

# Esther Cobbah encourages female entrepreneurs to build trust, excellence

## Gender Desk Report

THE Chief Executive Officer of Strategic Communications Africa Ltd (Stratcomm Africa), Esther A. N. Cobbah, has challenged female entrepreneurs to learn to build brand presence and trust as essential elements of sustainable business success.

Speaking at the Africa Women's Entrepreneurship and Business Innovation Programme 2026, she emphasised that credibility, relevance and excellence were the true currencies of leadership.

The programme, organised in Accra by the Africa Women's Leadership Academy, brought together close to 200 women entrepreneurs, business leaders and professionals from different sectors to explore practical strategies for growth, leadership and innovation.

The theme for the programme

was: "The Woman Founder - Brand Presence, Perception and Trust as a Skill".

Ms Cobbah urged the participants to take time to know themselves, their strengths and weaknesses, their stakeholders and their needs, as well as the contexts in which they operate for impactful businesses.

"You cannot determine your relevance from your perspective alone. Your enterprise must solve problems that matter to others, not just one that only excites you," she said.

Ms Cobbah stressed that brand trust was built through sustained excellence and ethical conduct, including delivering the organisation's brand promise, ensuring consistency between internal and external actions.

She urged entrepreneurs to anticipate challenges, invest in crisis preparedness and not to compromise their integrity.

"Your reputation is shaped not only by what you achieve, but also by how you behave in crises," she said.

## Strategic thinking

Emphasising the importance of strategic thinking, she encouraged women entrepreneurs to resist shortcuts and focus on steady growth, strong systems and capable people. She underscored the need for continuous learning, self-renewal, and disciplined leadership, noting that founders must evolve as their organisations grow.

"As your business expands, you must renew your thinking, your skills and your capacity to develop others," she advised.

Ms Cobbah also called on women founders to invest intentionally in their teams, organisational culture and governance structures.

She explained that strong institutions outlived individuals, indicating that true leadership was



• Esther A. N. Cobbah – CEO, Strategic Communications Africa Ltd

reflected in the ability to build systems that functioned effectively even in the founder's absence.

Drawing on metaphors from nature and her experience, she likened entrepreneurship to nurturing a plant, saying it required patience, the right environment for growth, resilience and time to develop deep, strong roots before visible success could emerge.

She reminded participants that many of the most enduring enterprises were the result of years of unseen effort and disciplined preparation.

Ms Cobbah paid tribute to Barbara Sika Baeta, the deceased Founder of Flair Catering, as an entrepreneur who had been an inspiration to her in many ways.

Ms Baeta had built a business that had grown from small beginnings to cater to Heads of State and royalty with distinction for decades.

She also projected Ghanaian cuisine onto an international stage through excellence and building brand trust.