



**TPB empowered -
"doing the right thing
because it's the right
thing to do"**

Passion, vision and commitment to core values delivers a melting pot of skills, talents, experience and knowledge that will see TPB address SA's challenges and flourish.

The People Business (TPB), a leadership development, human resources management and recruitment firm headed by Jill Hamlyn, has achieved long awaited black economic empowerment status. "We had a vision and with hard toil, effort and personal sacrifice, found gold in Africa," says Hamlyn of newly appointed non-executive directors, Peter Mbelengwa and Mildred Fredericks, who will together own 26% of the company's shares and provide strategic guidance.

With an 18-year history, The People Business Group has carved itself a reputation as one of the top organisations in the implementation of practical and sustainable leadership solutions in South Africa, and is a market leader in the delivery of practical, holistic and sustainable people development solutions for business. It has an established client base in multiple business sectors where it is highly regarded for the quality of its recruitment, training, personal coaching, leadership and human resources management offerings.

Says Hamlyn: "BEE is a defining reality of business in South Africa today. We knew empowerment would be good for the company but wanted to implement BEE for the right reasons not for the money and not as a result of client pressure. Since inception, passion and vision have been core drivers of TPB. To have settled for a 'greatest, fastest return' empowerment deal or other quick solution would have undermined these foundational values on which the company and its offerings have been built. We wanted partners with knowledge, skill, talent, experience, maturity and vision that could add real, lasting value to the company."

The selection process has been rigorous. Since inception in 1988, The People Business has been able to see beyond the horizon of business and harness change. "The strength of our offering has allowed us to handle economic dips and other challenges while we watched those that chased a pot of BEE gold lose their passion and, often, respect in the boardroom. We had to find a means to maintain the ethics and respect in business that is at the heart of all our services. Loyal customers continued to support us as we went through the process of selection and our vigorous two-year search for suitable partners has helped us articulate our own highest values.

DEFINING VISION

"What we do is simple we give dignity and respect to people," she explains. "Every individual is unique and we apply deep insight, born of long experience, to understanding the influences and goals that shape their reality and their actions. We believe in the intrinsic value, calibre and potential of people, not just their money-making abilities. Our leadership interventions are thus practical and sustainable, designed not to mould or teach, but to inspire people to realise and refine their own highest potential. This approach often changes the fundamental core of our client organisations but simultaneously enhances their profitability and growth as an employer of choice.

With the issue of "equitable return" under a constant floodlight in South Africa, TPB eliminated BEE suitors who were "just in it for the money", were without honour or could add no value, as well as the showmen, salesmen, manipulable puppets, and those with only a BEE passport to fast trade.

"Even among sincere candidates we found a number that were unclear about the running of a business; didn't understand the pain, sacrifice and dedication that goes into building a business; and didn't appreciate the value and importance of people in business," says Hamlyn. "We thus deepened our thinking and invited select individuals who seemed to possess the required maturity and insight and shared our vision of improving people and shaping the business environment of tomorrow to discuss a directorship in the company.

We are proud to introduce Peter Mbelengwa and Mildred

Fredericks as partners in TPB. A melting pot of our combined skills and talents, experience and knowledge will, we believe, see this company flourish," says Hamlyn.

Taking on the role of Non-Executive Chairman and Non-Executive Director, Mbelengwa and Fredericks act as a sounding board to management, strategically guiding TPB's decisions.

Peter Mbelengwa's 29 years at the frontline of interpreting Information Technology into business in South Africa first at IBM for 24 years and now with Siebel for the past six years -- has gained him an enviable reputation as a salesman and trusted business advisor to partners and the public and private sector.

Currently heading up the Public Sector division at Siebel Systems, his performance in this arena cannot be matched. Solutions developed and rolled out in the SA public sector have also found favour in Italy, France, Spain and New Zealand, among others, and are being adapted to suit.

"The introduction of IT causes change in business and processes and this must be facilitated and managed all the way through to adoption by the end user. The key is to understand business requirements and deliver against defined objectives," he says.

"I have lived through generations of change in business in South Africa and have gained considerable experience in a very challenging environment," says Mbelengwa. "An element of personal growth is accountability and TPB, a young and growing company with huge potential, offers me a way to impart this knowledge to the benefit of new and future generations of South Africans."

Says Hamlyn: "Mbelengwa is an astute businessman with a strong sense of self respect that makes him very exact about how he wants to be treated as a person and businessman. His heart is in future generations and TPB is a great tool for him to meet his personal goals of 'giving back to society'.

Fredericks' strength is her insight into people. "With a teaching background her passion is to see people grow," says Hamlyn. "As an HR executive for large corporates and now owner of CORE (Connection of Real Experiences), a company focused on diversity and HIV/AIDS training, she has a wealth of practical experience. There are also business synergies, which we will fully exploit.

Jolted into action by the death of a baby left in the care of a six-year-old over 20 years ago, Mildred Fredericks, a teacher and single mother of four, started the first pre-primary care centre in Eldorado Park. Within a year it had grown from four to 110 pupils. Two years later, three such centres were up and running.

Moving into a corporate environment, Fredericks gained experience in an executive HR capacity at MNet, Multichoice, DsTV and MWeb, and then established her own company, Core, in 2003. Core's focus remains training and development with a growing emphasis on diversity management, gender and HIV/AIDS awareness.

Says Fredericks: "I have a zest for life. As a single mom of four, I have continuously had to reinvent myself. A constant has been my ability to find gold in every person. I believe I am a change agent building people and narrowing the gap between them.

"My life experience and HR experience has led me to play a strong role in terms of diversity. I believe on true, meaningful change and adding value. While BEE is legislated, South Africa is in big trouble. True empowerment requires personal transformation. We need to start seeing the difference in people, embrace them and give them the opportunity to see and understand the difference history has made, then reap the value.

Fredericks was attracted by the depth of integrity and like-mindedness evident in the leadership of The People Business. "Change - growth and transformation - affects every living organism," she says. "I believe my contribution to TPB in my capacity as non-executive director will add sustainable value."

"We believe that in Mbelengwa and Fredericks we have found the means to maintain the ethics and respect in business that is at the heart of all our services. Since making our partner selection in September 2005, business has grown 20-30% putting us at 170% of our current projected budget. This confirms our move to empowerment and the credibility of Mbelengwa and Fredericks." This, our first public announcement of our empowerment status, introduces a TPB as a uniquely South African company fittingly equipped to address challenges in South Africa.

TPB currently operates with a core staff of 20 individuals who are fully committed to the principles and values of the company. Equity, ongoing skills enhancement, management participation and social responsibility have been built into the matrix of TPB's daily operations and growth strategies, and will continue to be pursued tenaciously.