



## **THE FINAL 2011 SOUTH AFRICA'S LEADING MANAGERS ANNOUNCED**

### **Tribute edition profiles 12 companies as critical case studies in their industries**

The CRF Institute, SA's leading employer brand and research company has announced South Africa's Leading Managers for 2011. The annual publication, which profiles the country's top managers and leaders this year feature 12 companies – each standing alone as a critical case study in its industry and providing insight into what it takes to be successful in the current business environment.

The companies in the latest cohort of SA's Leading Managers listed in alphabetical order are: Accenture for ICT, Berco for Logistical Services, Coca Cola SA for Food and Beverages, Du Pont de Nemours for Science and Technology, Eskom for Utilities, Ezemvelo KZN Wildlife for Conservation, Meltwater Group for Online Media, Pfizer and Sanofi for Pharmaceuticals, Rectron for IT Distribution, Platinum Group for Retail and Nestle for FMCG.

According to Samantha Crous, General Manager of the CRF Institute there has never been a more significant time to examine leadership philosophies to gauge what works and what doesn't.

"Global economic conditions have undergone drastic changes during the past few years and this has altered the face of management practices to an equally dramatic extent," she says. "In this context understanding which principles are right for the current economic climate and which are wrong becomes vital."

Crous adds that the report reveals that the best performing managers have a common focus on a robust vision, innovation and empowering people, as core elements of their success. She says the companies profiled in this the eighth and final year of the campaign have managed to successfully filter their vision through the company and with this have achieved many victories.

Accenture strives to be at the forefront of changing the way South Africa and Africa works and lives. William Mzimba, CEO says their aim is to help positively impact education, healthcare, mining, retail and technology. "It's not a small goal, but then Accenture is not an organisation that encourages thinking on a small scale," says Mzimba.

Under the leadership of Brian Anthony Barnes, CEO of Eskom, one of the top 20 utilities in the world by generation capacity, they have reviewed their vision for the company. "Eskom's

most important job is to keep the lights on and thus improve the quality of life of people in South Africa, we aim to do this in a way that is financially and environmentally sustainable,” he says.

Pfizers’ CEO Brian Daniel says that their vision: ‘Living our full potential in striving for a healthier southern Africa’ is successfully entrenched, so much so that staff turnover has decreased from 15% to only 5%. “We want to make this a great place to work and form partnerships with key stakeholders in the healthcare sector that make it possible for all southern Africans to have better access to healthcare,” he says.

World leader in science and innovation, Du Pont is guided by its vision which is to be the most dynamic science company, creating sustainable solutions that are essential for a better, safer, healthier life for everyone. Seydou Kane, Du Pont’s Growth Manager notes that this vision speaks to each of the priority areas identified for future growth, and adds that it is aligned with their core values of ethical behaviour, respect for people and protecting people and the environment.

According to Crous a key part of realising their vision is through innovation. Innovation is the life blood of all 12 companies profiled in the latest publication. “These companies are true benchmarks for success,” comments Crous. “They have been able to make remarkable strides in so many areas of business”.

For example, Berco Express, a leading logistics company has been successful in introducing innovative systems that have the potential to develop the industry. Their Berco Drop Box, in Pick n Pay stores, allow the public to send parcels to be delivered directly to recipients anywhere in SA the very next day, has been rolled out to 180 stores. “We are confident this service will change the way the public sends parcels in future, thanks to our innovation team,” says CEO Andy Van der Velde.

Being innovative is essential to Coca-Cola South Africa, to meet the needs of their customers. William Egbe, president of Coca-Cola South says “the future will include custom-design drinks. Customers of the future won’t accept what we give them, they will want to create their own drinks – and that is what we are striving to give them,” he says.

According to Nestlé’s Managing Director innovation is embedded in their strategic roadmap and is a key driver of internal growth and long-term development within the company. “Our innovations are consumer-centric, harnesses leading-edge science and technology, and exploit the full range of innovation levers to delight target consumers.”

But it is about more than innovation and a strong vision statement. Crous says that underpinning these elements is their focus on people – their ability to be consumer-centric, while doing everything they can to empower their own people and create excellent working environments is what really makes these companies successful.

Meltwater’s Director of Global Strategy – Zubair Timol says “our leadership development has resulted in employee’s successful training and the ability to perform internationally. It is an incredibly proud moment to see local people, lead across the globe. Our ambition was to ensure South African individuals were given every opportunity to compete internationally. Despite having a European heritage as a company, we have etched our South African

identity into the organisation and with it become a brand of South African leader that is comfortable operating across the global markets.”

As one of the leading multinational pharmaceuticals in South Africa – Sanofi has achieved this position through the provision of a number of medicines enjoying market-leading status. Headquartered in France, the company employs more than 100 000 thousand people. John Fagen, General Manager says “having a significant accent on developing people is a top priority”. In line with this HR Director, Dave Helps explains that “the company has implemented an active talent development programme, helping to identify key future leaders”.

Rectron also makes staff their top priority and they don’t just talk about it. They really do invest in their people. Acting MD and Financial Director Gerhard Malan says “we strive to create a pleasant working environment and therefore provide a company sponsored canteen that offers wholesome meals, ergonomically sound work stations, extensive in-house training and many learning opportunities.”

Crous says that another hallmark of the successful leading manager is that they are able to look outward as well as in and focus on the broader impact of their businesses.

Ezemvelo KZN Wildlife’s Manager, Ntsikeleo Dlulane says South Africa’s greatest challenge moving forward remains unemployment, while more specific to Ezemvelo, educating communities on the value and importance of biodiversity. In this light the organisation seeks to forge new partnerships to boost their investment in communities. Examples of this include ensuring that guides are local, particularly where there is a possibility for training new skills and providing employment, and developing medical skills amongst the communities most exposed to conservation.

Crous says that at its core Leading Managers have excellent values that they live and work by.

The Platinum Group talks about integrity, community, excellence, freedom and fun. CEO Marcel Joubert says “we have a very strong sense of mischief, balanced by an equally strong sense of right. The Platinum Group environment is one that is intrinsically driven towards brilliance. The market rewards that and allows us to do the things we want,” she says.

Crous comments that the companies featured in the final special edition coffee table book join a prestigious list of authentic leaders that have, before them, represented leadership excellence in South Africa. “These legends like Steve Ross, Ian Cockeril and Andre Mever are once again featured in the publication as a special tribute and acknowledgement of how they have contributed to shaping the country’s corporate culture. We are proud that these 12 companies are now part of that respected list.”

**For more information about the SA’s Leading Managers campaign and publication please contact Lindsay Gibson on 021 425 0320.**

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