

Transforming Institutions. Empowering People. Advancing Inclusive Growth.

We enable organizational intelligence, stronger institutions, and practical delivery for public and private development across Africa.

CORPORATE PROFILE & CAPABILITIES CREDENTIAL • 2026

Our progress. people. possibility.



Built to Deliver, Not Just to Advise

Africa's institutions do not need more reports — they need partners who stay close enough to deliver results, and step back soon enough to leave lasting capability behind.

That conviction is why TrueMaisha exists. We combine deep regional intelligence with internationally recognized consulting practices to help our clients move from potential to performance — methodically, ethically, and with their own teams equipped to sustain the gains long after our engagement ends.

This profile sets out who we are, how we work, and the impact we help institutions and partners across Tanzania and East Africa achieve.

Erick Chrispin

Managing Director



“

Sustainable change happens when local insight meets global discipline.



An African Consulting Firm with Global Delivery Ambition

01

The Context

Tanzanian and East African institutional, regulatory, economic, and cultural environments are complex and require nuanced navigation.

02

The TrueMaisha Approach

We combine local and regional market intelligence with internationally recognized consulting practices to provide context-sensitive, evidence-informed, implementation-oriented solutions.

03

The Standard

International development partners and corporate institutions demand structured methodologies, rigorous quality controls, and multidisciplinary capabilities.

We translate potential into performance — and strategy into sustainable results.



TrueMaisha at a Glance

2015 Established

Head Office: Dar es Salaam,
Tanzania

EA Geographic Focus

Tanzania, East Africa and
selected African markets

~48 Scale

Client and partner
organizations engaged

4 Client Segments

Public, private, financial and
development sectors

6 Delivery Modes

Consulting, TA, capacity
building, research,
evaluation, partnerships

360° Expertise

Multidisciplinary network of
national, regional and
international specialists

Why We Exist, Where We Are Going

P

OUR PURPOSE

To strengthen institutions and empower people to deliver sustainable economic and social transformation.

V

OUR VISION

To become a trusted African consulting partner recognized for transforming institutions, developing leaders, and advancing inclusive and sustainable growth.

M

OUR MISSION

To provide evidence-informed, context-responsive, and implementation-oriented consulting solutions that strengthen organizational capability, improve performance, and enhance development impact.



Our Values



Integrity & Ethics

Do what is right.
Always.



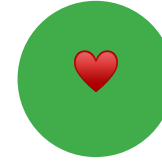
Excellence & Rigor

High standards. Better
outcomes.



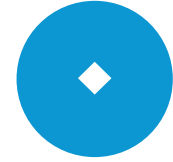
Local Ownership

Solutions that last.



Inclusion & Equity

People-centred. No
one left behind.



Sustainability

Lasting impact for
future generations.



Local Insight. International Standards. Practical Results.

Large International Firms

Global standards, lower agility

- ✓ High global standards
- ✓ Extensive resources
- ✓ Often expensive
- ✓ Can create dependency

GLOBAL STANDARDS

TrueMaisha Consulting Group

Context + rigor + ownership

- ✓ Deep regional intelligence + agility
- ✓ Internationally recognized practices
- ✓ Integrated multidisciplinary capability
- ✓ Capacity transfer built into delivery

LOCAL INSIGHT. REAL IMPACT

Individual Local Consultants

Local context, variable scalability

- ✓ Strong local knowledge
- ✓ Variable quality controls
- ✓ Siloed expertise
- ✓ Often report-led delivery

SUSTAINABLE RESULTS

Six Integrated Consulting Practice Areas

01

**Strategy & Organizational
Transformation**

02

**Human Capital &
Leadership Development**

03

**Research, Monitoring
Evaluation & Learning**

04

**Financial Sector &
Enterprise Development**

05

**Development Programme
Advisory & Management**

06

**Strategic Partnership &
Embedded Advisory**



Integrated expertise. One accountable delivery partner.

Building Institutional Foundations



Strategy & Organizational Transformation

- Strategic planning
- Organizational diagnostics
- Operating model design
- Governance frameworks
- Process optimization
- Change management



Human Capital & Leadership Development

- Executive skills development
- Succession management
- Competency frameworks
- Performance systems
- Training of trainers
- Digital / hybrid delivery



Research, Monitoring Evaluation & Learning

- Baseline / midline / endline evaluations
- Impact evaluations
- Market assessments
- Theory of Change design
- Data visualization
- Participatory validation

Driving Inclusive Growth and Lasting Partnerships



Financial Sector & Enterprise Development

- MSME banking capacity
- Customer experience transformation
- Inclusive / agri-finance
- SME institutional diagnostics
- Women- and youth-focused financial products



Development Programme Advisory & Management

- Logframe development
- Proposal preparation
- Consortium coordination
- Risk-management frameworks
- Donor reporting
- Exit planning



Strategic Partnership & Embedded Advisory

- On-demand executive advisory
- Monthly performance reviews
- Institutional change facilitation
- Dedicated advisory focal person

Priority Sectors and Development Themes

- ✓

Inclusive Finance & Financial-Sector Development
Expanding responsible access for MSMEs, agriculture, and underserved communities.
- ✓

Agriculture & Inclusive Value-Chain Development
Strengthening commercial participation of rural enterprises.
- ✓

Youth & Women’s Economic Empowerment
Improving economic participation, employability, and entrepreneurship.
- ✓

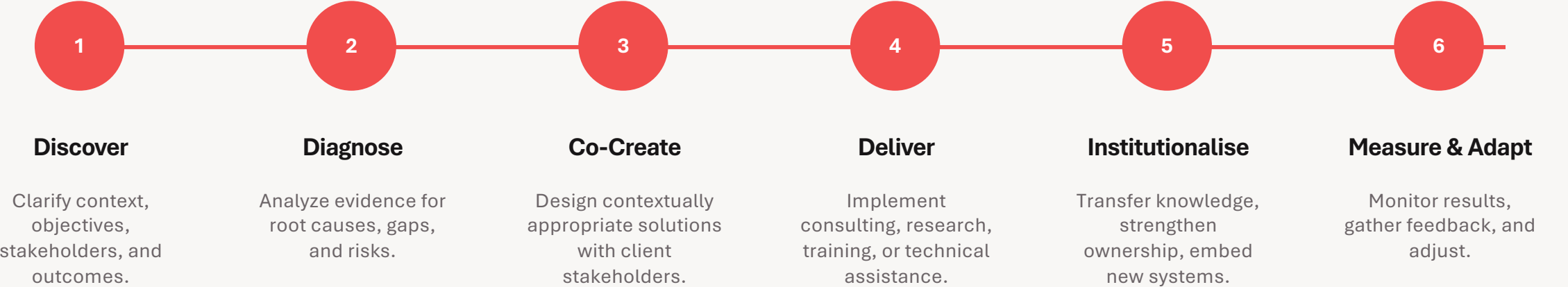
Digital Inclusion & the Digital Economy
Leveraging digital systems to improve institutional efficiency and service delivery.
- ✓

Climate Resilience & Clean-Energy Development
Integrating environmental sustainability into strategy and financing.



SUSTAINABLE ECONOMIC TRANSFORMATION • Stronger institutions • Capable people • Better access to opportunity

The TrueMaisha Consulting Delivery Framework



A disciplined cycle that moves from insight to implementation — and leaves capability behind.

Uncompromising Quality and Ethical Delivery

QUALITY AT EVERY STAGE

- ✓ Peer review of technical outputs
- ✓ Validated research tools and data-quality checks
- ✓ Evidence triangulation
- ✓ Client validation before finalization
- ✓ Post-assignment learning



Quality consulting for
a more prosperous Africa.

Our Commitments



Gender Equality & Inclusion

Integrating youth, disability, and diversity considerations into every engagement.



Environmental Sustainability

Promoting climate-conscious solutions across strategy and financing.



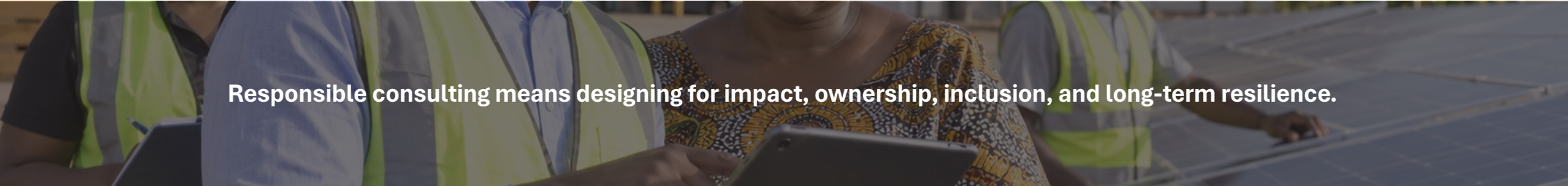
Safeguarding & Ethics

Upholding confidentiality and responsible data management.



Local Ownership

Leaving clients with practical tools that outlast the consultancy.



Leadership and the Scalable Expert Network

01

Erick Chrispin
Managing Director

02

Alvin Leonard
Director of Operations & Corporate Services

03

Ruth Kalonga
Head of Consulting Services

04

Veronica Kamwela
Head of Programmes & Development Projects

EXTENDED CONSULTING NETWORK

A flexible, fit-for-purpose network of specialists mobilized based on assignment scale and complexity.

FINANCE & BANKING

MONITORING & EVALUATION

GENDER & INCLUSION

CLIMATE & ENERGY

POLICY & GOVERNANCE

DIGITAL TRANSFORMATION



Trusted by Leaders in Development and Commerce

Development Partners & International Organizations

- ✓ GIZ
- ✓ European Investment Bank
- ✓ ILO
- ✓ Sida
- ✓ Trademark East Africa
- ✓ World Vision
- ✓ Hanns Seidel Foundation
- ✓ International Trade Centre (ITC)

Financial Sector

- ✓ CRDB Bank Plc
- ✓ NMB Bank Plc
- ✓ Bank of Africa Tanzania
- ✓ PASS Trust
- ✓ Equity Bank Tanzania
- ✓ Maendeleo Bank Plc
- ✓ Tanzania Institute of Bankers (TIOB)

Public, Academic & Civil Society

- ✓ Prime Minister’s Office — NEEC
- ✓ Association of Tanzania Employers
- ✓ Nelson Mandela African Institution of Science and Technology

Selected organizations represent clients, partners, consortium members, or institutions engaged through assignments involving TrueMaisha. Listed solely for institutional reference and do not imply endorsement.



START A CONVERSATION

Let Us Build the Next Stage of Your Institution's Growth.

Partner with TrueMaisha to transform potential into sustainable performance.

Available for project-based consulting, technical assistance, strategic partnerships, and consortium delivery.

TrueMaisha Consulting Group Limited

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