

Andrew Tsuro

Redefining Leadership in Africa

LEADERSHIP COACH



WRITTEN BIOGRAPHY

Andrew Tsuro coaches leaders to question assumptions, think more clearly and take greater responsibility for their decisions. The work begins with probing questions.

He works with executives, leaders and TEDx speakers through Andrew Tsuro & Associates. Conversations examine the assumptions behind a familiar answer, challenge the status quo and clarify what the leader is prepared to take responsibility for.

His coaching and facilitation experience spans a decade. The emphasis is on clearer thinking and higher accountability, with decisions and next steps that the leader can explain and own.

The next move still belongs to the leader. As Andrew often puts it, "Hope is not a strategy."

Selected recognition

2025

Aletta Rochat Legacy
Builders Award

Recipient · leadership development

2024

Founder of the Year Under 30

Second runner-up
FOYA Southern Africa

2023

Mercedes-Benz New
Entrepreneur Award

Second runner-up · BBQ Awards

For the host

Please use this as background. Do not read the biography aloud; introduce Andrew naturally in your own words.

Choose 2–3 anchors for the actual event.

- 01 Brings a decade of coaching and facilitation experience to questions of leadership, communication, judgement and performance.
- 02 Coaches executives, leaders and TEDx speakers using probing questions to challenge assumptions and the status quo.
- 03 Focuses on clearer thinking and higher accountability, while responsibility for the decision and next action stays with the leader.

Confirm the audience's leadership challenge, session purpose, name pronunciation and timing with Andrew before the handover.