



PROGRESSIVE PROFESSIONALS FORUM

FRIDAY 5

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In this issue...



**TOP #5 TRENDING
ARTICLES**

PAGE 1



**DESK OF THE
PRESIDENCY**

PAGE 2



**BECOME A
MEMBER**

PAGE 4

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TOP #5 TRENDING ARTICLES

Retailers under investigation for alleged price gouging (Business Tech)

The National Consumer Commission (NCC) has launched an investigation into allegations of price gouging relating to garlic and ginger. "The law defines price gouging as an unfair or unreasonable price increase that does not correspond to or is not equivalent to the increase in the cost of providing that good or service," the NCC said on Wednesday. (SA news, 2021)

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Male privilege and the case of SA's first black female bank CEO (News24)

The African Bank board has some question to answer. In putting out a statement that their former CEO was leaving to pursue other career opportunities, the board had already conspired in a lie ultimately to their shareholder - the South African public, writes Ron Derby. (Derby, 2021)

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Ford invests R 15.8 billion rand in SA (Bloomberg)

Ford Motor Co. will plow \$1.05 billion into a plant in South Africa -- its biggest-ever investment in the country -- as the carmaker scales back in other regions including Brazil and Europe. (Naidoo, 2021)

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COVID & conflicts compete for attention at UA summit this weekend (News24)

African leaders are expected to focus on the continent's Covid-19 response at a virtual summit this weekend, as well as pressing security crises that have gone overlooked during the pandemic. (AFP, 2021)

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Tax revenue could be R 100 bn more than expected (Business Tech)

South African revenue collections that are expected to overshoot budget estimates could take the pressure off the National Treasury to raise taxes to pay for the acquisition and rollout of coronavirus vaccines. (BusinessTech, 2021)

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FROM THE DESK OF THE PRESIDENCY

KASHIF WICOMB

Corporate SA still needs to transform ...& Marcus Jooste of Steinhoff still running free & living a private life of luxury.

The sudden resignation of Ms Basasani Maluleke , our first black female bank CEO to 'pursue other career opportunities' has been met with sceptism and is not surprising.

We always held the view that legislation which promotes, nay enforces transformation can simply end up as a numbers game and scorecard "We are fully transformed, X % of our workforce are black / are women'. However, this mathematical calculation does not measure if a particular company's culture has transformed.

The Western Cape is probably the poster child of an environment that at societal level and company level has not transformed. Since the 90's many African black professionals have taken positions at companies based in the Western Cape.

Attracted by promotions; salaries; the Cape Town lifestyle these professionals packed up their belongings and families to settle in the Mother City. In most cases, these families would repack their bags and trek back to their place of origin within 18 months because Cape Town and the corporate culture was very unwelcoming .Something as simple as being the only Africa black people being served in the local restaurant; local church ; local school; attracting side glances for the German luxury vehicle they were driving and the untransformed company culture which did not accommodate the diversity of cultures we have , has on numerous occasions been sighted as reasons for leaving .

Business cannot only be conducted at the rugby suites while ignoring the Soweto soccer derby; being silently part of discussions which are always critical of this black Government and never ever giving praise; foregoing your femininity; forcing people to catch up on rugby scores on a Monday morning in order to participate in the small talk at the office; not mention that you had to travel to the Eastern Cape over the weekend to bury a loved one for fear of being judged ; not mention that you have to attend Friday congregational prayers which means a meeting should not be called at 13h00 , in order to fit in.

This refusal to accept and embrace the cultures of others, not inculcating a non -racial, non- sexist culture not only results in an unhappy and unfriendly, cold work environment, it also results in people resigning prematurely due to being unhappy, discriminated against and results in the company losing very talented people which ultimately is to the detriment of the company's financial success.

Companies must not ignore the gender and race discrimination so entrenched in its culture, both glaring and subtle. It is time and long overdue that corporate South Africa not only embraces our rich diversity but makes it its own and if needs be undergo diversity training, even if it is 27 years too late.

The International Institute of Business & Tax Excellence is an integrated GLOBAL solution for entrepreneurs, students, businessmen and women, as well as those who are thirsty for knowledge on current economic trends, global conditions, opportunities, and case studies. We are an educational provider and knowledge hub for global business information – a think tank and development tool for the budding entrepreneur, investor, student, or businessperson.

We form part of a group of companies that specialise in international business, investing, accounting, tax and educational solutions and have used this strong history and experience to help our students realise their full potential and navigate the world of entrepreneurship, business and the business of starting up new ventures through our educational offering.

We at the Institute of Business & Tax Excellence harness the power of GLOBALISATION an individual at a time.

Today, it has become a norm for individuals to feel isolated, sad, depressed, anxious, stressed, confused and angry. Our health has been drastically threatened by the outbreak of Coronavirus. The entire world is going through a massive shift. Yet, we as leaders are expected to still be ahead of the game.

The most common critical questions most leaders are facing is how do we manage our business and employees during this time?

How do we navigate through this pathway with so many challenges colliding together at once?

How do we move forward in such an uncertain period?

How deep will this impact on the business function and future?

How long will this uncertainty last?

These questions can cripple us and in turn have negative impact on our business. We often feel very unstable whilst sailing our ship during this rough sea. How is it even possible to allow others like employees to board our ship when our ship is rocky? The truth is, we as the business leaders, were expected to lead and more so during this time of Covid-19. We are the vehicles who provides structural support and reduce the friction. So, how do we strengthen ourselves, so we are able to support others?

Deal with human tragedy as a priority. People are human and first look at their survival and basic needs before anything else.

Provide clear and concise direction. A leader cannot empower a team if there is any uncertainty in direction or priority.

Maintain structure and stability by having daily calls and meetings at a fixed time every day. By bringing structure to your employees, you have things in your control. It also helps with the mental health and stability of your employees as well as yours.

Transparency is imperative. Leaders must have faith in their employees. This will move them from a space of crisis to an environment of opportunity where people are developed and use their initiative. They will take more responsibility where they nurture a greater sense of empowerment and growth. Indeed, they will be more responsive and more responsible.

Allow for conversations. Remove the tense environment and create a platform where people can openly discuss their ideas, questions, and concerns with any fear of being judged. Teams must feel free to have robust debates if these debates contribute to the growth of the company.

Lastly, leaders must maintain their sense of well-being. What is needed is clarity of purpose, sound judgement, creativity, and inspiration. In a competitive and fast changing world, it will be a dynamic leader who will thrive and who will tackle challenges with aplomb and confidence.

The International Institute of Business & Tax Excellence aims to empower, educate, and motivate individuals to reach their full potential and harness their strengths to address the negative impacts of Covid19 in business, personally and in society. Contact us today for a tailored solution to your organisation, presented online or in person.

BECOME A MEMBER

PPFSA.ORG.ZA



Our objectives and Character:

Provide a platform for all professionals to stimulate intellectual debate on the progressive agenda.

- > Enable continuous interactions between various progressive formations and professionals.
- > Leverage and harness the capacity of professionals to engender an inclusive economic growth and combat the triple challenge of: Poverty, Inequality & Unemployment.
- > Seek mechanisms to ensure that the public discourse in the country is balanced and progressive and promote the patriotism of its citizens.

We will do this by availing our skills and expertise and engaging at a strategic level with government and the private sector.

Character of the PPF:

- > The PPF is non-racial, non-sexist, non-xenophobic and non-afrophobic
- > The PPF is a South African based organisation and has a national, continental and international focus.
- > The PPF seeks to attract professionals, academia, intelligentsia and entrepreneurs who align themselves with progressive movements and who aspire to progressive ideals such as those enshrined in the Freedom Charter and the Preamble of the Constitution of the Republic of South Africa.

Building Africa's productive capacity through partnership

The PPF believes that the political, social and economic history and destiny of South Africa is intertwined with that of the African continent. Since 1994 the Government has steered South Africa into a progressive, respectful and collaborative contributor to the deepening of democracy, self-determination and prosperity throughout Africa. In addition, the performance of Africa's economy has begun to defy Afro-pessimism, with more than half of the 10 fastest growing global economies now being African.

- >The PPF will therefore enhance all efforts to foster alliances with progressive African professionals, businessmen and entrepreneurs, in order to maximize the continent's productive capacity.
- > The PPF will assist in fully integrating African professionals and businessmen in the diaspora into South African society as valuable and active participants.
- > The PPF will not tolerate xenophobia/afrophobia and will actively work to eliminating it.

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