



TRUELINE

leadership consulting

*Get things done!*

Build Your  
Business  
Seminar

in partnership with

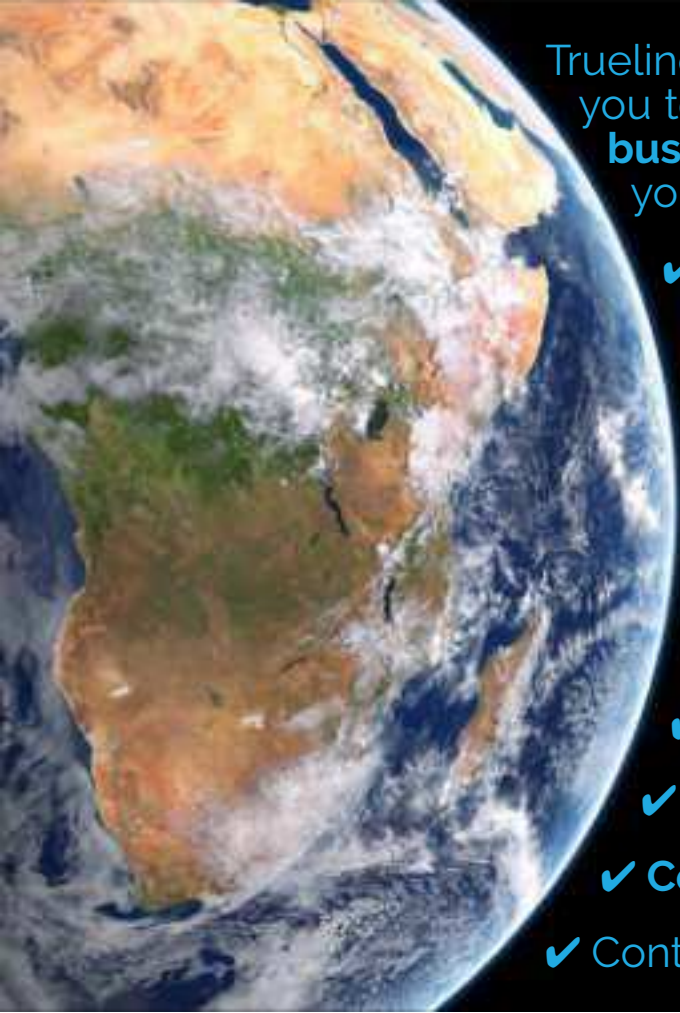


Applied Corporate  
Governance

People Planet Profit



True empowerment comes from within



Trueline Leadership Consulting is delighted to invite you to a one day seminar that could **change your business** and **your life** for ever. We will share with you how to:

- ✓ Create, **grow** and **sustain** a business
- ✓ Build a robust plan to secure **financing**
- ✓ Access and impact your chosen **markets**
- ✓ **Lead** and **inspire** others to success
- ✓ Cultivate common **values** and **ethics**
- ✓ Work towards a common **goal**
- ✓ Create and execute a **plan** to achieve it
- ✓ Ensure suitable & adaptable **organisation**
- ✓ **Communicate** effectively and transparently
- ✓ Continually **innovate** and transform

In **South Africa** today, **small business** is more important than ever. Yet there is very little **help** or **support** to budding entrepreneurs and many fail through lack of **planning**, **financing**, systems and a sound **ethical** base. In this seminar we will ask and answer the most **pressing questions** you need to consider in creating, **growing and sustaining** your new business. It's *radically* different.

## Day 1

### Passion into profit

- Where do I begin? What do I need?
- What value am I offering? Who will I/we serving?
- How do I finance my business/idea?
- What help is there locally for SMMEs?

### Goal setting and planning

- How do I plan and achieve my goals?
- How can I get into the market?
- What are the opportunities of BEE?

## Day 2

### Growth and Sustainability

- How can I sustain my business - and keep up with growth?
- How can I keep control of my business?

### Conscious Leadership

- What are my core values?
- How can I embed them in my business from day one?
- How can I inspire others to share my vision?
- How do I stay motivated even in hard times?

# Your experienced facilitators



## Botshelo Wa Rakate

Botshelo Wa Rakate is an accomplished communications executive. His range of expertise includes (the) planning and implementation of communication strategies; team development (*a particular focus on Purposeful Teams*), media campaign management and leadership (communication) approaches which proactively address a broad array of organizational governance challenges, innovatively and with foresight.

He has handled a number of high-profile media campaigns, crisis communication management solutions and public outreach programmes as a media liaison officer for MECs in the Gauteng provincial government and later as head of communications and a spokesperson for the national Minister of Cooperative Governance and Traditional Affairs (CoGTA).

He also worked in the private sector as a regional marketing manager for Carl Zeiss Optronics, business development manager for Syntell and media manager for the International Marketing Council of South Africa, among others.

Botshelo completed a Bachelor of Social Sciences degree at the University of North West, an Honors degree in Political Science at the University of South Africa and a Masters of Philosophy (Political Management) degree at the University of Stellenbosch.

*"My passion, how I define my life, my driving purpose or belief, my cause in life is to inspire people to get things that inspire them done.*

*Regardless of what I do and say in my life, my story line never changes, what I do and say, is simply the tangible way I find to breathe life to my cause."*  
says Botshelo

He is currently the **founding Director** at **Trueline Leadership Consulting**, a management consulting and training company based in Johannesburg. *Management consulting is just one way to bring his cause to life – inspire people to get the things that inspire them done*



## Nigel Kendall

Nigel is a Chartered Accountant and a Fellow of the ICAEW in the UK. He has a wide-ranging career history, including as a sales executive with IBM, Group Chief Accountant for a publicly-listed company (UK), finance director of a venture capital organisation, and 14 years with PA Consulting Group, finishing as a director of the Strategy Practice.

As a consultant, including more than 25 years as an independent, he regularly works with boards on corporate governance, good boardroom practice and strategy. His experience covers a wide range of organisations from small-medium sized companies to the very large, including BP Chemicals, Agip Coal, United Assurance, Wolf Olins and Co-operative Retail Services.

He has published various books on financial management and corporate governance, gaining the endorsement of Sir Adrian Cadbury, the father of modern corporate governance, for his work in this area.



## Arthur Kendall

Arthur has lived in France and Spain (where he currently resides). He has a broad international outlook, speaking 6 languages, and a passion for cross-cultural co-operation and development, both personal and organisational. This led him to set up Tanglely International Ltd, of which Applied Corporate Governance is a trading name, which has been involved in training and development for over 20 years.

He played a major role in setting up a local newspaper, subsequently contributing regular features as deputy editor, and co-authored (with Nigel) Real-World Corporate Governance, a programme for profit-enhancing stewardship (FT Pitman, 1998).

His passion lies in innovation and turning ideas into reality through entrepreneurship. He describes his life purpose as *"helping people help themselves"* live the life of their dreams, which he does through mentoring, coaching and personal development, which he writes about on his website, [www.arthurkendall.com](http://www.arthurkendall.com)



You have the world in your hands. Come and learn how to use the **power** you have to **succeed** and **make a difference** in the world.

We are also offering limited **FREE APPRAISALS** of your business to attendees, with a special focus on **funding**. A great way to finish 2018 with a bang!

Take advantage of our **Early Bird Discount** for your chance to win and book your place now!

### Event information

**Price**  
ZAR3,500

**Next available date:**  
7-8 November 2018

**Location**  
Eagles Nest Conference Centre,  
Fourways, Sandton

**Early Bird Discount**  
Book your place before 7 October and  
get R1,000 off!

**Cancellations/Refund policy**  
90% up to 7 Oct, 50% up to 28 Oct.

### Booking

Book online at [www.trueline.co.za/sbss](http://www.trueline.co.za/sbss) or save this file with your details (you will need PDF anotation software) and email it to us at [seminars@trueline.co.za](mailto:seminars@trueline.co.za). Or simply phone us on +2711 708-0462. We will send EFT instructions for you to complete the enrolment.

Full Name

Organisation

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