



# **GoldenDeer**

## ***Entrepreneur Leadership Circles***

***From Surviving to Thriving:  
Building Businesses Through Leadership  
and Relationships***



## Many challenges in building businesses are not strategic; they are relational and intern

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### Leadership

- Constant pressure and responsibility
- Isolation in building – entrepreneurs often operate without trusted peer ecosystems



### Relationships

- Tensions with investors, teams and partners
- Misalignment and lack of trust
- Relationship to money, how capital and its expectations shape decisions and behavior



### Business

- Short-term pressure dominates
- Focus on individual success over long-term health

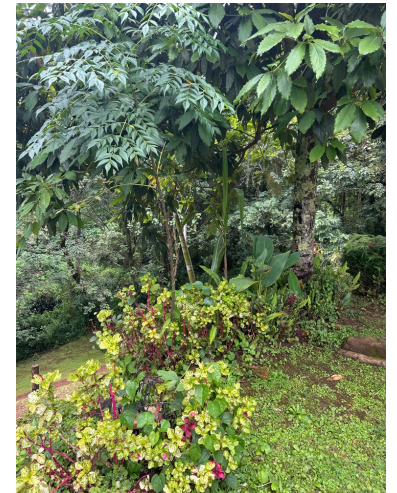


*These are systemic patterns, not individual failures*



**If these patterns shape outcomes, strategy alone is not enough**

**We need to work at the level where decisions are made,  
leadership is embodied, and relationships are shaped**



## Building a business requires a different way of leading, relating and deciding

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A space to strengthen leadership and navigate relationships with clarity

A space to build capacities to align decisions with long-term health



### Our Thesis

- We shift how we show up
  - From Surviving → Thriving
  - From Isolation → Connection
  - From Control → Stewardship
- We shift what business serves
  - From Extracting Value → Creating shared prosperity

## Africa as a Practice Field for Building Businesses Differently

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### **Africa offers a powerful context for rethinking how business is built**

→ Ecosystems are still forming, leaving more room for new models to emerge

### **Relationships matter visibly**

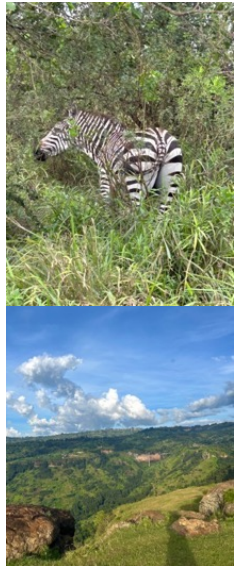
→ Trust, power and alignment often shape outcomes as much as capital

### **Interdependence is real**

→ Businesses are built in close connection with people, place and community

### **Shared prosperity can be designed early**

→ Ventures can be shaped for long-term value for all stakeholders, not just short-term extraction



## Who is holding the space

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### **Nina leads GoldenDeer and the Leadership Circles**

She brings 18+ years of experience in impact investing and venture building across Europe, the US, and Sub-Saharan Africa.

Her work focuses on how leadership, relationships and capital interact, supporting entrepreneurs and investors to navigate complexity and make decisions that sustain both their business and the system they are part of.

She is trained in systemic constellations and reflective practices, which she integrates into her work to make underlying dynamics visible and support more conscious decision-making.

### **GoldenDeer is a space to rethink how capital flows and how business is built**

Working with both investors and entrepreneurs, it brings together business practice, relational awareness and systems thinking.



## The Setup: leadership circles are living systems, not trainings

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### The Setup

- 5–7 entrepreneurs per circle
- 1-year journey
- Monthly sessions + two-day retreat
- Working on real-live business situations

### The Work

We work across three dimensions:

- Leadership: how you show up under pressure
- Relationships: how you engage with stakeholders, power and capital
- Decisions: what actions and strategies emerge

## The journey we enter along eight modules

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### 1. The entrepreneur self: from capital to stewardship

Who am I as a founder- and what am I here to serve?

### 2. Decision-making under pressure

How do I make decisions in uncertainty and complexity?

### 3. Relationships & power

How do I relate to power, and how does that shape my relationship with the different stakeholders?

### 4. Conflict & tension

What do I do when things get uncomfortable?

### 5. Systems thinking & ecosystem building

What system am I building in, and which interdependencies shape my business

### 6. Designing for regenerative outcomes

What am I truly optimizing for, and how is that encoded in my investments?

### 7. Strategy & financial planning

How do I structure capital in a way that matches my intention?

### 8. Integration into daily practice

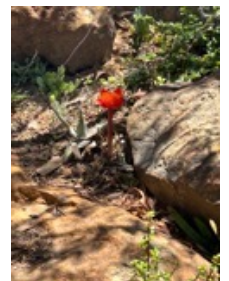
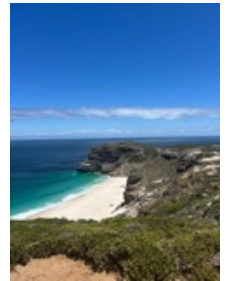
How do I integrate this into my day-to-day business practice?

## What shifts for entrepreneurs

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- 1. You make clearer decisions under pressure**  
→ staying grounded in purpose and responsive instead of reacting from urgency
- 2. You stop building alone**  
→ moving from isolation to real-time peer exchange
- 3. You navigate relationships with more trust and clarity**  
→ making dynamics, expectations, and roles explicit instead of leaving them unspoken
- 4. You develop a more conscious relationship with money and capital**  
→ with more trust, clarity and boundaries
- 5. You build a business aligned with your values**  
→ building financially sustainable, life-serving businesses

*Most entrepreneurs don't lack strategy, they lack a space to think, reflect and decide differently*



## Who is this for

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### This is for you, if...

- You are building a business in East Africa
- You carry responsibility and complexity
- You experience pressure, isolation, or unclear dynamics
- You want to grow beyond execution into conscious leadership
- You are curious to reflect on how you show up as an entrepreneur, not just what you do

*This is not a training, but a space to work on how you build your business, with peers you trust or in a curated circle*





Leadership Circles are a space where entrepreneurs stop competing for crumbs and start building a bakery together which will lead to stronger businesses, better partnerships and more resilience.

**With deep gratitude**

