



BIG FIVE GROUP™

Big Five Learn profile

Educate pillar · October 2026

EDUCATE · BIG FIVE GROUP



super  cube®

Big Five Learn

Leadership is learnable, and we measure it.

Big Five Learn is the Educate pillar of Big Five Group™. It focuses on leadership development using the Super-Cube® model: six developable faces, with the individual at the centre, measured before and after.

6

Faces of leadership

Choices · Principles · Mental · Emotional · Physical · Spiritual

5

Levels of application

From the individual to a whole industry

+39.5%

Emotional face

12-week intervention, Imana Foods and Kerry Foods. Not a promise.

R99

Per programme, once

Lifetime access. Free baseline to start.

Feed. Educate. Empower. One group, eleven pillars. Big Five Learn is the Educate focus area. bigfivegroup.africa/leadership

FEED

Agri

Foods

Waters

EDUCATE

Big Five Learn

EMPOWER

Royal

Connect

Direct

Access

Global

Impact

Foundation



Big Five Learn

Leadership development using the Super-Cube® model, for individuals, schools and organisations.



WHAT WE DO

Big Five Learn is the Educate pillar of Big Five Group™. It focuses on leadership development using the Super-Cube® model, from Dr Craig R. Muller's doctoral research (DBA thesis, University of KwaZulu-Natal, 2020) and set out in full in his book *Leadership Is Learnable* (2026).

Super-Cube® looks at the whole leader, not one skill. It measures six faces (Choices, Principles, Mental, Emotional, Physical and Spiritual), then helps each person grow the ones that matter most for them. Learners take the programme on the Super-Cube® learning platform at super-cube.me.

A SIMPLE LOOP: MEASURE, PRACTISE, PROVE

1 Measure

A free, 10-minute baseline gives a score for each of the six faces, so strengths and gaps are visible.

2 Practise

Short sessions written for each age group, with a weekly practice plan that starts with the weakest faces.

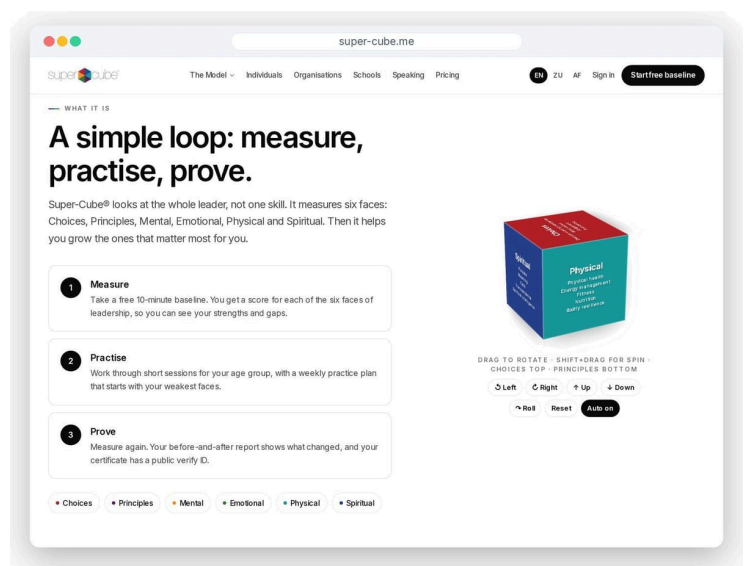
3 Prove

Measure again. A before-and-after report shows what changed, and the certificate has a public verify ID.

HOW IT FITS THE GROUP

Big Five Group™ works across eleven pillars in three focus areas: **Feed** (Agri, Foods, Waters), **Educate** (Big Five Learn) and **Empower** (Royal, Connect, Direct, Access, Global, Impact, Foundation). Big Five Learn develops the people who lead the system.

Feed. Educate. Empower.



super-cube.me, the Super-Cube® learning platform · screenshot, 7 October 2026

WHO WE SERVE

Individuals

Kids 5–12, Adolescents 13–21 and Adults 22+: a free baseline, an age-adapted programme and a growth report.

Schools

One model from Grade R to matric and beyond, with teacher views, consent and safeguarding built in.

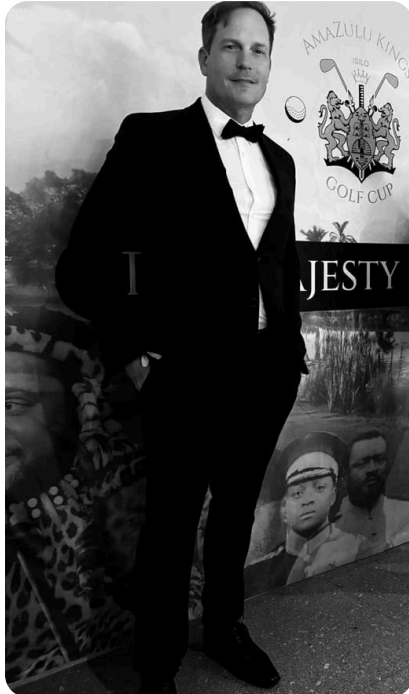
Organisations

Companies, NGOs and multi-entity networks: seat packs, cohort reporting and facilitated pilots.



Dr Craig R. Muller

Founder & CEO, Big Five Group™ · creator of the Super-Cube® leadership model.



FOUNDER

Visionary architect of kingdom-centred leadership and sustainable impact in Africa.

Dr Craig Ross Muller is the creator of the Super-Cube® leadership model and the founder and chief executive of the Big Five Group, based in Pietermaritzburg, KwaZulu-Natal, South Africa. 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, built as a case study of an African FMCG business network. He surveyed 132 people and interviewed ten directors to learn which leadership skills matter and how they can be developed, published the research in peer-reviewed journals in 2022, and has since seen the model taught in accredited programmes, including the 12-week intervention with leaders at Imana Foods and Kerry Foods.

He has spent more than twenty years in blue-chip FMCG, supply-chain optimisation and global consulting. He holds an MBA (2006, with a distinction for his dissertation on sub-Saharan vendor reliability) and a Postgraduate Diploma in Management (2004) from the University of KwaZulu-Natal, and a Bachelor of Commerce from the University of Natal (2002). His certifications include PMP, PRINCE2, Managing Successful Programmes and Lean Six Sigma Black Belt.

The Big Five Group's mission is three words: feed, educate, empower; Super-Cube® and Big Five Learn are how it educates. Craig's conviction, and the argument of his book *Leadership Is Learnable*, is that Africa's progress depends as much on the skills of its leaders as on its resources, and that those skills can be learnt by anyone, at any age.

Above all, Craig is the very proud father of Georgia and Benjamin, and hopes this work will inspire them, and their generation, to do good and help humanity move forward.

Creator of the Super-Cube® leadership model

Author of *Leadership Is Learnable* (2026)

20+ years FMCG, supply chain & consulting

[LinkedIn](#) · [ResearchGate](#) · [bigfivegroup.africa/about](#)

EDUCATION

Doctor of Business Administration (DBA)

University of KwaZulu-Natal · 2021 · leadership skills development (Super-Cube®)

Master of Business Administration (MBA)

University of KwaZulu-Natal · 2006

Postgraduate Diploma in Management

University of KwaZulu-Natal · 2004

Bachelor of Commerce (B.Comm)

University of Natal · 2002

AUTHOR · COMPREHENSIVE EDITION



Leadership Is Learnable

The Super-Cube® model, the evidence behind it, and how to develop leaders at every level

Big Five Group · October 2026 · 312 pp
· 6 × 9 in, full colour

Paperback R299 / \$17.99 ·

ISBN 978-1-0483-6161-2

Kindle \$8.99 ·

ISBN 978-1-0483-6160-5

[Buy the paperback on Amazon](#) · [Buy the Kindle e-book on Amazon](#)



SUPER-CUBE® · THE MODEL

You at the centre. Six faces of leadership.

Choices on top, Principles at the base; Mental, Emotional, Physical and Spiritual form the sides.

The Super-Cube® Leadership Model is a human-centric, six-dimensional framework for leadership development. Each face is a developable domain: taught, practised, tracked and assessed, with the individual at the centre of the cube.



FIVE LEVELS OF APPLICATION: FROM SELF TO SYSTEMS

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.
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SUPER-CUBE® · THE SIX FACES

Each face is a developable domain.

These are the skills the platform measures on every face (adult programme).



Choices

TOP FACE

Decision-making intelligence under complexity

Select wise action amid ambiguity, balancing moral values, judgement and calculated risk.

Decision-making intelligence

Moral values

Judgement

Risk-taking



Principles

BOTTOM FACE

Ethical foundations that earn lasting trust

Lead with integrity, contextual awareness, situational judgement and accountable governance.

Ethical foundations

Contextual awareness

Situational judgement

Governance



Mental

SIDE FACE

Cognitive power for strategy and vision

Think strategically, solve complex problems, set vision and apply knowledge in context.

Cognitive intelligence

Strategic thinking

Problem-solving

Vision

Knowledge application



Emotional

SIDE FACE

Intelligence that builds trust and inspires action

Perceive, understand and manage emotions to strengthen relationships and collective performance.

Emotional intelligence

Empathy

Social relationships

Motivation

Inspiration



Physical

SIDE FACE

Energy and resilience for sustained leadership

Protect health, manage energy and build the bodily resilience leadership demands.

Physical health

Energy management

Fitness

Nutrition

Bodily resilience



Spiritual

SIDE FACE

Purpose, meaning and transcendent motivation

Align leadership with purpose, meaning, faith and spiritual intelligence.

Purpose

Meaning

Faith

Transcendence

Spiritual intelligence

Face colours and skills as on super-cube.me. The Kids and Adolescents programmes use age-adapted skill language for the same six faces (page 9).

HOW EVERY FACE IS DEVELOPED

Taught

Short sessions for each face, with age-adapted language and scenarios.

Practised

A weekly practice plan and micro-practices that start with the weakest faces.

Tracked

Daily or weekly face pulses, streaks and badges show patterns between assessments.

Assessed

A baseline before and a re-measure after, with a growth report on every face.



From the major schools to Ubuntu.

Philosophy sets the values, theory explains how leadership works, and the model is what learners practise.



01

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.

02

Theory

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

03

Learning

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

04

Model

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

THE LITERATURE MAP

Historical and major schools

Trait · Behavioural · Contingency / situational · Charisma and new leadership · Follower-centric · Relational · Shared leadership · Biological and evolutionary · Neuroscience perspectives

Contemporary topics

Socio-cognition and social perception · Gender · Power · Identity · Culture · Globalisation · Entrepreneurial leadership

Leadership skills development

Nature versus nurture · Longitudinal perspectives · Knowledge, skills and abilities (KSAs) · Theory, research and practice of leadership development

Integral and philosophical frames

All Quadrant All Level (AQAL) · I-Thou theory (Martin Buber) · Ubuntu

The development literature justifies deliberate practice, measurement and progressive pathways, which is why every Super-Cube® programme starts with a baseline and ends with a re-measure.

"I am because we are."

Ubuntu: the African philosophy of personhood-in-relation (humanity, dignity and shared becoming), a foundational stance of the Super-Cube® model alongside Western integral and dialogical thought.



SUPER-CUBE® · THE RESEARCH

Tested before it was taught.

Doctoral research, University of KwaZulu-Natal (DBA thesis, 2020), published in peer-reviewed journals.

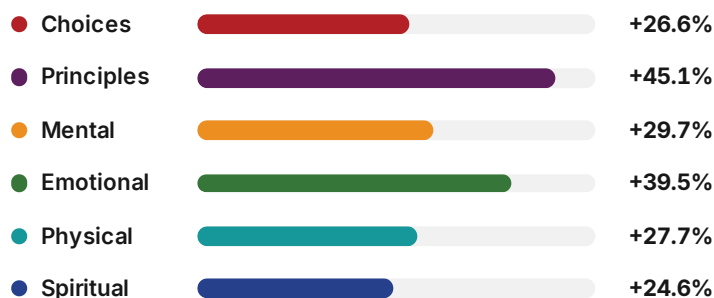
12-WEEK INTERVENTION RESULT · EMOTIONAL FACE

+39.5%

Average pre- to post-assessment improvement on the Emotional face in the 12-week Super-Cube® leadership intervention with Imana Foods and Kerry Foods. Overall, all six faces: **+32.2%**.

A measured result, not a promise.

AVERAGE IMPROVEMENT BY FACE (PRE → POST)



Gains from the 12-week, accredited Super-Cube® leadership intervention (NQF levels 3–5) with leaders at Imana Foods and Kerry Foods: average pre- to post-assessment improvement. The doctoral study built and tested the model; it did not measure these gains. Not a promised outcome and not live programme data. Results from one intervention, so they are context-specific.

HOW THE MODEL WAS TESTED

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.

PUBLICATIONS

South African Journal of Economic and Management Sciences (2022)

SAJEMS

Muller, C. R. · doi.org/10.4102/sajems.v25i1.4303 · [PDF](#)

Journal of Contemporary Management (2022)

JCM

Muller, C. R. · doi.org/10.35683/jcm21092.154 · [PDF](#)

Leadership Is Learnable (2026)

Book

Big Five Group · ISBN 978-1-0483-6161-2 (paperback) · super-cube.me/book



One model for every stage of life.

The six faces stay the same as people grow; the language, examples and reporting change with who they are.



INDIVIDUALS

Grow your own leadership

A free baseline, short courses for your age group and a before-and-after report.

super-cube.me

SCHOOLS

A pathway for every learner

Age-adapted leadership for learners aged 5 to 21, with progress views for teachers and consent built in.

super-cube.me/schools

ORGANISATIONS

Leaders you can measure

Seat packs, cohort reporting and facilitated programmes for companies, NGOs and networks.

super-cube.me/organisations

SPEAKING

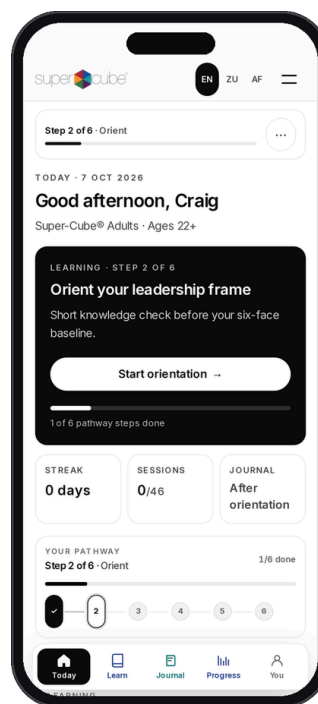
Keynotes and workshops

Dr Craig Muller on learnable, human-centric leadership: keynote, workshop or panel.

super-cube.me/speaking

EVERYTHING YOU NEED TO GROW, AND TO SHOW IT

- ✓ A free six-face leadership baseline
- ✓ Six short courses, written for your age group
- ✓ A weekly practice plan focused on your weakest faces
- ✓ Streaks and badges that keep the habit going
- ✓ A second assessment to measure the change
- ✓ A before-and-after growth report with a radar of all six faces
- ✓ A certificate with a QR code and a public verify ID
- ✓ Private journals: a coach sees your scores only if you agree



The Super-Cube® app, Today screen · adult test account

FREE BASELINE

R0

Six-face scores in about 10 minutes.

FULL PROGRAMME, PER PERSON

R99 once

About \$6 USD. Lifetime access. No subscription.

SCHOOLS AND ORGANISATIONS

From R891

A 10-seat pack, or a quote for a facilitated pilot.



SUPER-CUBE® · PROGRAMMES

Kids, Adolescents and Adults.

Every programme covers all six faces, with a baseline, age-adapted courses, practice and a personal report.



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.

Ideal for parents, schools and after-school programmes.

SKILLS BY FACE

- **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

R99 once · lifetime access

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.

Ideal for high school, college, youth leadership and first-time supervisors.

SKILLS BY FACE

- **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

R99 once · lifetime access

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.

Ideal for professionals, managers and high-potentials.

SKILLS BY FACE

- **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

R99 once · lifetime access

EVERY PROGRAMME INCLUDES

Lifetime access

Pre-assessment baseline

6 face courses (age-adapted)

Practice labs and checks

Post-assessment and personal report



SUPER-CUBE® · THE LEARNING PLATFORM

Not a lecture. A development system.

Learners understand, practise, track and prove growth, on any device.

THE LEARNER JOURNEY

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

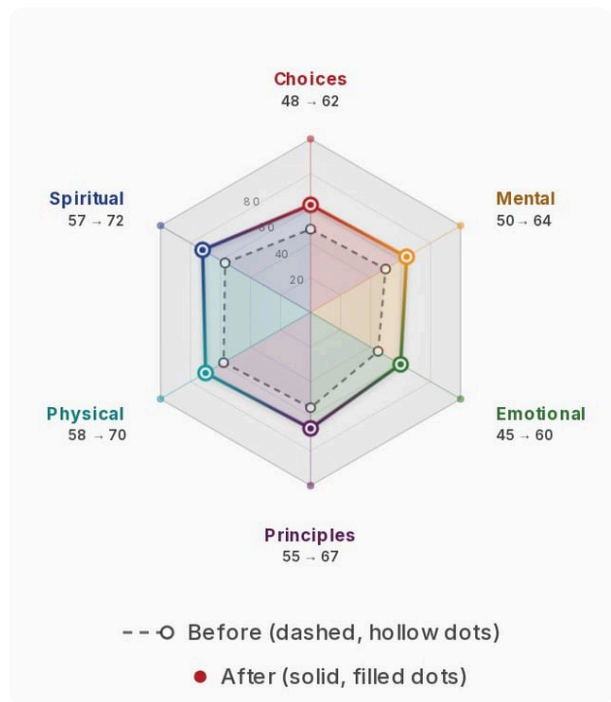
Before and after on every face, with a growth radar and a plan for what to practise next.

05

Verifiable certificate

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

GROWTH REPORT · BEFORE → AFTER



EXAMPLE ONLY

Screenshot of super-cube.me's public sample report: an illustrative composite, not a real learner and not a research result.

VERIFIABLE CERTIFICATE

Each completion certificate carries the learner's growth radar, an ID like **SC-YYYYMMDD-HEX** and a QR code. Anyone can check it at super-cube.me/verify.

PRIVATE BY DESIGN

Journals stay private. Coaches see scores and completion only when learners consent, never journal text. Learners can turn sharing off at any time.

RE-MEASURE AFTER 21 DAYS

The second assessment comes at the end of the 21-day journey, so growth is measured, not assumed, and the report shows the change on every face.

SEE A FULL REPORT

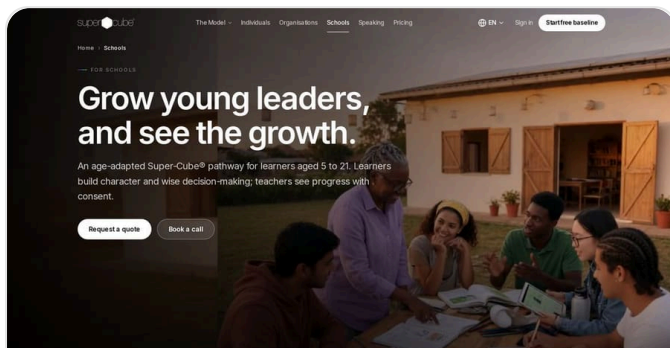
The public sample report shows every section a learner receives: super-cube.me/sample-report



BIG FIVE LEARN · SCHOOLS AND ORGANISATIONS

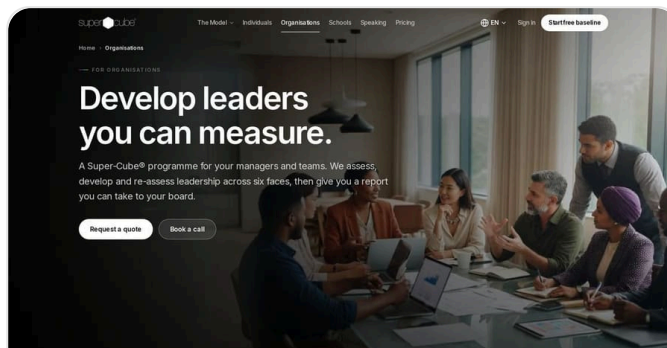
Growth you can show a principal or a board.

Seat packs, cohort codes, consented dashboards and a before-and-after report.

**FOR 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

super-cube.me/schools**FOR 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

super-cube.me/organisations**FOUR STEPS, FROM BASELINE TO PROOF****1****Pre-assessment**

A 10-minute, age-appropriate baseline across the six faces.

2**Programme**

Six short courses and a weekly practice plan, weakest faces first.

3**Post-assessment**

Re-measure at the end of the term or programme.

4**Report**

A cohort report of the change; each learner gets a growth report and certificate.

COACH AND COHORT DASHBOARDS

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

Consented scores only, never journals. Before-and-after impact by face is shown with confidence intervals and effect sizes.



An 8-week pilot, ready to run.

Everything a principal, L&D lead or coach needs, without inventing process from scratch.



Pathway: orient → baseline → six faces → integration → re-measure → report and certificate.

Big Five Learn plans the pilot with you; learners use super-cube.me and facilitators use the coach tools and facilitator kit.

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

SAFEGUARDING

- No forced public sharing of personal scores or journal text.
- Facilitators never grade 'character', only completion and growth effort.
- Parent and guardian communication emphasises development, not ranking.
- Run under the school's safeguarding and parental consent policies.

PILOT TOOLKIT

- Cohort codes, roster, CSV export, heat maps and verify links.
- Facilitator kit with the 8-week rhythm and session notes.
- Draft consent language to adapt under your POPIA counsel.

super-cube.me/pilot-pack · super-cube.me/facilitator

Plan a pilot with Big Five Learn

Tell us about your learners or leaders and we will reply with a plan and price.

bigfivegroup.africa/contact



SUPER-CUBE® · PRICING

Start free. Unlock the full pathway once.

Free baseline, then pay once (R99 / \$6 USD) for lifetime access. No subscription.

FREE BASELINE

R0

Orientation and a six-face measure in about 10 minutes, without paying.

FULL PROGRAMME, PER PERSON

R99 once

About \$6 USD. Lifetime access to the full programme, report and certificate. One payment per programme.

AGES 5–12

Super-Cube® Kids

R99 · lifetime access

Lifetime access

Pre-assessment baseline

6 face courses (age-adapted)

Practice labs and checks

Post-assessment and personal report

AGES 13–21

Super-Cube® Adolescents

R99 · lifetime access

Lifetime access

Pre-assessment baseline

6 face courses (age-adapted)

Practice labs and checks

Post-assessment and personal report

AGES 22+

Super-Cube® Adults

R99 · lifetime access

Lifetime access

Pre-assessment baseline

6 face courses (age-adapted)

Practice labs and checks

Post-assessment and personal report

SCHOOLS · COMPANIES · COHORTS

Seat packs: pay once, get a cohort code

Each seat is lifetime access to the programme for that learner. A cohort code is created after payment; coaches see scores and completion only when learners consent.

PACK	FOR	ZAR	USD
10 seats	Classroom or small team pilot	R891	\$54
20 seats	Department or grade cohort	R1 683	\$102
50 seats	School or company licence pack	R3 960	\$240

Prices as listed on super-cube.me/pricing on 7 October 2026. For a grade, a whole school, facilitation or custom reporting, we send a quote. Payments are processed securely by Paystack.



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 network?
Tell us about your people and we will plan a pilot with you.

BIG FIVE LEARN

bigfivegroup.africa/leadership

Pilot enquiries: bigfivegroup.africa/contact

SUPER-CUBE®

super-cube.me

hello@super-cube.me

Start free baseline

super-cube.me/learn/start

For schools

super-cube.me/schools

Research and publications

bigfivegroup.africa/leadership

Leadership Is Learnable (book, 2026)

Paperback and Kindle on Amazon

Dr Craig Muller on ResearchGate

researchgate.net/profile/Craig-Muller

Pricing and seat packs

super-cube.me/pricing

For organisations

super-cube.me/organisations

The Super-Cube® Leadership Model book

Free PDF on bigfivegroup.africa

Dr Craig Muller on LinkedIn

linkedin.com/in/craigmuller



Feed. Educate. Empower.

Big Five Learn is the Educate pillar of [Big Five Group™](https://bigfivegroup.com). Super-Cube® is the leadership model and learning platform Big Five Learn uses.

© 2026 Big Five Group™. Gains are from the 12-week Super-Cube® leadership intervention with Imana Foods and Kerry Foods, not from the doctoral study, and are not live programme data or a promised outcome. Product screenshots show example data.