



# liquidlingo Communications An Introduction

## WHO IS LIQUIDLINGO?

- ◆ A Cape Town-based PR Consultancy, servicing clients with a national footprint across all social and media platforms
- ◆ Extensive experience in a variety of sectors including FMCG, technology, education and wellness
- ◆ liquidlingo goes beyond the traditional scope of PR media relations to link clients with like-minded events, people and ideas
- ◆ liquidlingo's approach enables collaborations that result in transforming brands through great storytelling
- ◆ Authentic, transparent, inspiring and impactful communications
- ◆ Leveraging story telling as a catalyst for positive coverage in digital and traditional media



## WHAT DOES LIQUIDLINGO DO?

- ◆ Creating a communication / PR strategy aligned to client needs
- ◆ Media relations and PR exposure
- ◆ Sponsorship and speaking opportunities and linking with like-minded events
- ◆ Creating brand partnerships and amplifying them
- ◆ Digital PR
- ◆ Thought leadership and opinion editorial as part of storytelling
- ◆ Expert Writing
- ◆ Media Event Management
- ◆ Industry insights/monitoring to generate PR angles
- ◆ Influencer publicity



## JACKIE BUSCH - Founder & Owner

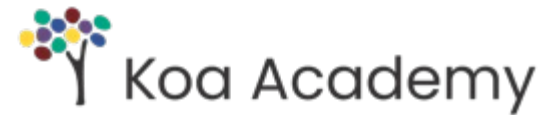
With nearly three decades of industry experience, Jackie enjoys a career in PR that has spanned working with clients from lifestyle and entertainment to the Woolworths consumer portfolio, the MySchool MyVillage MyPlanet fundraising programme, the Association for Dietetics in South Africa, the South African College of Applied Psychology, the Koa Academy, Hippo.co.za and online wellness retailer, Feelgood Health.

Twenty years after successfully establishing liquidlingo, Jackie thrives in the current PR landscape and is motivated by the love of telling a good story that makes a positive impact in the world.

*“Today, credible content and agility, audience insight and channel neutrality empower you to go beyond the traditional press release or media event to deliver engaging stories and campaigns in the ways, and in the places where people most want to be engaged.”*

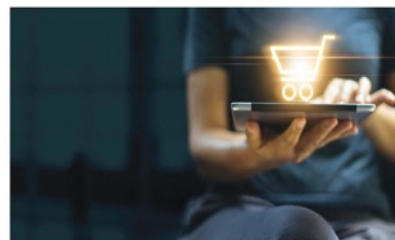


## WHO ARE OUR CLIENTS?



# OUR APPROACH

- ◆ Credible content and agility, audience insight and channel neutrality empower you to go beyond the traditional press release or media event to deliver engaging stories and campaigns in the ways, and in the places where people most want to be engaged
- ◆ The current PR landscape is very different from ten years ago and constantly changing. More media companies are competing for less audience and advertising budgets are moving into newer and more dynamic channels.
- ◆ Media only publish stories that are relevant and truly newsworthy. As media have evolved, so have we. We look beyond traditional media, by including social and digital channels, influencers and experiential opportunities (speaking engagements, events, sponsorships, brand partnerships) that create news.



QUANTUM LEAP Online shopping may become a way of life. Picture: iStock

## Online buying will stick

**'COVID-KEEPER': MANY DISCOVER JOY OF GROCERY DELIVERY TO THE DOOR**

**→ Changes forced by lockdowns disrupt longstanding habits - Brandt/Mappe**

an incredible boom in the e-commerce space. "Momentary restrictions, albeit here and there, have disrupted longstanding habits of going to the store to buy groceries," says Brandt. "They're also experienced the joy of grocery and delivery services to their doors."

"This has been a significant, probably game-changing, disruption in the retail landscape," says Brandt. "They've also experienced the joy of grocery and delivery services to their doors."

Brandt specifically says South Africa is in a favorable position with a low unemployment rate and a strong economy. "While that is only part of the picture, the retail sector in South Africa is in a strong position to recover from the lockdowns," he says.

Brandt's latest survey of 30,000 consumers was part of a study on the impact of the lockdown on the retail sector.

## Move over fintech – investors start piling into HR start-ups

**Madison Queiroz**  
Technology Writer



**People programmes** Human resources start-ups aim to change the traditional recruitment, staff management and payroll procedures. **HRM** gets

Human resources in the past of recruiting, hiring, developing and managing an organization's employees. In the future, the manager will be able to manage the people in a company or organization.

HRM is a new concept that has been given to development in South Africa. It is a new concept that has been given to development in South Africa. It is a new concept that has been given to development in South Africa.

**SHARK TANK**  
The platform offers tools for HR management, payroll, compliance, benefits and safety. It is a platform that offers tools for HR management, payroll, compliance, benefits and safety.

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**IT MAKES SENSE THAT THIS INDUSTRY SECTION HAS ACCESS TO THE BEST TOOLS TO SUPPORT THEM IN GROWING THEIR BUSINESSES**

It is a platform that offers tools for HR management, payroll, compliance, benefits and safety. It is a platform that offers tools for HR management, payroll, compliance, benefits and safety.

Shadia Khatib  
HRM Writer

## IT'S ABOUT THE EVER-CHANGING MEDIA LANDSCAPE.....

- ◆ Competing with the *Headlines of the Day* within the earned media space has become more challenging.
- ◆ To cut through the clutter, the answer is not always a quantity of clippings but rather quality of clipping the brand's strategy
- ◆ And ensuring the brand's USP's land and are measured using key message matrix.



## HOW DO WE MEASURE OUR WORK

- ◆ Aligned to the brand's strategy
- ◆ Priority media targets – to be determined per release, head of dissemination
- ◆ Define key messages and percentage of key messages on target (80%)
- ◆ Return on investment based on AVE (Advertising Value Equivalent – minimum 5:1)
- ◆ Reach
- ◆ Tracking links





## WORKING WITH US

- ◆ Brand's needs assessment to determine strategy and PR roll-out
- ◆ Agreed deliverables and outcomes per month / project
- ◆ Weekly engagement with team and monthly status meeting
- ◆ Detailed monthly reports tracking results against agreed KPIs
- ◆ Post campaign reports
- ◆ Ongoing ideas generation based on insights and what's happening in the news.



**News:** generating a news angle for a brand, linked to current affairs, current news topics, specific days on the calendar, research etc. – print, digital and broadcast

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IS HUNT THE REAL PROBLEM?

SPORT 24

**EARTH DAY**

**MARGARET ROBERTS LAVENDER**

WAS SET TO NOW



ABOUT 100 science enthusiasts from schools across Cape Town celebrated Earth Day with EcoLab by launching a high-altitude probe balloon from Saldanha Airport yesterday. See page 3 | **AROUND TOWN** African News Agency (ANA)

## Hawks probe Sexwale's bombshell

Economic unit looks into ANC veteran's claim that trillions of donated money stolen from Reserve Bank

**BALCHEN NOKIA**  
Business Correspondent

On Monday, the Treasury and the South African Reserve Bank (SARB) were rocked by a bombshell claim during an interview on eNCA. However, senior SARB officials, including the bank's governor, have dismissed the allegations, saying, by all accounts, the claim is "absolutely unfounded".

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Publication: Times (Second Edition)  
Date: Tuesday, November 07, 2017  
Page: 6



**GROUND CONTROL TO MAJOR DON**  
Don Thomas, a former Nasa astronaut who is in the country for the Living Maths Space Tour, after talking to pupils from the United Church School in Yeoville, Johannesburg  
Picture: Masi Losi

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Publication: Burger (First) Ed.  
Date: Tuesday, November 07, 2017  
Page: 12

## RUIMTEPROEJ VIR SKOLE Kaapse leerlinge sien uit na projek saam met IRS

Twee Kaapse skole is op die randjie van 'n opwindende ruimteprojek wat hulle in staat stel om onderrig na nuwe hoogtes te neem. Suzann Potgieter het meer gaan uitvind.

**V**erskeie kinders van die Kaapse skole is op die randjie van 'n opwindende ruimteprojek wat hulle in staat stel om onderrig na nuwe hoogtes te neem. Suzann Potgieter het meer gaan uitvind.

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Leëlinge van die Cape Academy of Mathematics, Science and Technology neem foto's van die EcoLab.



Don Thomas, 'n voormalige ruimtevaarder, is in die land vir die Living Maths Space Tour. Hier sien hy 'n groep skoolkinders wat aan 'n ruimteprojek werk.

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**NEWS**

## 60,000 new South African millionaires were created in 2021

Personal tax income increased to R72 billion in 2021.

Picture: Stock

South Africa added 60,000 new millionaires – people who earn R1 million or more per year – in 2021, a study from BrandMapp has revealed.

BrandMapp conducts an independent survey of more than 33,000 respondents living in households of R10,000+ income per month, with the latest survey results set against the backdrop of the most recent SA Treasury data and other indicators.

According to Brandon de Kock, director of storytelling for BrandMapp, personal tax income increased to R72 billion in 2021.

“Latest Treasury data shows that around 60,000 new South African millionaires – as in people who earn R1m or more per year – were made last year. So much for the media headlines that have asserted that

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**business**

**PERSONAL FINANCE**

Edited by Maya Fisher-French

**your money your lifestyle**

**Auto & General to pay out interim claims**

This week, Auto & General Insurance announced that it will start to pay out interim claims to policyholders whose claims have been accepted by the insurer but are still under investigation.

**Can Sasria pay?**

The 1st January 2022, Sasria Insurance announced that it will start to pay out interim claims to policyholders whose claims have been accepted by the insurer but are still under investigation.

**90%**

**Sasria's 90% interim payment of claims**

Sasria Insurance has announced that it will start to pay out 90% of the interim payment of claims to policyholders whose claims have been accepted by the insurer but are still under investigation.

Publication: Cape Argus (AM Edition)  
Date: Wednesday, November 04, 2020  
Page: 3

EDUCATION

# Learning to swim with the 4IR techno 'stream'

Goodwood College pupils and teachers receive latest technology and sciences laboratory

MTSHUZHLEZI NTSEKU  
mthshuzhlezin@el.co.za

GOODWOOD College pupils and teachers in Ruyterwacht have received access to an exciting world of drones, 3D printing, robotics and artificial intelligence after their school became the third in South Africa to launch a 4IR Stream Lab yesterday.

The Stream (science, technology, robotics, engineering, aeronautics and mathematics) Lab, which was donated by the SakhiKamva Foundation, will focus on the development of essential skills and knowledge by enabling pupils to enjoy hands-on experience with these technologies.

Principal Virginia Afrika said the lab is "an incredible asset for the school, which will change destinies in thejerwacht community".

"We are very excited about this investment in our school that will allow us to offer exposure to our learners to the technologies of the 4IR. It is indeed an asset to the school so much value and is going to be to maths and science and related subjects and enable us to put it on the level."

"We also want to expose this facility to the broader community by establishing robotic clubs and also enable learners to participate in robotics competitions," she said.

Afrika said the facility will also be used to re-train teachers on how to integrate technologies on subjects they teach.

"They have to approach things differently and be able to equip learners to be competitive and ready for the market of the 4IR. Our school is in a community where there are lots of challenges and we need to be able to afford such a facility. We



GOODWOOD College principal Virginia Afrika watches her pupils demonstrate how a robotic device operates. | HENK KRUGER/African News Agency (ANA)

will look after it, maintain and sustain it and ensure that it benefits as many learners as possible," she added.

SakhiKamva Foundation founder Fatima Jaleel said: "SakhiKamva wants to encourage the next generation in developing 21st century skills. The lab has four various areas including the innovation café, which is unique to this space, and a space laboratory where we want the learners to connect with international scientists and astronauts.

"South Africa has a lot of great potential and we have a unique concept where we complement the current curriculum while also encouraging the top three skills according to the World Economic Forum, which are critical thinking, creativity and collaboration."

Grade 11 pupil Daniel Msimba said the lab will help him and his classmates to develop as leaders, innovators, change agents and problem-solvers.

"Our school was a business school and it has started to move to offer the 4IR technologies and this has motivated a lot of learners."

"For some, this will be their first experience with robotics and we are looking forward to learning everything," he said.

## WILL YOUR INSURANCE COVER RIOT DAMAGE?

State-owned Sasria steps in after the looting and arson in the past week laid waste to many businesses and personal property, writes Maya Fisher-French

**90%**

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# Profiling: identify opportunities to profile company owner / brand ambassador – through editorial and broadcast interviews

Publication: Destiny  
Date: 01 Oct 2018  
Page: 98



Fore sight and innovation helped Robyn Smith transform a small backyard business into a R70 million-turnover company

WHO: Faithful to Nature

WHAT: Online ethical shopping platform

START-UP COSTS: R200 000

ANNUAL TURNOVER: R70 million

Smith returned to SA in 2006, after a stint in London working at her "dream job" helping business leaders create an innovation culture in their companies. "I knew I wanted to be an entrepreneur, but I wasn't sure how. Then I identified a gap in the market for an ethical shopping platform, when I realised how hard it was to find natural and organic beauty products," she recalls.

Working with a tight start-up budget of R200 000, she opted to go the e-commerce route because of her niche market offerings and so that she could also serve all of SA by operating online.

She began the venture with her former husband Christian, who's no longer with the business. He designed the website while she handled the content, including compiling an online database of suppliers for stock. "I found natural and organic products to stock by trawling markets all over the country and getting contact details that way," she says.

The couple used the bulk of their capital to buy stock. "We started with a very thin stockholding and ploughed any profits straight back into this. We didn't do any marketing initially, other than printing pocket guides to safe shopping. Those guides doubled as our business cards and were our main marketing tool. We listed the harmful chemicals in products that consumers should avoid buying. The guides were very popular."

Cash flow was a constant worry, but they found ways around it by moving

out of their city flat to a house with a garage, where they could work. They also hired low-skilled people whom they could train themselves.

Another challenge was dealing with a courier industry that was still in its infancy. "We had to rely on the post office to get our orders out, but we came up with our own innovative solution: we started printing our own post office tracking sheets and ensuring every parcel sent out had two of them attached to it, as these were often getting lost and causing delays in shipments," she explains.

She's proud of the empire she's built and the work it does.

"Faithful to Nature is one of the first companies in the world to procure all its products according to a very strict ingredient policy. We insist on full product descriptions for any item we consider listing and we scrutinise its ingredient list. If there's any contention about an ingredient, we prefer to steer clear of it," she says.

This commitment to detail has stood the company in good stead, as it's grown at least 70% year on year for four consecutive years. It's gearing up for a record-breaking R70 million turnover this year, she adds.

Despite these impressive figures, Smith's main focus is still growing the business, as she explains the bigger financial picture. "We're at break-even point, but are currently investing in a four-year growth plan and we're over-capitalising in human resources to build up the team for that. So we're planning on actually making a loss. We took on investment last year, so we have the luxury of deliberately moving away from being profitable in the short term." She's delighted by the business's 77% customer retention rate, especially given that it doesn't have a physical presence.

"We're a very customer-centric company and really understand the lifetime value of consumers. We take every customer experience to heart and don't stop at any cost to resolve complaints. I believe this has been one of the biggest factors in our success," she adds.

## SMITH'S STRATEGIES FOR ONLINE RETAILING

- Don't underestimate the importance of convenience as an online retailer.
- Often physical retailers try to go online before figuring out their logistics and end up hurting their brands as a result. Online is a totally different space to operate in.
- Plan for big expenditure in your IT, as your website's likely to need redesigning every two years.

Photographer: Anette Wiersma, Make-up: Laila Sakhai

## My Brilliant Career

# Helping parents to help their kids play it safe online

Rachelle Best is the founder and CEO of FYI Play it Safe

By MARGARET HARRIS

What is FYI Play it Safe and how does it work?

FYI Play it Safe is a downloadable app that helps parents protect their children from online harm and potential physical danger. The app monitors the content of children's communication and online activity and then informs parents of any potentially harmful situations, regardless of the application the child uses.

While tweens and teenagers are focused on having fun and meeting new friends online, parents need to balance respecting their children's online privacy and navigating the risks presented by social media plat-

forms, online gaming and other chat apps. FYI Play it Safe alerts parents of potentially harmful events, such as cyberbullying, depression, self-harm and suicidal ideation, if they talk to potential online predators or when they engage in adult content.

Children benefit because their parents do not have to read through all their messages and go through all their social media content.

Can you give an example of how the app would work to keep someone safe online?

Most tweens and teenagers go through a phase of getting stuck in their minds rather than talking about their emotions and feelings. When they encounter events that bother them, whether in person or online, their first port of call may not be their parents. They fear that when they speak about difficult situations and their parents try to intervene (or interfere), the situation will get worse.

This could happen when they are being

bullied or cyberbullied or when they have seen content that their minds can't really deal with at that age. They may also encounter content such as pornography or sexting that causes them to feel guilt and shame while remaining curious enough to engage even more.

Many children who are being cyberbullied or are exposed to inappropriate content online turn to self-harm as a coping technique. At their age, we cannot expect them to have all the emotional tools to begin a conversation about how they are feeling. Sometimes self-harm could lead to suicidal ideation.

When children have suicidal thoughts, they often speak to friends about it or grieve online. When children engage in these types of messages or online searches, FYI Play it Safe will pick up on the sentiment and the content of the message or search and will alert parents of the risk.

How did lockdown affect the way you work?



Rachelle Best says maths was her passion as a child. Picture: Juane Venter

FYI Play it Safe operated virtually already. It didn't have a direct effect on the way we work, but the pandemic resulted in an increased need to get our solution to market. We didn't have to change our day-to-day working model, but we put a lot more effort in and worked long hours to bring the solution to market.

What did you want to be when you were a child?

I wanted to be a maths professor. I loved mathematics at school from a very young age and couldn't imagine doing anything

that didn't involve maths.

What is your go-to career advice?

Be brave. In the words of Brené Brown, even if someone else has done it before, it's never been done by you. When you're an innovator, don't be scared to talk about your idea. If you're going to make it happen, no one else will steal it, and talking about it stimulates more thoughts and ideas to help you build the solution.

And it's going to be tough a lot of times. Put your head down and do what you have to do. You will succeed.



Publication: Rapport, Belief  
Date: Sunday, March 04, 2018  
Page: 18

# Die politiek van *plastiek*

Elke stukkie plastiek wat ooit gemaak is, bestaan steeds. Daarom is dit belangrik om meer ekowriendelik te wees. **Karla Janse van Vuuren** het met van Suid-Afrika se top groen-kampveesters gesels en hul wenke gekry vir 'n groener 2018.

■ Die top drie plante om te plant as jy min ruimte het, is tamaties (elke plant lewer 50 tot meer as 300 tamaties), 'n risiepplant en 'n kookkumerrank. "Ons kookkumerrank het al 50 kookkumers in net ses weke gewors!"

■ Gebruik as eerste keuse erfenissaad (heirloom) om jou groei te kweek. "Dit is die subwerste soorte op aarde en is baie baie goed, want ons verkiesende kolonies was nie so baie so..."

wat 93% van alle vrugte en groente se erfenis-variëteite het. In die afgelope 100 jaar uitgesterf, so deur die saad in jou truin te gebruik en die saad van jou oes te hou en weer te plant kan jy help om hulle van algehele uitwissing te red."

Moenie om groener te leef as "n uitdaging sien nie, daag jouself eerder sê om te sien, want in 'n wêreld van moed-

LEADING: EARTHQUAKE TO NATURE

Rachelle Best



ty and gathering information and re-

\*After being paired with the same partner

er- to use it because they won't be export



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BUSINESS REPORT ENTREPRENEUR

## AI tool aims to solve recurring recruitment issues and save time for SA's SME sector

Written by  
**Xolile Mtembu**



Through CRYSTAL, clients are able to access job portals, social media sites, LinkedIn users, active job seekers and "invisible bidders". *Picture: Sunniford*





# Though Leadership: writing on a specific topic on behalf of a client for publication under their byline: Stephen Rothgiesser, CEO of The Change Consulting Group on the topic of “Ethics in Consulting” / Lance Katz, CEO of SACAP “How to create a new and better normal in education”

Publication: Mail & Guardian  
Date: Friday, November 05, 2020  
Page: 32

## How to create a new and better normal

The education sector should use the opportunity of Covid-19 to strategically address its challenges

COMMENT

Lance Katz

Covid-19 has forced change on the world, and as our pandemic reality continues, there's less which to return to normal. Instead a demand for a new "better normal", in which we bring about much-needed and long overdue transformation, is growing more intense by the day. The pandemic has radically exposed the fissures across every sector. In every country in the world. The inequalities, inequities and injustices of our society have been laid bare. It has been harrowing and, often, excruciating. As awful as the past months have been, Covid-19 is presenting us with a rare opportunity for reinvention and redesign, information and wisdom.

In South Africa, the education sector has an opportunity to be at the forefront of change. There are challenges that need to be faced up to find real, sustainable solutions and, most importantly, to ensure that this generation of learners and educators, but to some of our country's broader education challenges in which education has a key role to play.

Now that we are thoroughly disrupted again, it's the ideal time to address the long-standing challenges that continue to erode the quality of life across South Africa so as to create better opportunities for all, including the younger generation. There are three strategies for creating higher education's "better normal".

**1. Bridging the digital divide**  
Covid-19 has exposed the digital divide in a profound way. I have a daughter in tertiary to a private school that closed its campus before the lockdown was declared. Within 24 hours she was studying online with her teachers and classmates. She had the devices she needed, unlimited high-speed data and a consistent home environment. For me, she had to make the necessary adjustments to online learning, but, in terms of having her matric studies on the internet, she didn't slip a beat.

Contrast that with about 20% of her matric peers around the country who had close to zero education in nearly three months (laid off of any device, no meaningful data and schools overwhelmed by teach online). It's been impossible to bridge the education's overhanging dependence on face-to-face education, where the only learning resources available are inside physical textbooks. There's a rush to play catch-up, but most young people in South Africa will be doing that with one, or both, hands tied behind their backs.

To bridge the digital divide, high school learners and tertiary students have to have access to their own digital devices and cheap data. As a

developing country, it is almost that South Africa will have among the highest data costs in the world. According to a recent report by CoMo.co.za, a UK price comparison website, South Africa ranks 1st out of 218 countries on the price of mobile bandwidth. South Africa is a good deal more expensive than large parts of Africa, including Nigeria (20th), Kenya (14th), Tanzania (22nd) and Rwanda (26th). The picture is even worse on the lower end of the economic spectrum. The data cost for small data bundles is consistently high compared with larger data bundles. Then the digital divide is reinforced rather than mitigated through the pricing structure of data.

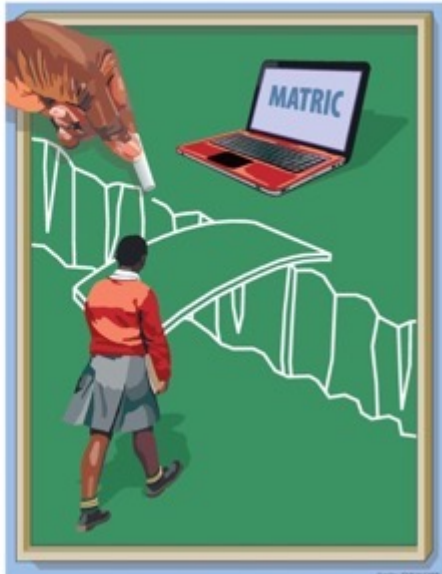
Tech and digital education is a major enabler of growth, development, collaboration and innovation that poorer countries can use to leapfrog disadvantages. As South Africans, we like to think of ourselves as the most technologically advanced African country, yet Kenya, Nigeria and Egypt all enjoy higher internet penetration than we do and have offset market constraints.

There is good in Covid-19 highlighting our digital challenges. We need to look at it with clear eyes. It's time to sort this out, and we know what we need to do. We need to look at it with clear eyes. It's time to sort this out, and we know what we need to do. We need to look at it with clear eyes. It's time to sort this out, and we know what we need to do.

**2. New modes of learning**  
Covid-19 has highlighted the importance of the online campus. Some institutions already had well-developed online platforms and scanned online educators prior to lockdown. For me, there was no time to go to online classes for all students quickly and effectively. However, other institutions have great online platforms and scanned online educators prior to lockdown. For me, there was no time to go to online classes for all students quickly and effectively. However, other institutions have great online platforms and scanned online educators prior to lockdown.

Before the pandemic, most online learning models were in terms of either pure online or pure face-to-face education. Like face-to-face learning, online learning has been used to teach online. Before the pandemic, most online learning models were in terms of either pure online or pure face-to-face education. Like face-to-face learning, online learning has been used to teach online.

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students – a practice that real-time classroom engagement often inhibits. Advancements in educational technology have greatly enhanced the range of asynchronous activities that students can engage with. It's no longer just about watching a video, doing some readings, and participating in a discussion forum. New technologies enable students to collaborate and engage with a variety of media while not being bound to the same time and space. Online learning also broadens the available content and resources. Options are limitless and so the educator becomes a manager of resources that can enrich the learning experience.

At the same time, many learners value and benefit from direct real-time (face-to-face) engagement with their educators and fellow students. Real-time interaction can be stimulating and inspiring, facilitate clear support, address issues more quickly and enable collaborations that require more immediate responses. According to David Kolb's book *Thinking Fast and Slow*, we can understand real-time engagement as the "fast" thinking element, and the asynchronous components of the blend as the thinking "slow" elements. The two combine in flexible pedagogical designs for optimal learning.

In 2016, the World Economic Forum commissioned a report on the future of jobs. It asked chief executive officers and strategy makers of global companies what the current skills most for employment, skills and knowledge across industries and geographies. The researchers identified the top 10 skills that they believed would be required for the workplace in 2020 compared with those required in 2010. The new 2020 list gave greater priority to critical thinking, creativity, and judgement and decision making than in 2010. The new list also included emotional

intelligence and cognitive flexibility, which didn't appear on the 2010 list. What's clear is that so-called soft skills are becoming more relevant for future success. The top skills required in a fourth industrial revolution (4IR) workplace are markedly different to what has been demanded from older generations of workers. Organisations have realised that to build enduring value, they need to enhance the creative power of their human capital. "Soft skills" enhance emotional resilience, adaptability and resourcefulness, precisely the attributes needed in a changing world.

Just as Covid-19 will act as a catalyst to blended modes of study, so too should it encourage the higher education sector to rethink its curricula to ensure that we are not only blending online and face-to-face learning, but also hard and soft skills, and science, technology, engineering and mathematics and the humanities. This approach will prepare graduates for a dynamic workplace environment and ensure lifetime employability.

As we take stock of the effects of Covid-19, it is clear South Africa's higher education sector has an opportunity to adopt strategies that empower learners with enhanced resources, best practice pedagogy and relevant skills, to prepare them to adapt to an unknown future. Covid-19 may be just the catalyst the sector needs to unlock the potential of South Africa's student population to themselves become agents of change for a better tomorrow.

**3. Educating for the 4IR**  
The education sector is under pressure to deliver work-ready graduates with relevant skills. It's a monumental challenge when technology and societal skills are so rapidly and dynamically evolving and changing workplaces. The Covid-19 disruption has brought these issues into even sharper focus. The world has been turned upside down, and the skills required to endure and thrive can't be learned from a textbook.

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These extreme – and rare – incidents of alleged criminality are isolated, thankfully, and there is a chronic difference between a consulting firm operating with criminal intent and one that eschews day-to-day ethical practice.

However, even of judgement and ethics also occur within the confines of everyday ethical practice, especially in South Africa.

Speaking up is the hard part. Business ethics is one part integrity, another part responsibility, which is up to the company and all individuals inside to uphold.

Corporate governance, corporate social responsibility, fiduciary responsibilities, and criminal matters, such as insider trading and bribery, all fall under this umbrella.

In business, we should continuously strive to uphold these basic principles, but as consultants we are

also held to another set of ethical principles. Essentially, we add value by identifying and helping clients resolve areas of complexity unapparent to them inside a company and to speak to these issues when they emerge. If a consultant is unwilling or unable to play this role, questions may arise about whether they are fit to practice, or whether perhaps they have become too client-centric.

Inherent in the task of strategy consulting and organisational transformation is going against the will or wishes of powerful decision-makers in the company.

Remember, we work for the company and its stakeholders, not for the chief executive, executive committee or any one particular employee – the entire company is the client, and the main objective is to ensure the well-being of the company.

As a result, it is imperative to build trusted relationships. And, again, this

## RESPONSIBILITY



STEPHEN ROTHGIESSER

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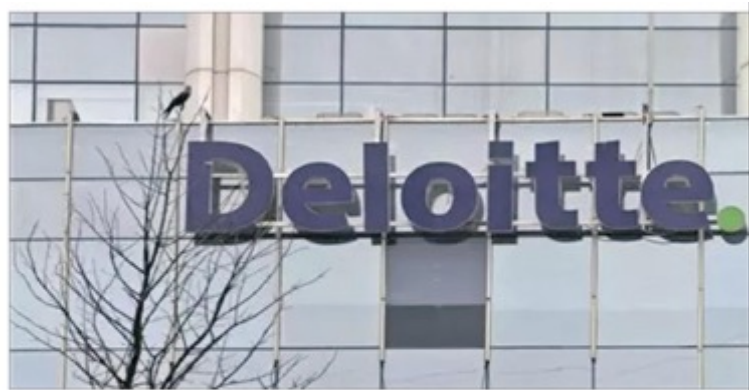
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DELOITTE's role in the Steinhoff debacle, the involvement of KPMG in Gupta-related scandals as well as McKinsey's and PwC's dealings with Eskom have become pin-ups for how the breakdown of ethics in South African businesses, and within the companies doing the consulting, can erode company stakeholder value and public confidence. | Fir Photo

## Ethics in consulting – the courage to speak truth to power

Errors of judgement occur everyday, but blowing the whistle on this is the hard part

Leadership that is grounded in ethics, integrity, transparency, and honesty are the true challenges of strategic implementation, whereas the operational and strategic elements become almost effortless with years of experience.

As for consultants, we need to hold ourselves to the highest ethical code to deliver value to our client base and build trust and credibility within society at large.

It takes tremendous courage to commit to your view and greater courage to push back against your client's view.

This is particularly important in a country such as ours that has been rocked by negative political forces.

We bring external and professional expertise to a company, a set of eyes and ears that pick up the nuances that those inside a company sometimes become blind to.

We can say things that others within the organisation can't, but evidence amounts to nothing if it is kept from those it affects. This underpins the ethics of our profession. Speak up or get out.

Stephen Rothgiesser serves as managing director of The Change Consulting Group, a South African company with 18 years' experience in implementing large-scale strategic programmes. He has global experience in working with public and private sector clients and is regarded as a trusted authority on leading and implementing complex transformation programmes.



## Social impact: Leveraging a story as a catalyst for positive change – print, digital and broadcast

Publication: Time Times (Job South)  
Date: Tuesday, March 13, 2018  
Page: 1

# Shining a light on literacy at Lerato Educational Centre

Candace Sofianos King



READ TO SUCCEED: Lerato Literacy. (The photo and below reading books are from the school centre.)

SHINE Literacy, a registered non-profit organisation promoting the upliftment of literacy in South Africa, launched the first Shine Resource Centre at Lerato Educational Centre in Jackson's Drift, Ekurhuleni on Wednesday, 7 March. Funding for the development of the centre was raised through the MySchool MyVillage community based fundraising programme over the festive season and saw R720 000 being raised for the project. This was made possible through customers swiping their cards and the sale of re-usable Shine Literacy shopping bags.

Every festive season, Woolworths and MySchool MyVillage launched embark on a special drive to raise funds in order to make a meaningful lifelong impact on children in need. Over December 2017,

for the second year in a row, they raised funds for Shine Literacy.

"Every year the Woolworths and MySchool fundraising campaign boosts the capacity of the Woolies shopper to make a difference over the festive season," says Helene Brand, Marketing and CSI Manager at the MySchool fundraising programme. Maurita Weissenberg, Executive Director of Shine Literacy, thanked Woolies customers and the retailer for the important donation. "It is phenomenal fundraising," she said. "More than half of the donation has been allocated towards supporting our 19 social franchises, known as Shine Chapters, across four provinces, and supporting the ongoing work of our six Shine Centres in the Western Cape."



Publication: Time Times (Job South)  
Date: Tuesday, November 28, 2017  
Page: 1

# Be the change

Glenvista student challenges youth to create change



BOING! BOING! Tintswalo Machele and Brett Lindqvist cheer up in SACAP's 'You Have the Power to Create Change' social media campaign.

As the 2017 cohort of South African matriculants live out their final school days and consider their future options as young adults, they are being challenged by a new innovative social media campaign to show the country that they have the power to create change.

Joining this inspiring campaign is 22-year-old psychology student and Glenvista resident Tintswalo Machele who recently teamed up with Brett Lindqvist of Good Things Guy fame as part of this social media campaign which challenges South African youths to be change-makers in their community.

The South African College of Applied Psychology (SACAP), in partnership with Lindqvist, launched the vlogging campaign 'You Have the Power to Create Change' to emphasise to young South Africans that they have great value to offer the country.

"As a generally South African higher education institution with high regard to talented young adults, we believe that this campaign will ignite the interest of those who want to invest their talents and skills in creating a better South Africa for all. We believe that the campaign will resonate with young South Africans who feel the urge to step up and go forward into the world of work as bona fide change-makers," says SACAP CEO Lance Katz.

Publication: Burger (Kaap)  
Date: Monday, May 04, 2020  
Page: 14

# Só kan matrieks kop bo water hou as inperking te veel word

Suzann Potgieter

Vir elke jaar se matrieks is hul laaste skooljaar sonder twyfel die belangrikste – ten opsigte van akademiese en alle aktiwiteite wat hulle vir die laaste keer bywoon. Met Covid-19 is vanjaar vir matrieks egter vir oers op ys, maar hulle moet steeds sterk fokus op die akademiese. Met onsekerheid wat heers oor wanneer die skole aanstreek open en matrieks wat moontlik oers op 1 Junie weer sal terugkeer skool toe, is dit belangrik dat leerlinge – veral gr. 12's – fokus hou op die akademiese jaar.

Lakren Martin, beredings-sielkundige en hoof van onder- en leer by die South African College of Applied Psychology (SACAP), sê glukkig het die matrieks voordeel as dit kom by die gebruik van tegnologiese wat hulle sal help om die veranderinge te hanteer.

"Ons matrieks, wat deel is van generasie Z, het grootgeword met tegnologie en die digitale ruimte is deel van hul lewens elke dag," sê sy.

Volgens Martin is generasie Z-leerlinge dikwels gretig om nuwe vaardighede aan te leer, na aanlyn lesse te kyk, e-boeke te lees en virtueel met anders leerlinge te skakel en studeer.

**Hoe kan matrieks die stres hanteer?**

Ashley Motene, 'n bedryfs-



Dit is belangrik dat matrieks hul akademiese skedule volg as hulle by die huis is.

Foto: iSTOCK

kundige van Sacap, sê dit gaan nie vir alle matrieks maklik wees om op hul studie te fokus nie. Sy meen dit is moeilik vir leerlinge om gefokus te bly terwyl hulle hul bekommer oor hul studie. Sy deel die volgende wenke vir matrieks:

- Hou by jou normale daaglikse skedule. Staan dieselfde tyd op en volg die egeste-roetine wat jy tydens skooldae volg.
- Organiseer jou werk. Werk volgens 'n skedule vir hoe om

by die huis te studeer en gebruik al die hulpbronne wat deur die skool, onderwyse-departement en ander platforme geskep is.

- Beperk die gebruik van sosiale media en elektroniese toestelle. Moenie afgelei word van jou studie nie en bestee dieselfde hoeveelheid ure aan skoolwerk as wat jy by die skool sou deurbring.

- Kyk na jouself. Kry genoeg slaap, eet gesond en wees aktief in jou huis of tuin.

- Vra vir hulp. As jy voel jy kan nie bybly nie, vra spoedig vir hulp van familie, onderwysers, vriende, ens.

**Ondersteuning vir matrieks**

- The Counseling Hub: 067 233 0019 / [info@counselinghub.org.za](mailto:info@counselinghub.org.za) / <https://www.facebook.com/counselinghubwoodstock/>
- The South African Depression and Anxiety Group: 0800 456 789 / <https://www.facebook.com/TheSADAG/>

**Social – Kauai #dontgobacktoabnormal** – Setting up, managing and implementing an influencer brand campaign for Kauai, based on their ‘Don’t go back to abnormal’ marketing campaign. Influencers were asked to create selfie videos telling their followers what behaviours they felt were abnormal and what the new normal should look like. Linked to Kauai ‘Don’t go back to abnormal’ PR campaign, which focused on healthy eating, healthy lifestyle and staying away from junk food.



46 386 views · Liked by kauaiglobal and candiceleekan

nadiajaftha I really don't want things to go back to 'normal' because that was an abnormal way of life that endured too much pain and loss. Please share with me what you don't want to go back to.

@kauaiglobal #DontGoBackToAbnormal

View all



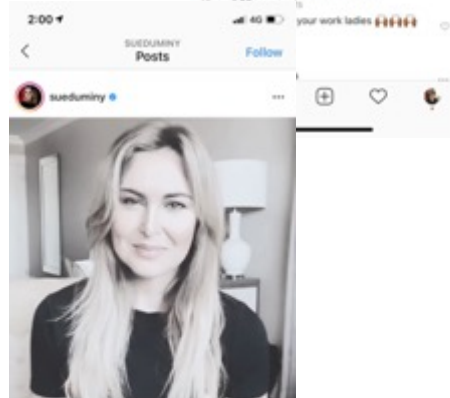
25 353 views  
mmaponiyane We've accepted far too much as being "normal" - when things are actually abnormal. I don't want to go back to any of this... more



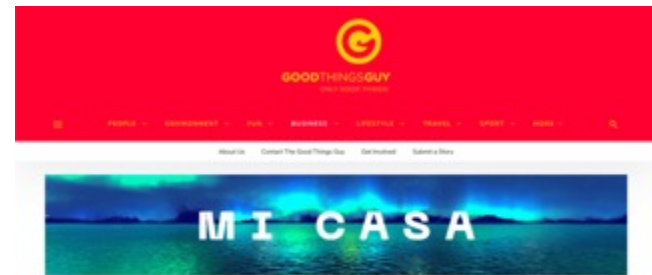
6 240 views · Liked by kauaiglobal  
mongaketwins Forcing people to conform to a set beauty standard is abnormal. Together with @kauaiglobal we are raising awareness about societal fits that have been normalised.

Tell us what you don't want to go back to?

#Kauai #DontGoBackToAbnormal #Kauai



1 755 views  
sueduminy Let's face it, life was pretty 'abnormal' pre COVID. We sometimes get so desensitised and adapt so quickly with current trends that it sometimes takes... well, a pandemic for us to stop, look and realise what is actually going on around us. We are literally poisoning our bodies with junk, fast food and destroying the environment at the same time... just to quickly run to the chemist to grab some



We're taking a serious look at life before lockdown  
**#DontGoBackToAbnormal**



We are joining the #DontGoBackToAbnormal conversation, encouraging healthy eating and working towards not sliding back into our old, abnormal ways.



South Africa (25 October 2020) - During the lockdown, many South Africans turned to healthy eating and healthy living by working out and making major lifestyle changes. This was one of the positives during the hard lockdown.

Everyone was talking about the "new-normal" and how we were going to forge our new futures where we were better, stronger and healthier. Sadly, many of our ways before were not normal. They are downright "abnormal". Still, for many South Africans, the main topic of conversation over the past few months has been our desire "to go back to normal".

But when our pre-COVID-19 reality was characterized by equally devastating issues like greater food prices, environmental concerns like poaching and global warming and the generally poor state of physical health of many South Africans, the target for return to this so-called "normal" feels misplaced. Despite the devastating impact of COVID-19 on our country, it has also given us an opportunity to think differently, and talk about reimagining and rebuilding our country in better ways.



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UK scientists develop groundbreaking methodology for COVID-19 detection and therapies

This is why you keep seeing hearts at around 1000 (see Tweet)

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**t**hank you