



CEOrt Member Survey: Key Insights

Background

In 2025, the CEO Roundtable of Tanzania (CEOrt) proudly marks **25 years** of collective leadership, advocacy, and impact in shaping Tanzania's socio-economic trajectory. As we prepare to chart the next 25 years—aligned with the launch of the Tanzania's National Development Vision 2050 (TDV2050), this moment provides an invaluable opportunity to reflect and refine how we deliver value to our members.

The **CEOrt Member Value Perception Survey**, conducted in Q2 2025, is the first in a series of intentional engagement touchpoints this year. The survey sought to capture members' reflections on how CEOrt has delivered value so far, through advocacy, strategic dialogues, knowledge exchange, and collaborative initiatives. These insights will guide how we strengthen our platforms and programs in the years ahead.

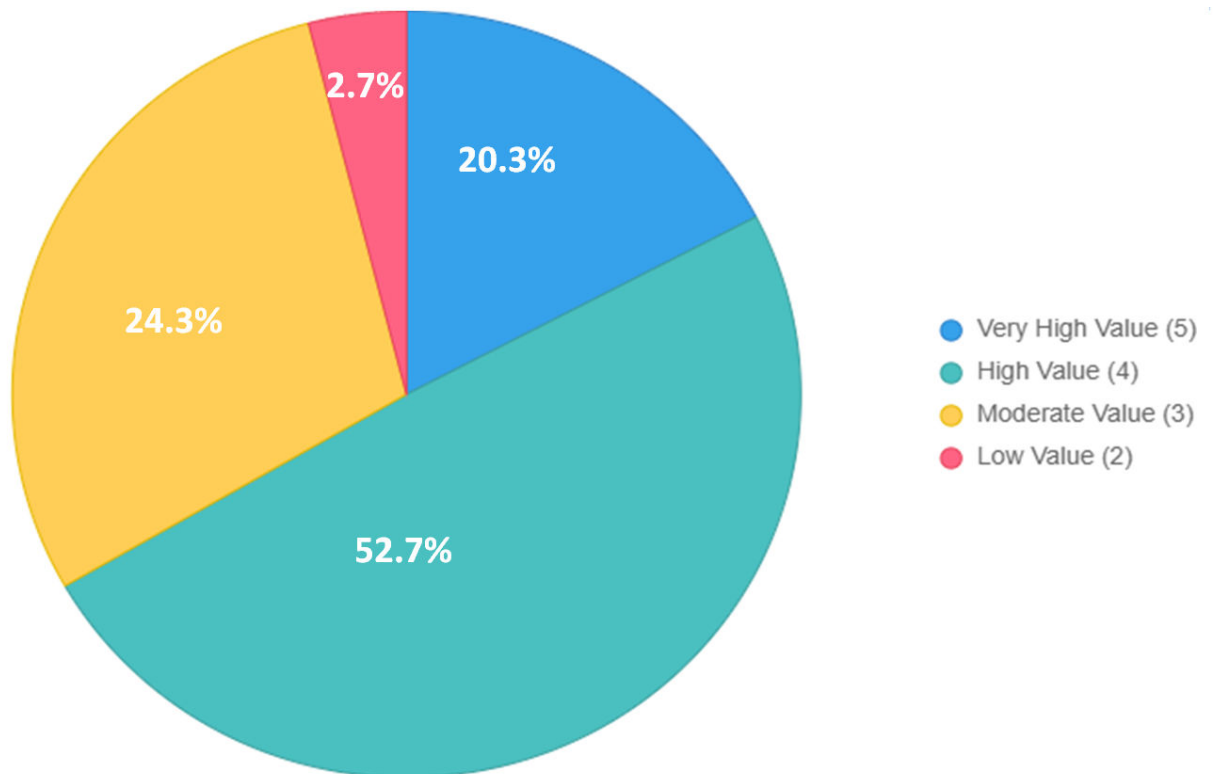
Your feedback reaffirms CEOrt's role as a trusted private sector platform, while highlighting areas where we can evolve to remain relevant and impactful for our members aligned with Tanzania's broader development agenda.

Key Findings

1. Overall Value Perception

- 73% of members rated their CEOrt membership as “High Value” (4) or “Very High Value” (5), indicating that the membership meets or exceeds expectations for most.
- 24% rated it as “Moderate Value” (3), suggesting room for improvement, whilst 2% rated it as “Low Value” (2).

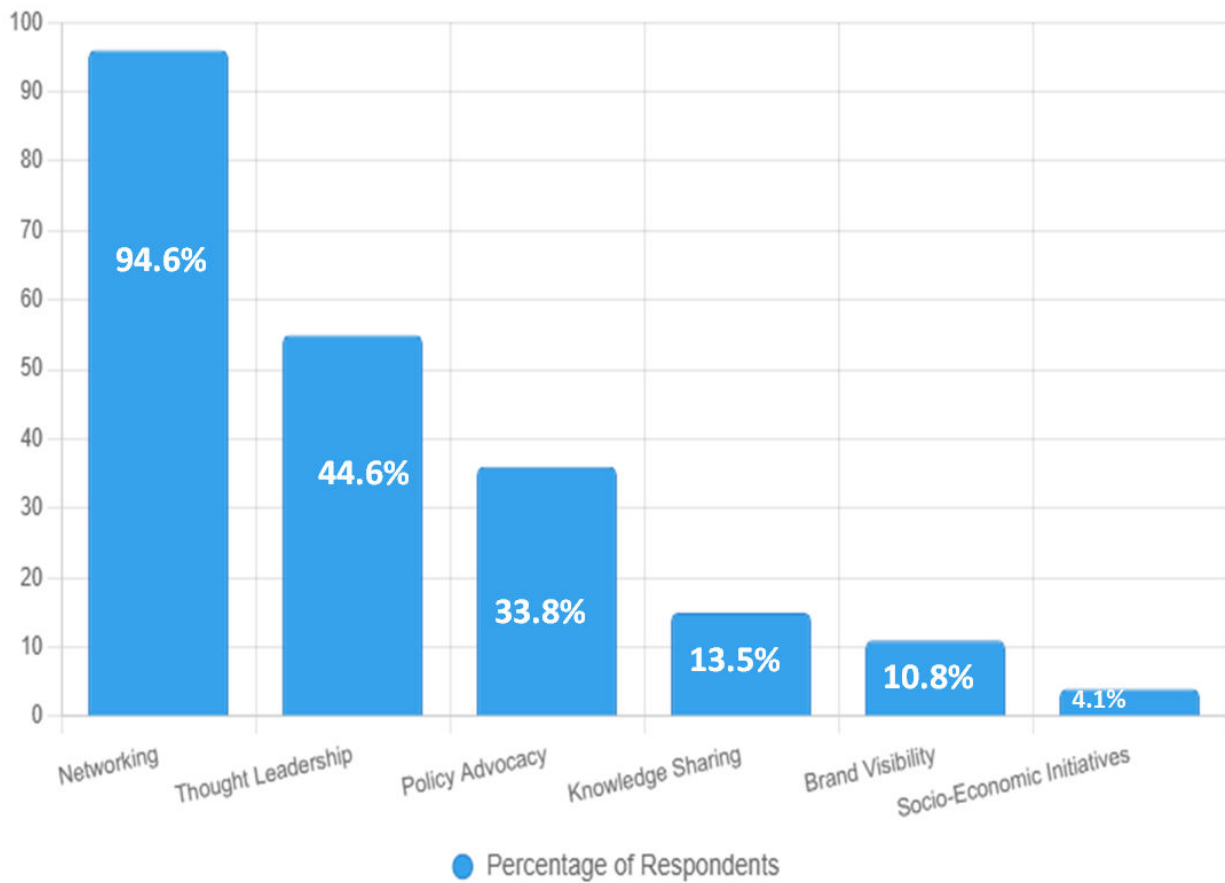
Figure 1: Overall Membership Value Perception



Most Valued Membership Benefits

- **Networking and Engagements with Like-Minded Leaders:** Selected by 96% of respondents as a top benefit, highlighting its critical role in fostering connections.
- **Thought Leadership Opportunities:** Valued by 55% of members, indicating a strong appreciation for platforms to share insights.
- **Policy Advocacy:** Noted by 36% as a key benefit, reflecting CEOrt’s influence in shaping a conducive business environment.
- Other valued benefits include knowledge-sharing sessions (15%), brand visibility (11%), and collaborative socio-economic initiatives (4%).

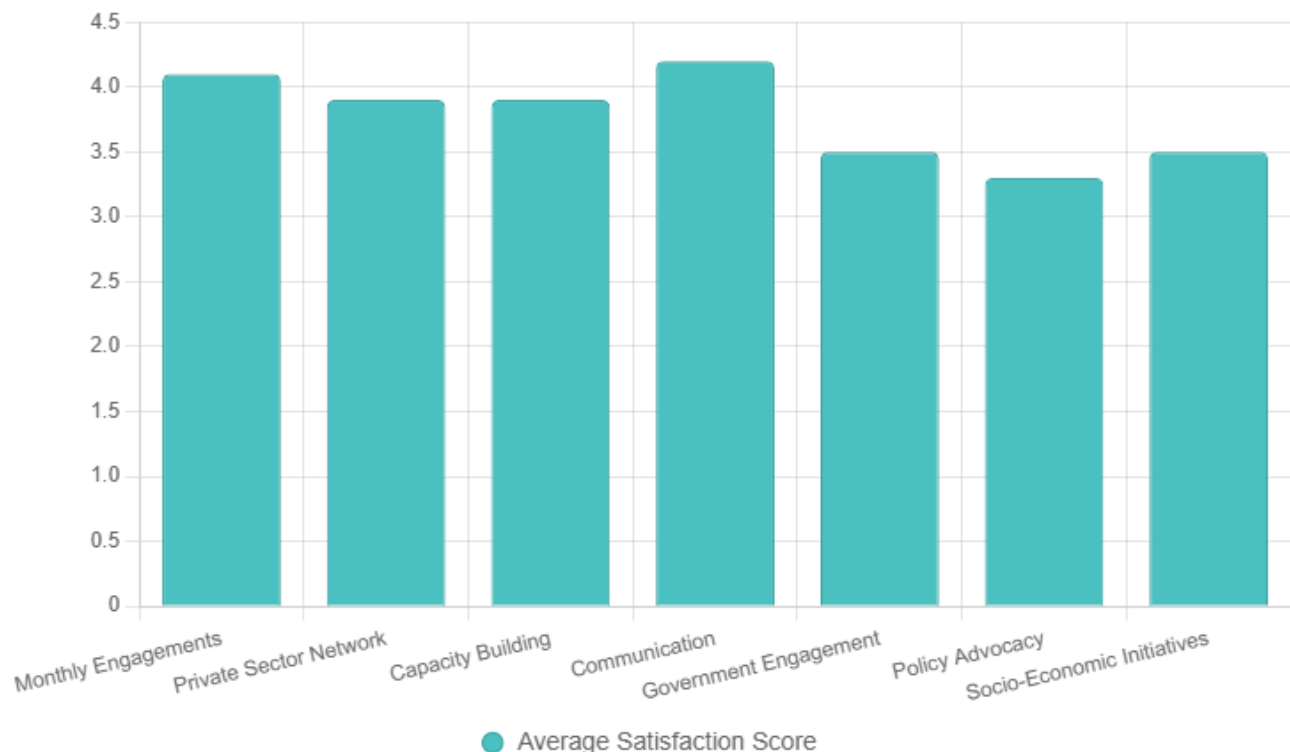
Figure 2: Membership Benefits Value Perception



3. Satisfaction with CEOrt Initiatives

- Members reported satisfaction across various aspects of CEOrt’s initiatives, with average ratings (on a 1-5 scale, 5 being “Very Satisfied”):
 - Monthly Member Engagements: 4.1
 - Private Sector Network Connections: 3.9
 - Capacity Building Initiatives: 3.9
 - Communication and Updates: 4.2
 - Government Engagement: 3.5
 - Policy Advocacy: 3.3
 - Socio-Economic Development Initiatives: 3.5
- Communication and monthly engagements scored highest, while policy advocacy and socio-economic initiatives have room for enhancement.

Figure 3: Member Ratings of CEOrt’s Core Elements



4. Communication Preferences

- 60% of members receive CEOrt communications “Most of the Time” or “Often,” while 26% receive them “Fair Amount” or “Sometimes.”
- Preferred channels include email, WhatsApp (individual messages preferred over group chats), and newsletters.

5. Member-Reported Value

- Members highlighted networking as the top value driver, enabling connections with decision-makers, peer learning, and business opportunities.
- Specific benefits included enhanced brand visibility, policy influence, and access to professional development programs including the CEO Apprenticeship Programme (CAP).
- Member Insight: “The networking events have provided insights into businesses and industries that would have cost more time, money, and effort to access.”

6. Suggestions for Improvement

- **Enhanced Networking Opportunities:** Members suggested more informal events (e.g., speed networking, micro-retreats) and sector-specific sub-groups to foster deeper connections.
- **Stronger Policy Advocacy:** Recommendations included more tangible interventions with the government, focusing on key policy challenges like taxation and regulatory hurdles.
- **Diverse Programming:** Suggestions included global speakers on strategic topics including AI, climate change, and sustainability.
- **Regional Expansion:** Members proposed extending CEOrt’s reach beyond Dar es Salaam to engage more Tanzanian businesses.
- **Peer Support:** Ideas included peer advisory groups, mentorship programs, and expert panels to address specific business challenges.

7. Our Commitment

The CEOrt secretariat remains fully committed to ensuring that your membership continues to deliver meaningful value today and into the future. Guided by your candid feedback, we are taking concrete steps to strengthen our platforms, deepen engagement, and amplify our collective impact.

Specifically, we are prioritising:

- **More informal and sector-focused networking opportunities**, creating additional spaces for peer learning and collaboration beyond our regular forums.
- **Stronger, targeted policy advocacy**, with enhanced government engagement to champion a more enabling business environment.
- **Expanded programming**, including fresh avenues for global thought leadership, practical knowledge exchange, and exploring opportunities for virtual participation.
- **Wider reach and influence**, with deliberate efforts to extend our impact and visibility beyond Dar es Salaam to benefit members across the country.

Your voice is vital in shaping CEOrt's evolving role as the foremost private sector dialogue platform in Tanzania. We will continue to listen, adapt, and act on your priorities, keeping you informed of progress through regular updates and our upcoming member engagements.

For any questions, additional feedback, or ideas on how we can serve you better, please reach out to us anytime at secretariat@ceo-roundtable.co.tz. Together, we will ensure CEOrt remains a catalyst for ethical leadership, collaboration, and sustainable growth for the next 25 years and beyond.