

Educate · Big Five Group™

Big Five Learn profile

Leadership is learnable.

Big Five Learn, the Educate pillar of Big Five Group™, develops leaders through the Super-Cube® model. It sits alongside Big Five Foods™ and SupplierAdvisor® in the same group.

We exist so Africa can prosper.

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EDUCATE · WHO WE ARE

Big Five Learn

Big Five Learn accelerates leadership development in Africa through Super-Cube® ethical leadership. One model serves executives, public servants, teams, schools and the next generation.

Level 1

Individual

Personal development plans. Structured self-improvement with pre- and post-assessments across all six faces, starting with you at the centre of the cube.

Level 2

Single business

Leadership pipelines. Systematic talent development within one organisation, through face-aligned interventions.

Level 3

Business group

Coordinated organisational scale. Coordinated leadership development across a multi-entity group, with one language, standard and pathway.

Level 4

Supply network

Alliance and value-chain capacity. Leadership development across interconnected entities, strengthening capacity across the value chain.

Level 5

Industry

Sector-wide impact. A framework for broader adoption, addressing growth, skills gaps and institutional complexity at industry scale.

The individual sits at the centre of the cube. The six faces around that centre are developable domains, measured before and after a journey.

EDUCATE · FOUNDER

Dr Craig R. Muller

Creator of the Super-Cube® leadership model, and founder and chief executive of Big Five Group™.

The model grew out of his Doctor of Business Administration at the University of KwaZulu-Natal: a thesis on leadership skills development, completed in December 2020 and conferred in 2021. He is the author of Leadership Is Learnable (Big Five Group, 2026).

D.B.A. · 2021

Doctor of Business Administration (DBA)

University of KwaZulu-Natal. Thesis 2020; degree conferred in 2021.

Leadership Is Learnable

The Super-Cube® model, the evidence behind it, and how to develop leaders at every level · 312 pages · R299 / $17.99.

SUPER-CUBE® · THE MODEL

You at the centre. Six faces of leadership.

Super-Cube® is a whole-person leadership model. The person sits at the centre; each face is a developable domain, assessed before and after a journey.

Top
Choices
Decision-making intelligence under complexity

Bottom
Principles
Ethical foundations that earn lasting trust

Side
Mental
Cognitive power for strategy and vision

Side
Emotional
Intelligence that builds trust and inspires action

Side
Physical
Energy and resilience for sustained leadership

Side
Spiritual
Purpose, meaning and transcendent motivation

SUPER-CUBE® · THE SIX FACES

Each face is a developable domain.

Choices

Select wise action amid ambiguity, balancing moral values, judgement and calculated risk. Skills: Decision-making intelligence, Moral values, Judgement, Risk-taking.

Principles

Lead with integrity, contextual awareness, situational judgement and accountable governance. Skills: Ethical foundations, Contextual awareness, Situational judgement, Governance.

Mental

Think strategically, solve complex problems, set vision and apply knowledge in context. Skills: Cognitive intelligence, Strategic thinking, Problem-solving, Vision, Knowledge application.

Emotional

Perceive, understand and manage emotions to strengthen relationships and collective performance. Skills: Emotional intelligence, Empathy, Social relationships, Motivation, Inspiration.

Physical

Protect health, manage energy and build the bodily resilience leadership demands. Skills: Physical health, Energy management, Fitness, Nutrition, Bodily resilience.

Spiritual

Align leadership with purpose, meaning, faith and spiritual intelligence. Skills: Purpose, Meaning, Faith, Transcendence, Spiritual intelligence.

SUPER-CUBE® · FOUNDATIONS

From the major schools to Ubuntu.

Philosophy

Grounded in Ubuntu, Martin Buber's I–Thou and the integral AQAL (All Quadrant All Level) approach: a human-centric view of the whole leader.

Theory

From trait, behavioural and contingency schools to relational, shared and neuroscientific perspectives on leadership.

Learning

Guided by Knud Illeris's three-dimensional learning theory: content, incentive and interaction.

Model

Six developable faces with the individual at the centre, assessed before and after development.

SUPER-CUBE® · THE RESEARCH

Tested before it was taught.

Doctor of Business Administration (DBA), University of KwaZulu-Natal, thesis 2020 (degree conferred in 2021). The doctoral study has no before-and-after gains. The figures below come from the 12-week, accredited Super-Cube® leadership intervention with Imana Foods and Kerry Foods, and are never shown as promised outcomes.

32.2%
Overall gain
Pre- to post-assessment, research result

39.5%
Emotional face
Headline intervention result

Choices
26.6% measured gain on this face.

Principles
45.1% measured gain on this face.

Mental
29.7% measured gain on this face.

Emotional
39.5% measured gain on this face.

Physical
27.7% measured gain on this face.

Spiritual
24.6% measured gain on this face.

Mixed-methods design
A quantitative survey first, then qualitative interviews to explain and deepen the findings.

132 survey respondents
Employees in an African FMCG business network tested the structural validity and reliability of the six faces.

Acceptable model fit
Confirmatory factor analysis: CMIN/DF 2.232, CFI 0.86 and RMSEA 0.097.

Ten director interviews
Thematic analysis of interviews with ten directors supported all six faces in lived leadership practice.

BIG FIVE LEARN · WHAT WE OFFER

One model for every stage of life.

Ages 5–12

Super-Cube® Kids

Growing character, curiosity and kindness. A guided Super-Cube® journey for younger learners: simple language, stories, play-based practice, and parent and teacher support. Builds the six faces of leadership as everyday strengths.

Ages 13–21

Super-Cube® Adolescents

Identity, influence and wise decisions. For teens and young adults navigating school, sport, first jobs and digital life. Develops choices, principles, mindset, emotions, body and purpose, with real-world scenarios.

Ages 22+

Super-Cube® Adults

Human-centric leadership for work and life. The full professional Super-Cube® pathway: pre-assessment, six face courses, deliberate practice, post-assessment and a personal development report for workplace leaders.

- Lifetime access
- Pre-assessment baseline
- 6 face courses (age-adapted)
- Practice labs and checks
- Post-assessment and personal report

SUPER-CUBE® · PROGRAMMES

Kids, Adolescents and Adults.

Ages 5–12

Super-Cube® Kids

Ideal for parents, schools and after-school programmes. Choices: Making good decisions, Thinking before acting. Principles: Being honest, Keeping promises. Mental: Curious thinking, Solving puzzles. Emotional: Naming feelings, Kindness. Physical: Moving your body, Rest and energy. Spiritual: What matters to me, Helping others

Ages 13–21

Super-Cube® Adolescents

Ideal for high school, college, youth leadership and first-time supervisors. Choices: Decision-making under pressure, Healthy risk-taking. Principles: Integrity and trust, Accountability. Mental: Strategic thinking, Vision for your future. Emotional: Empathy, Relationships and peer influence. Physical: Stress and recovery, Resilience under load. Spiritual: Purpose and identity, Meaning

Ages 22+

Super-Cube® Adults

Ideal for professionals, managers and high-potentials. Choices: Decision-making intelligence, Judgement. Principles: Ethical foundations, Governance. Mental: Strategic thinking, Problem-solving. Emotional: Emotional intelligence, Inspiration. Physical: Energy management, Bodily resilience. Spiritual: Purpose, Spiritual intelligence

SUPER-CUBE® · THE LEARNING PLATFORM

Not a lecture. A development system.

01
Free baseline
A free, 10-minute, age-appropriate baseline gives a starting score on each of the six faces.

02
Sessions and practice
Short sessions for each face, with a weekly practice plan that starts with the weakest faces. Streaks and badges keep the habit going.

03
Re-measure after 21 days
A second assessment at the end of the 21-day journey, so growth is measured, not assumed.

04
Growth report
Before and after on every face, with a growth radar and a plan for what to practise next.

05
Verifiable certificate
A certificate with a QR code and a public verify ID that anyone can check at super-cube.me/verify.

Start a free baseline at https://www.super-cube.me/learn/start.

BIG FIVE LEARN · SCHOOLS AND ORGANISATIONS

Growth you can show a board, not only a class.

Schools

Grow young leaders, and see the growth. An age-adapted Super-Cube® pathway for learners aged 5 to 21. One model from Grade R to matric and beyond, so the language of leadership stays consistent as learners grow. Cohort codes for teachers: completion and growth snapshots, journals stay private Run under your school's safeguarding and parental consent policies, with no public score comparisons Learners and guardians get a personal growth report; the school gets a cohort summary

Organisations

Develop leaders you can measure. For companies, NGOs and multi-entity networks that want leadership growth they can see, not just training hours. Assess, develop and re-assess across six faces, then take the report to your board. Online at each leader's pace, with optional facilitated cohort sessions Cohort view with consent: pre → post change by face, plus individual growth reports Certificates with a public verify ID

BIG FIVE LEARN · PILOTS

An 8-week pilot, ready to run.

Week 1
Orient and join
Safety, purpose, cohort code, orientation

Week 2
Baseline
Full six-face pre-assessment

Week 3
Choices and Principles
Decision craft and ethical spine

Week 4
Mental and Emotional
Cognition and regulation under pressure

Week 5
Physical and Spiritual
Presence, energy, purpose

Week 6
Integration week
Catch-up, weakest-face deep practice

Week 7
Re-measure
Post-assessment and growth report

Week 8
Celebrate and certify
Certificates, verify IDs, next pathway

Coach tools

- Cohort codes and roster
- Cohort heat maps (consented scores only)
- Before-and-after impact by face
- CSV export and an ROI pack (PDF)
- Verify links for every certificate

SUPER-CUBE® · PRICING

Start free. Unlock the full pathway once.

A programme seat is R99 (about $6). Seat packs for schools, companies and cohorts are listed below.

10 seats
R891
Classroom or small team pilot. About $54.

20 seats
R1 683
Department or grade cohort. About $102. Popular pack.

50 seats
R3 960
School or company licence pack. About $240.

Leadership Is Learnable is also available: paperback R299 / $17.99, Kindle $8.99 (about R149). See https://www.super-cube.me/pricing.

TALK TO BIG FIVE LEARN

Start with a free baseline. Plan a pilot with us.

See your six-face scores today on super-cube.me. Leading a team, a school or a company? Plan an 8-week Super-Cube® pilot with Big Five Learn.

Baseline
super-cube.me
https://www.super-cube.me/learn/start

Email
hello@super-cube.me
A first conversation with Big Five Learn.

Phone
+27 (0) 82 581 4215
Call during business hours.

Enquire
bigfivegroup.africa/contact
https://bigfivegroup.africa/contact?interest=leadership

Group email
craig@bigfivegroup.africa
For a briefing that covers more than one pillar.

Live feeding snapshot
209 660
Meals provided (live, adult meals) · 4 feeding projects · Generated 14 November 2026, 21:23 SAST

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