask the question?

- What motivated me to become a QS?
- Vision 2040 and NDP II (*see African Union's Agenda 2063 Vision*) outline developments that require QS services
- What is the current status of the profession in Uganda? In (East) Africa?
- With an evolving profession, how can Youth (*15-34 years*) be motivated to participate in the development as QSs?

# In Context, What is motivation?

Dependant (*initiation, direction and persistence*) variable influencing one to continue to work (Kooij, de Lange et.al )

- Initiation; driven by practitioners, who become mentors – the luminaries of QS
- Direction; towards influencing a desired change in individuals, communities, etc.
- Persistence; the cycle leading to “pool of QSs” living fulfilling/meaningful lives.

# How can we be intentional about motivating the youth?

Begin with examining our individual selves  
- the ideal self (Boyatzis, Boyatzis, et al).

- Key construct driving our behaviours, emotions, perceptions and attitudes;
- Psychological component both privately conceptualised and socially influenced;
- Core mechanism of self-regulation and intrinsic motivation.

*.. accomplish in life / work? . personal vision?*

# Reviewing Literature and Contextualising to Uganda

Apart from constructive self-examination, the “Big Picture” seemingly points to need for transformational change that involves:

- Developing apt skills training programmes that blend with core QS
- Providing mentorship training for selected luminaries of the profession
- Establishing globally accredited reward systems, particularly for the mentors

# Conducting the Study

- Structured analysis of key documents from ISU, together with literature review
- Situational analysis of the ISU through a basic audit and use of SWOT analysis
- SWOT analysis scrutinized key identifiable political, economic, social and technical factors.

SWOT ANALYSIS STRATEGY FOR MOTIVATION OF YOUTH INTO ISU		INTERNAL FACTORS	
		STRENGTHS (+)	WEAKNESSES (-)
		Comprehensive vision, mission and strategic plan	Feeble unifying work and social culture for members
		Skilled professionals with globally accepted competencies	Inadequate financing for planned organizational activities
		Highly motivated organizational leadership	Low strength and minimal impact of organization's brand
		Increasing younger members to the organization	Minimal collaboration with accredited tertiary institutions
EXTERNAL FACTORS	OPPORTUNITIES (+)	STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY	WEAKNESSES (-) / OPPORTUNITIES (+) STRATEGY
Projected economic boom from national oil and gas sector	Institute collaborative research initiatives with accredited tertiary institutions in East Africa	Plan more social and community-inclusive activities for QS professionals in Uganda and East Africa.	
Planned regulatory reform to national construction industry	Establish mentorship programs linking organization's professional members with students at tertiary institutions	Incorporate training levies and statutory fees during regulatory reform for increased funds for planned organizational activities	
Regional integration of labour markets in East Africa	Regularize mutual recognition agreements for East African QS professionals and offer incentives for female enrolment	High-impact rebranding of ISU as an organization with a long term strategy to mentor youth into the noble profession of QS	
Increased incentives for girls to enroll into science-based courses	Collaborate with reputable QS entities such as RICS and, train QSs with Uganda's nascent oil and gas sector	Planned regulatory reform to provide for reward schemes offered for mentorship of youth at tertiary institutions	
Establish globally accredited reward schemes for professionals	Fast-track the implementation of the organization's strategic plan and periodically review achievements	Curricula review of QS programs at tertiary institutions with a focus on incorporating requisite vocational and technical skills	
EXTERNAL FACTORS	THREATS (-)	STRENGTHS (+) / THREATS (-) STRATEGY	WEAKNESSES (-) / THREATS (-) STRATEGY
Uncertain socio-political climate in the East African region	Seek continuous dialogue with government to facilitate informed decision making for the construction industry	Improved communication platforms that allow mentored youth participate in national development programmes	
Delayed implementation of mutual recognition agreements	Establish continuous professional development programs for African QSs in line with the AU Education Strategy	Organizational rebranding to be done in the East African region through the professional bodies and tertiary institutions	
Disparities in scales of fees across the East African region	Advocate for subsidies / tax exemptions for software and hardware from firms to tertiary institutions teaching QS	Regularize mutual recognition agreements that facilitate standardization of professional fees in the East African region	
Slow up skilling of professionals in new trends such as BIM	Retooling / up skilling of QS professionals in BIM and sensitizing them on evolving trends through automation	Institute training programs in new trends such as BIM, that are paid for by members as a way of raising funds for activities	

# SWOT ANALYSIS STRATEGY

## The Strengths / Opportunities Strategy

- Collaborative initiatives with tertiary institutions (*academia-industry linkage*).
- Mentorship programs linking professionals with students at tertiary institutions.
- Mutual recognition agreements across East Africa and Africa and, incentives for female enrolment/participation as QSs.



# **SWOT ANALYSIS STRATEGY**

## **A selection of other mentioned strategies**

- CPD programs for Qs in line with the AU Education Strategy.
- Advocate for subsidies/tax exemptions and/or other forms of incentives.
- High impact rebranding of professional organisations; to mentor youth as Qs.
- Improved communication platforms across organisations, nations, etc.

# Summary extract on how to motivate Ugandan youth

- Effective high-impact rebranding of the ISU; its place in region and Africa
- Expeditious regulatory reform of the construction industry (*operationalising*)
- Establish collaborative research initiatives with accredited institutions
- Regularise mutual recognition agreements across Africa

# Conclusion

Motivating the youth into the QS profession **can and should** be done.

What is our ideal?

Be intentional; Be Generational

THANK YOU