

# Employee

| April - May 2022 |

BWP 30.00

AFRICA

TOP EXECUTIVE  
WOMEN AWARDS  
2022

Mental Health  
in the Workplace

PUBLIC SPEAKING  
FOR EMPLOYEES &  
IT'S RELEVANCE

MOTIVATION AND  
ENGAGEMENT,  
AFRICA CONTEXT

■  
APPEARANCE  
IN THE WORKPLACE

HOW TO CULTIVATE  
& EMBED A NEW  
WORKPLACE  
CULTURE



## STAFF WISE MD UNBUNDLES HR AMIDST COVID-19 PANDEMIC

— BAME CAROL MOTHEI —

# Employee

AFRICA

CREATING VIBRANT WORKPLACES IN AFRICA.

**Employee Africa** focuses on Top African stories, Leadership Insight, Transforming Workplace cultures and driving economic growth in Africa. We create vibrant organization cultures through research based content to develop leaders and employees. Our key strategic partners are from these fields; Research & Development, Training, Leadership Development, Technology & HR Development.

LET'S CONNECT



Website: [www.employeeafrica.com](http://www.employeeafrica.com)

OUR PARTNERS:



# CONTENTS

**Founder's Note [pg 6]**

## **How To**

**Deal with your emotions [pg 19]**

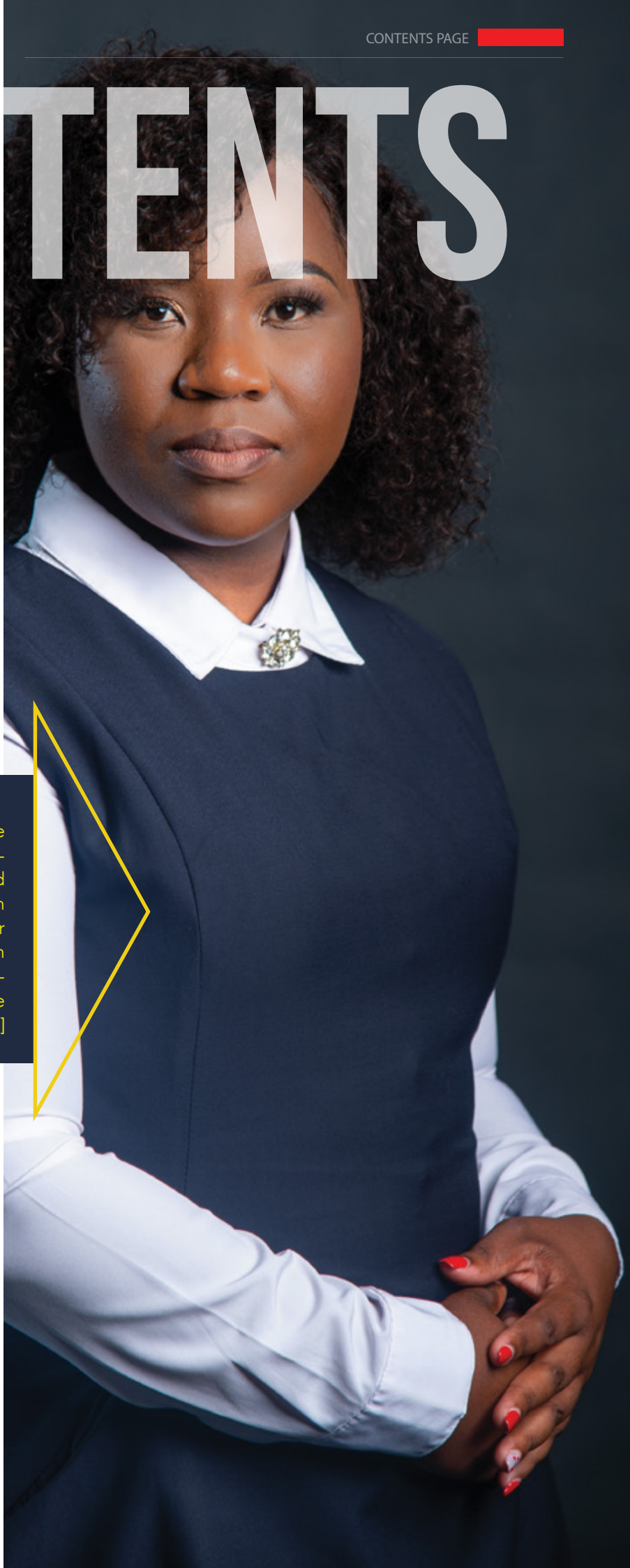
## **Boasting**

Your Career Credibility  
and Position Yourself as an  
**Expert [pg 21]**

## **COVER STORY**

Born in Tonota village and married in the Capital City of the Central District- Serowe- Bame is a woman on mission to drive and propel Staff Wise to greater heights as growth opportunities arises. The Managing Director of the Company, Bame Mothei-Dikomoki in this exclusive interview with Employee Magazine shed out the milestones that they have achieved in the midst of the pandemic. [pg 7]

**How to Cultivate &  
Embed a New  
Workplace  
Culture [pg11]**



# Employee



AFRICA

EMPLOYEE AFRICA (PTY).Ltd]

Founder & Managing Director: Mompoloki Makwana

Art Director: Poko R. Molefe

Editor in Chief: Yvonne Mooka

## CONTRIBUTORS:

PakoMoshaga

Mpho Mooketsi

MacDonald Raditladi

Mpumi K. Mbonane

Samantha Matlhagela

Kebalebile Mooketsi

Mompoloki Makwana

Boitumelo Keoagile

Rachel Phatsimo Mokopane

## [PRODUCTION UNIT]

Chief Graphic Designer: IRIS COMMUNICATIONS

Digital Media: Employee Africa

Photography: Local Agencies

## [CIRCULATION TEAM]

. BEMA Stores

. ZUPAR Logistics

## DISCLAIMER:

Employee Magazine is published by Prime Publishing Company under license agreement with BOCRA. Copyright of work material is reserved under

Employee Magazine as a registered trademark under

Citizen intellectual Property Agency (CIPA).

**[www.employeeafrica.com](http://www.employeeafrica.com)**

P O Box 616 ABF

Plot 56712, Block10

Gaborone, Botswana

[marketing@employeeafrica.co.bw](mailto:marketing@employeeafrica.co.bw)





# THE FUTURE OF WORK

MOMPOLOKI MAKWANA

. Author . Life Coach  
. Entrepreneur

**I**n the face of the 4th Industrial Revolution, the job market is changing rapidly and the need to constantly shift and improve is high. Business leaders and employees are on their toes to keep up with the new technologies, systems and processes which are evolving today. Organizations which cannot adapt and evolve will face extinction, the rise of technology and unified business world means more opportunities as well as challenges.

EMPLOYEE AFRICA comes at the right time to create up to date knowledge that can empower business leaders and employees today.

Here is what will happen when this era evolves; millions of people are going to lose their jobs. Organizations and businesses will fail and close. Many business leaders will run out of ideas and creative ways to keep thriving in the markets and they will close their businesses. Skills will become absolute and many people will resign from their jobs because they cannot cope with the demands of the new job markets and

opportunities. Employees and business leaders who are going to thrive and overcome the era of shifts must be willing to get better, learn and upskill themselves. It is those who are willing to improve, refine their abilities and talents who will overcome.

Some will succumb to the pressure, lose their competitive edge and get out of businesses and job opportunities. The shift will destroy the normal structures as we know today. All of this is coming and everyone, including me and you, should be prepared for this shift as it is happening right now. Tough times will always hit hard.

No one is immune to hard times. Great leaders and intentional individuals are not worried about the tough times, they are ready to build character and get better when things go wrong. Tough times reveal who we are.

As we step forward with boldness, we show our true colors during hard times.

We continually experience shifts in our lives that somehow force us to adapt to the new roles, new methods, new processes and new approaches in order for us to be able to adapt to the evolving new economy. What you know right now may not help you tomorrow. Your attitude and perspective should improve over time so that you are able to deal with issues beyond your current level of understanding. Your current skillsets and abilities cannot qualify you tomorrow. Amazing employees understand this concept and they are constantly in transformation and evolving to match up to changes that are happening today.

This edition shares insights on building your faith and courage in today's job markets. We are in the trying times of change and you are reading this magazine at the right time. Things are changing and you must be transforming at all times.

*Mompoloki Makwana*

# Editor's NOTE



YVONNE MOOKA

**L**et me delightfully welcome you as you lay your eyes on this newsy publication.

EMPLOYEE magazine is for you. It is here to empower you as an employer, business leader and also as a competent employee.

Whether you are going into work or working from home, the COVID-19 pandemic has probably changed the way you work. Fear and anxiety about the pandemic and other uncomfortable emotions can be overwhelming. It is difficult, given how COVID-19 has put around 1.7 million young people aged 15 to 24 at risk of job disruption, as shown by the International Labour Organisation (ILO).

The rate of emerging graduates is increasing daily, making the labour market very competitive. Large numbers of applicants hustle for very limited job openings. Having a personal competitive advantage over everyone will always help you in landing or keeping that dream job, especially in a difficult job market. As Data shows that recruiters spend on average six seconds reviewing a résumé. Their eyes follow a certain pattern by seeking out job titles, companies you worked at, start and end dates, and your education. Recruiters are known to deselect résumés with

even one tiny typo, résumés of applicants not currently employed, and, often, if your name or certain other information reveals something the recruiter has a bias against.

I'm a firm believer in Career Excellence. Having worked for The Midweek Sun and Botswana Guardian newspapers for the past ten years, I got to learn so much about being a competent employee. The media is a dog-eat-dog industry, survival of the fittest; where the weak get lost! The obligation from my employer was that I should submit six articles every week. Not the easiest of tasks, but one had to do what they had to do. I won a couple of awards both in the company and at the SADC regional level.

With EMPLOYEE AFRICA, we are going to unpack the mysteries behind successful employers, business and employees. We have an article on How to Cultivate and Embed a News Workplace Culture where our local Human Resource expert unveils the issue of Company Culture.

Flipping through the pages, you will come across another article that will advise you on Public Speaking. The truth is, competent employees know

the strength of their voices. It takes effective skills to stand up and address people publicly.

What is a successful career or business without Emotional Intelligence? We have an insightful article on this matter. Tough career times build tough employees. As you continue reading on, you will also get to learn from our amazing authors on Personal Branding, Boasting Your Career Credibility and Positioning Yourself as an Expert.

EMPLOYEE AFRICA will guide you and speak to you if you see yourself as a next-level employer or employee. It is about intentional and holistic growth in today's job markets.

## ABOUT THE EDITOR

Yvonne Mooka is a multi-award winning journalist from Botswana who joined The BBC after a decade with The Botswana Guardian and The Midweek Sun newspapers. She is also the founder of Yvonne Media International. Write to me at;

[yvonnequeen2003@gmail.com](mailto:yvonnequeen2003@gmail.com)

**BAME CAROL MOTHEI**  
STAFFWISE, MANAGING DIRECTOR (MD)

# COVER STORY



# Staff Wise MD unbundles HR amidst Covid-19 pandemic

- Mothei- Dikomoki's astonishing visionary leadership boosts agency
- Staff Wise integrates new technologies into its recruitment business

## \*STAFF WRITER

**T**he ravaging global COVID-19 pandemic has brought a lot of disruptions to the critical sectors of productivity including the crucial aspect of Human Resource Development- an aspect that deals with employment but the local recruitment agency, Staff Wise has withstood the pandemic gales.

Born in Tonota village and married in the Capital City of the Central District-Serowe- Bame is a woman on mission to drive and propel Staff Wise to greater heights as growth opportunities arises. The Managing Director of the Company, Bame Mothei-Dikomoki in this exclusive interview with Employee Magazine shed out the milestones that they have achieved in the midst of the pandemic.

Dikomoki is a Human Resource professional armed with a Bachelor of Commerce Degree with a major in Human Resource Management from Monash University and she is an owner of Staff Wise. Given the vast wealth experience she possesses, it is no doubt that the agency will be very strong.

"Like most businesses we have experienced a drop in business thus affecting the revenue, our clients are much more price-conscious that before which has prompted us to revisit our price struc-

ture. Management had to be innovative in finding ways to optimize returns, thus the birth of labour outsourcing and call center management aspects of the business," said MD Dikomoki, oozing with giving an insight on the impact brought by the Coronavirus to the business operations of Staff Wise.

According to her, the recruitment services halted for 3 months when the Covid-19 first broke in April 2020 as companies were thrown in dilemma hence Staff Wise didn't make income during that time. A number of companies she said, were affected financially with them taking a knock too but the Staff Wise management has to be strategic to ensure that the business remains afloat as well. She also said the agency had to shift from using traditional methods of recruitment to digital. The shift included the key aspect of recruitment which is conducting the interviews.

"We conduct most of the meetings and interviews remotely through both the key Teams and Zoom online meetings applications. We also conduct online psychometric assessments so to minimize human contact and reduce risk of spreading Covid. We embraced the new normal," she

said.

Driving strategic recruitment

A mother and a wife, the 33 year-old youthful MD Mothei- Dikomoki said that Staff Wise as a recruitment agency is committed to recruiting to its clients in a very strategic and competitive way.

Staff Wise, she said, receives jobs applications on behalf of the clients and process, through the Recruitment Process Outsourcing (RPO) which Staff Wise adopted in 2018 for Labour sourcing.

Last year, Mothei- Dikomoki says that they have setup Call center management service.

"We offer tailor-made recruitment services ranging from CV sharing, RPO and End to End recruitment. We partner with the clients to source the best possible resources whilst catering to client policies and preferences. We also offer labour outsourcing services where we engage resources on behalf of clients and send them on secondment basis to the client for a stipulated length of time," she added.

As part of services diversification



and growth, she added they have also recently expanded into the call center management space and are currently hosting and managing the Stanbic call center. She said Staff Wise is committed to ensuring a strategic Human Resource and Talent recruitment.

"We pride ourselves in responding to our clients' strategic objectives when considering candidates. We take time to understand the organization and the gaps that they expect to fill by hiring a resource. We use fair and objective screening and selection processes and provide the transparent reporting solutions. We use fair and transparent objective tools. There is always that aspect of being biased when conducting recruitment. But we use Customer Relations to allocate marks and at the end we close. At Staff Wise, we try by all means to select best candidates for our clients at all times," she stated.

#### 4IR: Recruitment changes

As it is widely known that across the globe that the technological and innovative advancements towards the Fourth Industrial Revolution (4IR), the Human Resource sector is also shifting to 4IR. Botswana is also embarking towards knowledge economy and Staff Wise is not left out in being part and parcel of the development.

"I would speak to recruitment rather than HR as a whole. Even though jobs will disappear, research has shown that there will be a lot of new job requirements. It is expected that more than 65% of children entering primary school today will end up working in completely the new jobs that currently do not exist when they enter the workplace 15 years from now. Therefore, I believe new technologies will have a positive impact on Botswana to be a knowledge based economy," she said, reflecting on the 4IR aspect.

She also pointed out that their Strategic development is very pivotal in adapting to new solutions. According



*"I would speak to recruitment rather than HR as a whole"*

to her, the past 2 years have been very defining and with Covid-19 coming in it meant that all the key projects were put on a hold, adding confidently that at Staff Wise in the

next two (2) years- she sees a lot of potential with the Group of Companies being born under the company.



HR Strategy



Research & Analysis



Innovation



# Employee Africa **Insight**

# How to Cultivate & Embed a New Workplace Culture

Mr. McDonald Raditladi  
| Human Resource Coordinator |



# How to Cultivate & Embed a New Workplace Culture

\*MCDONALD RADITLADI  
| Human Resource Coordinator |

**M**any entrepreneurs conceptualize their business ideas with what we call a Business Plan. Well and good, I mean you need to be able to draw out a plan of the business you are embarking on and a business plan is the tool for that. But the BP lacks one thing and for me, it's the most important tool for me in ensuring one runs a successful business. And that is the Culture for me!

I used to think that company culture happened naturally. After working for about five companies and owning one, I've learned that great culture doesn't just happen—you need to make it happen. In general, a company's most expensive asset is its people. So, it surprises me that so many companies fail to develop a culture or "people plan" to invest in and grow that asset. Needless to say, a company may have the best infrastructure, software's, strategies, office space, or even the best skilled employees but all these barely deliver on a company mandate unless there is a supportive culture in place. "Culture does not just happen though, that is the sad truth. Culture, whether good or bad is cultivated."

We can also either cultivate it intentionally or sub-consciously for lack of a better word. If we take the primary school definition of culture – a way of doing things – There is no truth far from this! In the same manner, just like our tribal or national cultures, organizational culture is the way we do things in an

organizational setting. And whether we intentionally set out to cultivate our desired culture or we do not, how we continue to do things remains our culture.

Company leadership also play a big role in cultivating culture as they are at the forefront of the organization and people are following them. I remember a few years ago when I worked for the mines, there was a staunch Christian CEO and lo and behold, a lot of employees got in touch with their spiritual side and some even crowded the same church that the CEO went to. Fast track a few years later, a new CEO walked in and he was an avid cyclist. Didn't over half the company go out to buy bicycles? You guessed right! Leaders, whether they know it or not, or whether they say it or just model it, they will always influence the behaviors of the people rallying after them!

If the CEO comes to work late every day, even people who were never late-comers start thinking that is the way to do things-culture-, and very soon, customers will be waiting outside for the employees to arrive at work. If the leader is always having personal visitors at work, even if it's against company policy, it will be very difficult to stop other employees from bringing personal visitors. Culture is barely a monkey-see, monkey-do affair and until leaders walk the talk and model the behaviors and culture that will take the company



forward, bad cultures will perpetuate and hinder organizations from achieving company mandates.

More high-level, we have heard how "Culture eats strategy for breakfast". Before we dissect this statement, let's first understand what an organizational strategy is. An organizational strategy is the sum of the actions a company intends to take to achieve long-term goals. Together, these actions make up a company's strategic plan. Strategic plans take at least a year to five years to complete, requiring involvement from



all company levels. That is to say, everyone in the organization has an input into achieving the strategy. And since strategy is but 'a sum of actions' means there is some 'doing' in strategy which takes us back to -the way we do things; culture. So our strategy can either thrive because of the way we do things, or by the time its breakfast, our culture might have already failed our strategy. Layman terms now, if we say our strategic intent is to become the leading sales company in the country and we come late, we gossip, we lack accountability, we miss deadlines and so on, these behaviors will in no way help us achieve what we want to achieve! But once we cultivate behaviors that are supportive to our sum of actions or strategy, we will have done half the job already in achieving our strategy. I have seen over the year's organization investing millions of Pula's coming up with really robust growth strategies but fail to cultivate the right cultures to support these strategies. Unfortunately, that is why research has shown that 67% of companies, will have culture fail their strategies.

International companies like Google, Huawei, Zappos, and Southwest Airlines are famous for their cultures and attribute much of their success to it. Bringing it locally, companies like FNBB, Debswana, DeBeers Group, ABSA, Apex, Hollard to mention but a few thrive on their culture! When you see a lot of people wanting to work for an organization, you will know that employees are doing a good job as brand and culture ambassadors! But then one may ask, how do we cultivate a supportive high-performance culture? Companies spend millions engaging consultants to assess and embed supportive cultures. Well and good, if you afford it, go for it. But I personally believe that the best organizational culture is best cultivated by the employees for the employees! People tend to identify more with initiatives that they had a contribution in. I have seen over



the years, employees resist off-the shelf programs and want to be part of everything. With one of my previous employers who had international footprints, culture embedment involved engaging all of its employees in different geographical locations to come up with a way of doing things that became synonymous amongst the group. When the final product came in, everyone could identify with it and within the first year, you could almost feel or touch the culture within the organization, well if there is anything like that. There was very little resistance because the employees designed the culture themselves and they agreed on a way of doing things! So the last part of this article will give a brief overview of what works when cultivating and embedding a new culture:

## 1. HAVE AN AGENDA FOR CHANGE

Humans generally do not like change, they prefer familiar environments, people and even do not like to change the way they do things. That said, people need convincing reasons why they need to embrace change. If you have convincing reason for change, and you can align your people with such reason, you will be done with half the work already in instilling change. We really need not change for no reason, we change because we adapt to a new cause, a new vision, agenda, objectives or goals. Once we have a compelling cause for change and the benefits that would emanate from the change, then change becomes easy with little or no resistance.

## 2. CLEAR MISSION, VISION AND VALUES

Companies spend lots of money coming up with missions, visions and values and thereafter shelve them. However, your company mission and vision should stay in your employee's minds! Mission: Clear, concise statement of our 'why.' What keeps us up at night? What makes us wake up in the morning to go to work? Zappos's mission is to 'Deliver Happiness' as opposed to selling shoes and sneakers. FNB's mission is to help you, and you can feel the helpfulness in all your dealings with them. Our Vision is where are we going? Are we all on board? Can we all envision the Promised Land? Are we excited about getting there? And then there are Values: Standards, methods and practices to achieve our purpose. Values are the Bedrock of culture. These are the guiding principles for how you expect your team to behave internally and externally. Put it on the wall or on your mouse pads, email signatures and other company branding merchandise. Agree on behaviors that support your values and reward those who live those behaviors.

## 3. SCOREBOARD AND REWARD SYSTEMS

Let your employees design how they want to measure their performance even outside the traditional Balanced Scorecard. You can have a scoreboard that is visited weekly recognizing all employees who are living company values and display brand ambassadorship. Introduce spot rewards and long-term rewards, say end of year awards. Also, quite important is to ask your employees how they would like to be rewarded and tailor the rewards to their needs. You cannot motivate people by giving them rewards that are not aligned to their needs so its important to involve your employees in all these steps.

**“I personally believe that the best organizational culture is best cultivated by the employees for the employees!”**

## 4. HAVE A CULTURE BOARD

Your HR Team can partner with employees across the organization and geographical locations to become culture ambassadors. Select a diverse group of people from every department (and office) in the company and challenge them to come up every week with a new culture idea that can also be implemented in a week. This creates momentum and constant improvement. The culture board is also responsible to spearhead continuous review of the culture embedment process to determine success and how to improve and re-engineer our embedment processes

## 5. COMMUNICATE, COMMUNICATE & COMMUNICATE!

Constantly remind people at every team meeting, in every operating plan, on email and in person that culture is a priority to you and that they are all part of it. Great culture isn't about hiring chefs or riding around the office on scooters. Here are some more ideas to help get you started: randomly assign lunch tables to get different people to interact

with each other, organize a community service event, put your cultural values on your website, merchandise and even letterheads, ask everyone about what they like about working at your company, record it on video, and then show it to everyone on the company website. Celebrate small and big wins together and put a spotlight on those that are doing well and reward them so you can inspire others.

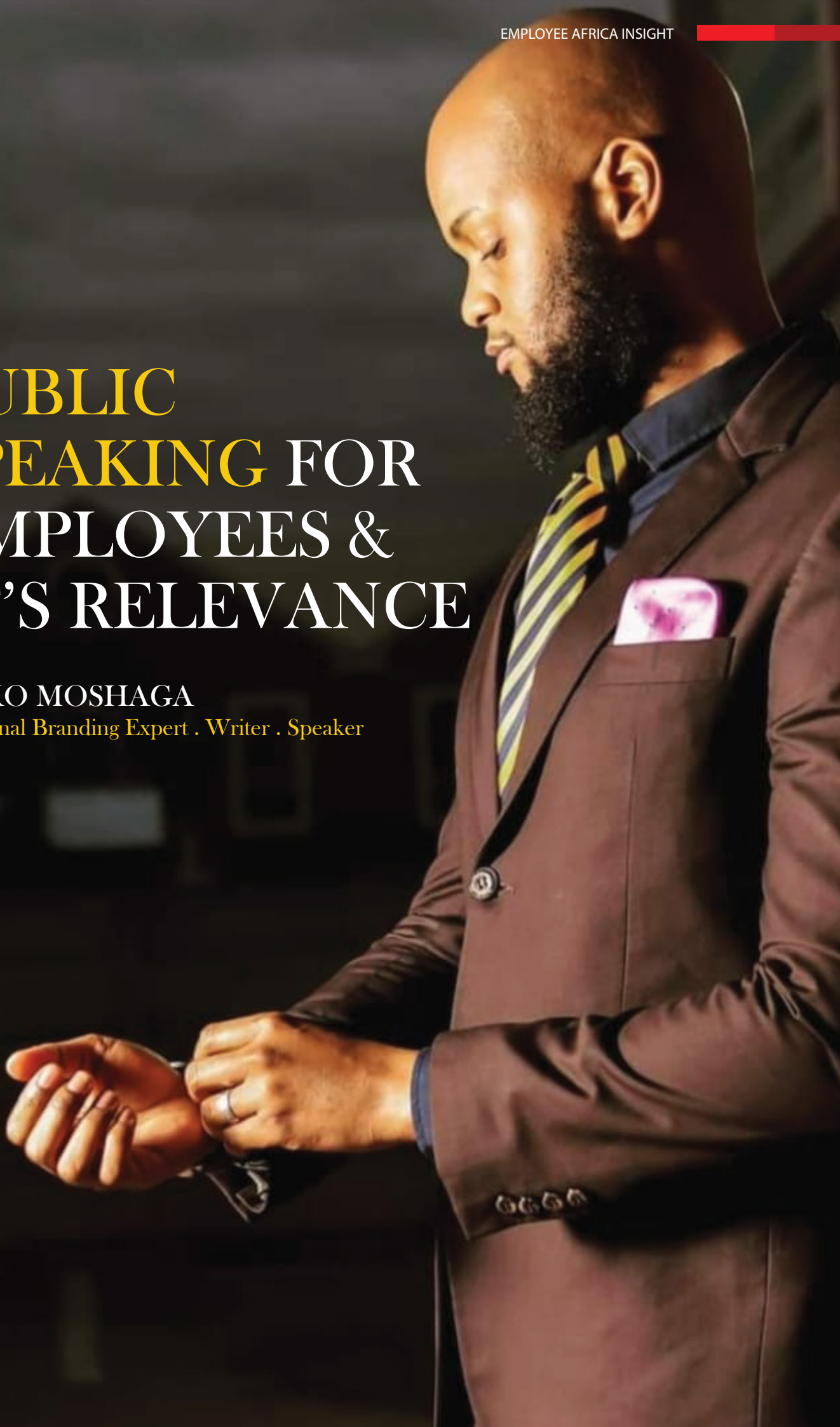
Culture is your most definite upper hand against all your competitors. Competitors can have more resources than your company, more experience and they can copy your systems, strategies or even poach your people, but they can never copy your corporate culture. It is the ultimate competitive advantage and it needs to be constantly nurtured. Your most important and most expensive asset, your employees, walk out the door every day. Give your people an authentic reason to come back. It's still just the culture for me!

McDonald Raditladi is a seasoned millennial Human Capital Specialist with solid people experience in mostly Financial Services and Mining Industries. He has also worked for two Quasi-government institutions. He endeavors to become the most sought-after Culture and Strategy Specialist in the region and globally within the next five years. He holds a Bachelor of Psychology degree from the University of Botswana and is doing his dissertation with The University of Cape Town with a focus on Strategy Implementation and its dependence on Corporate Culture. You can further engage with him via [LinkedIn](#).

# PUBLIC SPEAKING FOR EMPLOYEES & IT'S RELEVANCE

PAKO MOSHAGA

Personal Branding Expert . Writer . Speaker





# PUBLIC SPEAKING FOR EMPLOYEES & IT'S RELEVANCE

\*PAKO MOSHAGA

Imagine being an amazing singer but the only place you sing is in the shower. Your great voice wouldn't benefit you much. The same goes for the workplace. You may be a good and value adding member of the team but only members of your department are aware of that. The socially distanced age we are in has made it a challenge for us to get some limelight. Our world is comprised of a lot of gadget-based communication. Human interaction isn't frequent, but we all look forward to it especially those working from home. However, the thought of having to make a presentation builds up anxiety in most people.



Reading an email from your Manager stating *"I will need you to present on the ideas you have about the project"* often results in instant panic. However, a great perspective to have is to take it as an opportunity to profile yourself in front of an audience. During our schooling days, we could dodge speaking in front of the class for years. We had 1001 reasons to choose from. The workplace is a different playing field altogether and dodging is frowned upon, to say the least. You likely have great ideas and plans about how things can be done better but you keep them to yourself. If you believe in the ideas, then your apprehension is likely to be due to your fear of making a bad presentation.

To be noticed in the workplace takes a multi-pronged strategy. Being technically competent is only one part of the puzzle. One of the rarely used approaches is focusing on soft skills. Employees that progress up the ladder swiftly tend to be those that have a

healthy balance of technical and soft skills. The latter often aren't given enough attention in our career development plans. To be regarded as a leadership material, one must demonstrate an ability to relate well with people of various personality types and levels. Communication skills come out at as the top skills to have in your pocket.

These will allow you to function well with different teams, people and in an array of settings. If you seek to progress in the workplace, then addressing teams is something you will come across often. Leadership and public speaking go hand in hand. This may range from a brief on the strategy for the coming year, an update on current performance or providing words of encouragement.

The phrase 'Out of sight, out of mind' rings true when it comes to

opportunities. Well-groomed presentation skills will expose your personal brand to the rest of the company. This will aid in making sure that you are known by key stakeholders and that is how you will be top of mind when opportunities come up.

There is always a need for presentations to either an internal or external audience. What often lacks is people who are willing to volunteer to present. Hence any employee that actively raises their hand, is not only deemed as a team player but also gains the benefit of showcasing their ideas. Managers take much delight in employees that are willing to take on tasks without being nominated. It demonstrates a sense of self belief and a willingness to learn.

There is a reason why big names like Martin Luther King Jr, Nelson Man-



delia and Barack Obama have been immortalized by the world. We remember them because of their emotive and attention-grabbing speeches. The ability to convey a message well is a skill that allows the presenter to make a long-lasting impact. The workplace is a prime place to stand out through public speaking.

A successful presentation is made up of two parts; content and delivery style. People remember presentations for two reasons; it was great, or it was cringe worthy terrible. You want to make a long-lasting positive impression and that needs you to put in effort.

The content of your presentation should flow logically, be split into main points and supporting points and should have a clear conclusion. Try your best to avoid 'death by PowerPoint', which is when a presentation is essentially a person reading a text heavy PowerPoint word for word to the audience. The slides should feature brief points that you will expand and add more color to as you present. If possible, run your presentation by someone who will be part of the audience. To get a different viewpoint and have insights into your blind spots.

The dividends you can gain from being a great presenter are well worth taking the time to gain the skill or become better at it. There are several approaches that you may employ. You may take a public speaking coaching program to assist you in learning the fundamentals of presenting, how to use ice breakers and maintaining an audience's attention. There are many facets to presenting and being taught by a seasoned professional ensures that you don't miss out on key aspects.

You may also observe great speakers in action. Social media and YouTube have videos of various motivational speakers speaking on a stage. Pay attention to



*"The content of your presentation should flow logically"*

how the speaker starts a presentation, uses jokes and generally gets their point across. Another route is to seek opportunities to make presentations outside of the office. These range from church, family gatherings and other group interactions. Practice remains the best way to get used to speak in front of people. The more

you do it, the less nervous you get in future and the more you are able to work on your weak areas. The road is rocky and bumpy but the results of you working on your presentation skills are well worth the opportunities that will come your way.

# MOTIVATION AND ENGAGEMENT

## – AFRICA CONTEXT

Written by: Shimita J. Mussagy (HR Specialist)



**W**hat makes an employee motivated and engaged? How can I improve the motivation of my team? It's a question that most managers and human resources professionals question themselves.

With industrialization came the need to comprehend what motivates employees, and several theories emerged to explain the idea of motivation. They were divided in two lines of thoughts: the content theory and process theory. The content theory emphasis that the employees are motivated by the desire of satisfying their needs and aspirations. On the other hand, the process theory focus on the process by which motivation happens and what can we do to change the motivation levels.

One of the most well-known and

most influential concept theories is the Maslow's need hierarchy theory. It is divided in five levels of hierarchy: physiological, safety, social, esteem and self-actualization needs, it states that the lowest need in the pyramid must be fulfilled before move to the next level; once a need is satisfied, no longer serves as a motivator. This theory has been criticised because overlooks the cultural and social factor, and ignores that changes in circumstances can happen and therefore their needs as well.

A clear example of that is the outbreak of a war, the individual's need and priorities shift from esteem or self-actualization to safety and physiological needs. Another concept theory that is largely supported is MacLleland's Acquire Needs Theory, it

suggests that an individual's needs are a result of their life experiences. MacLleland identified three motivators that he believes that all individual possess: achievement, affiliation and power. Managers and organizational leaders by understanding their employees needs could find ways to help them accomplish them. Although a manager cannot directly motivate the employees, he can create a positive workplace environment and strategies that will encourage employees to be more motivated.

The needs of the workforce of Africa differs from the needs of western workforce. The high levels of unemployment, poverty and lack of skills cause emphasis on extrinsic motivation that are linked to financial rewards. This

need for monetary rewards is perceived more on the operational levels where normally the salaries are low. On middle and senior levels, we see a shift from the physiology needs (food, water, shelter, clothing) and safety needs (employment, personal security, health and wellness, property) to a more intrinsic need, meaning, that the employee is motivated by internal factors such enjoyment of the work activities, professional grow and accomplishment.

In Africa, the workplace contains employees off different ethnics, gender, background, religions, age groups, political affiliations, different qualifications and skills. It's crucial that the managers and leaders create a positive workplace environment that welcomes each culture. An environment where people can thrive and do their best.

In a cross-cultural setting, each individual has their specific needs, and recognition should be meaningful to them. Although a good-paying job is important, employees desire for a deeper satisfaction. Relying only on money to motivate employees is not enough, as workers see reward incentive as something owed to them for performing their duties.

### **How should African companies motivate and engage their employees?**

That can be achieved by satisfying their needs such as fair salary, good working environment, setting achievable and realistic goals for the employee, creating a system of



rewards linked to performance, open line of communication, positive feedbacks, acknowledge their achievements, have a defined progression career strategies and high level of accountability for both the leaders and the employees. As managers implement their strategy, they must be aware that adjustments and changes sometimes have to be made, as each organization and individuals are unique.

As Africa becomes one of the fast-growing economies in the world and the key player in the world economy with vast resources that are vital to western coun-

tries, this creates an opportunity window for organizations to leave a food print on the national or global market, but that can only happen if we have the right mind-set and a high-performance culture where managers recognise the contribution of each individual give on achieving the organization goals.

**"Africa's story has been written by others; we need to own our problems and solutions and write our story."**

**–Paul Kagame**

Shimita Mussagy is an HR professional with more than 15 years' of experience in the private sector. She is an associate member of the Chartered Institute of Personnel and Development (CIPD). She is continually focused on leading HR functions in line with operational and management requirements. Committed to promoting synergies across business lines to drive positive change through the implementation of HR solutions, employee development initiatives and process improvements. Her areas of expertise include recruitment and onboarding, employee relations, service delivery and information, employee engagement, organization design and development. performance and rewards, outsourcing and industrial relations.





# Dealing with your Emotions

"Tough career times build tough employees."

\* MOMPLOKI MAKWANA

| Author, Career Coach & International Speaker |

**I**nc. Magazine has named emotional intelligence as one of the most sort after soft skills. To thrive and make progress in your career path, your ability to manage your emotions and the emotions of others is critical. There is a lot that we deal with on a daily basis at our workplaces and personal lives.

Therefore the need to be in control of your emotions is very important. Discipline and emotional intelligence is rare. Many employees today sabotage their careers due to lack of them.

As the job market evolves, emotional intelligence rises to be at the top of the job requirement soft skills. This leaves you with no other option but to engage on learning and applying emotional intelligence if you want to succeed in your career path today.

Humans are emotional beings! That does not give us the right to allow our emotions to lead us on a daily basis. Emotional intelligence is one of the leading topics today. But what is it? How

can one cultivate emotional intelligence in this busy environment where things change and evolve each second? Under so much pressure, deadlines to meet, networks to create, how can one keep up with what is happening today emotionally? Emotions are powerful and without control over them, we lose our ability to deal with others, spend our resources and how we run our day. It is either you run your day or you allow your emotions to do that for you. Many people today operate on their emotions on a daily basis.

Defined by Mind Tool, "Emotional intelligence or EI is the ability to understand and manage your own emotions, and those of the people around you. People with a high degree of emotional intelligence know what they're feeling, what their emotions mean, and how these emotions can affect other people."

Emotions are powerful. Your mood determines how you interact with

people, how much money you spend, how you deal with challenges, and how you spend your time.

*Emotional intelligence is widely recognized as a valuable skill that helps improve communication,*

management, problem-solving, and relationships within the workplace. It is also a skill that researchers believe can be improved with training and practice.

Every individual can make a personal commitment to cultivate emotional intelligence in their lives. You are always a decision away from managing and controlling your emotions and the emotions of others.



# Boasting

## Your Career Credibility and Positioning Yourself as an Expert

Employers and organization leaders are looking for experts to join their teams in order to build sustainable businesses today.

MOMPOLOKI MAKWANA

Global Business Speaker,  
Professional Coach & Author



**T**he next job offer, the next promotion can be yours of you can position yourself as an expert. Covid 19 and many other changes in the global job market have changed how we do things. New systems and processes are put in place, which calls for flexible and adaptable employees. The need to be an expert in what you do is crucial today than ever before. Limited opportunities go to experts in every industry today.

To create better services and offer quality products in your field, you need to cultivate expertise in your field, whether you are a receptionist, sales executive, admin, operation personnel or manager. You must be the best of the best when it comes to creating value and offering quality services today if you want to thrive and grow your career. The following are some of the insights on how you can position yourself as an expert you already are:

#### CONSISTENT FEASIBILITY (LAW OF FAMILIARITY)

There is a saying, "Out of sight, out of mind." Show up, be visible, and constantly be on the eyes of your potential clients, potential employers, and collaborators. If they don't see you and if they do not know you, they will not recommend you. Right? They won't call you if you are not there. Through your content, marketing and branding, you build association.

As you constantly show up on the news feed, newspapers, magazines and Ads, you build trust. Be visible. If you have any skills; writing, public speaking, designing, building teams and more, you should create content or host seminars and webinars to share your skills.

The more you participate and share your knowledge in your field, others look at you as an expert and they will always use your expertise.



#### EXPERTS TEACH

Teach about your subject matter. Constantly share content to teach about your services, products and the solutions you offer. Trust is built between you and your potential client when they see that you can offer authentic real value. Show up and teach. Use different media such as videos, articles and soft copy books to teach. Be a solution provide through your webinars, seminars and conferences.

#### OFFER YOURSELF AS A GUEST EXPERT

Use available opportunities to share the knowledge in your field as a guest expert in radio show interviews, television interviews, YouTube Channel content and podcasts. Find

available platforms which has audience reach to share your insights, tips and nuggets that can help you to reach many people. As people see you talk

Employers and organization leaders are looking for experts to join their teams in order to build sustainable businesses today.

The next job offer, the next promotion can be yours of you can position yourself as an expert. Covid 19 and many other changes in the global job market have changed how we do things. New systems and processes are put in place, which calls for flexible and adaptable employees. The need to be an expert in what you do is crucial today than ever before. Limited opportunities go to experts in every industry today.



# MOMPOLOKI MAKWANA

## Global Business Speaker, Professional Coach & Author

**Q**ualified in the area of Leadership in Business from Lehigh University in the USA, Mompoloki Makwana is a World-Class Professional Development Coach, International Speaker & Author of four leadership (4) books. His mission is to help organizations create vibrant workplaces by engaging employees, enabling communication, transforming leaders & driving workplace culture. Makwana delivers exceptional coaching sessions on Personal Leadership, Com-

munication, Workplace Productivity, Team Work & Career Development. His clients extend to Nigeria, South Africa, Namibia, Cameroon, Zambia, and The Kingdom of Eswatini. He is the founder and managing director of Employee Africa, a leading African HR magazine.

Annually he coaches more than 1000 diverse individuals: employees, teachers, youths, business leaders & executives from different local and

international organizations. He authored employee development books: What Amazing Employees Do and the Team Building Guide for Workplace Effectiveness. His recent book, What Amazing Employees Do focuses on workplace productivity, employee engagement, career development, and personal leadership. He hosts a weekly personal leadership program on national Radio Botswana 2 (RB2).





BOITUMELO KEOAGILE  
IMAGE CONSULTANT & EVENTS PLANNER

# Personal Branding

and Why It Matters Today



**P**ersonal Branding is how people perceive or define you or your business based on your image, behavior and actions. Personal branding is what people say about you when you are not there. It is about principles, ethics, and values that you set for yourself in the workplace. It is through the unique combination of skills, experience, and personality that you want the world to see you. It is about telling your story through these combinations.

Professionally, your personal brand is the image that people see of you. It can be a combination of how they look at you in real life, how the media portrays you, and the impression that people gain from the information about you available online. Image consultancy caters for people who want new persona; from lawyers, corporate executives, business owners, singles and any person who needs a fresh start and wants to be taken seriously on the roles they play or want to practice for the role they envision themselves doing in future.

Roles need to be taken seriously and be dressed up for; your etiquette, how you carry yourself personally (both online and physically); Well-coordinated Dress code, and your online engagement. One needs to be remembered, what people will remember you for when you are not there. Personal branding is related to how we position our brands and being intentional and consistent about it.

***"Define what your brand stands for, its core values, and tone of voice, and then communicate consistently in those terms,"***

*-According to Simon Mainwaring*

The secret of successful personal branding is an underlying consistency. You are trying to establish an external depiction of you. This means that you need to act consistently with that depiction. Show up, go all out when you go to places where no one knows you, it's good to leave a memorable picture of how amazing you looked, the audience jaws dropping when you enter the room, that moment is priceless and radiates a good vibe and positive vibes in you. Your first impression should be carried to all powerful and important first time meetings.

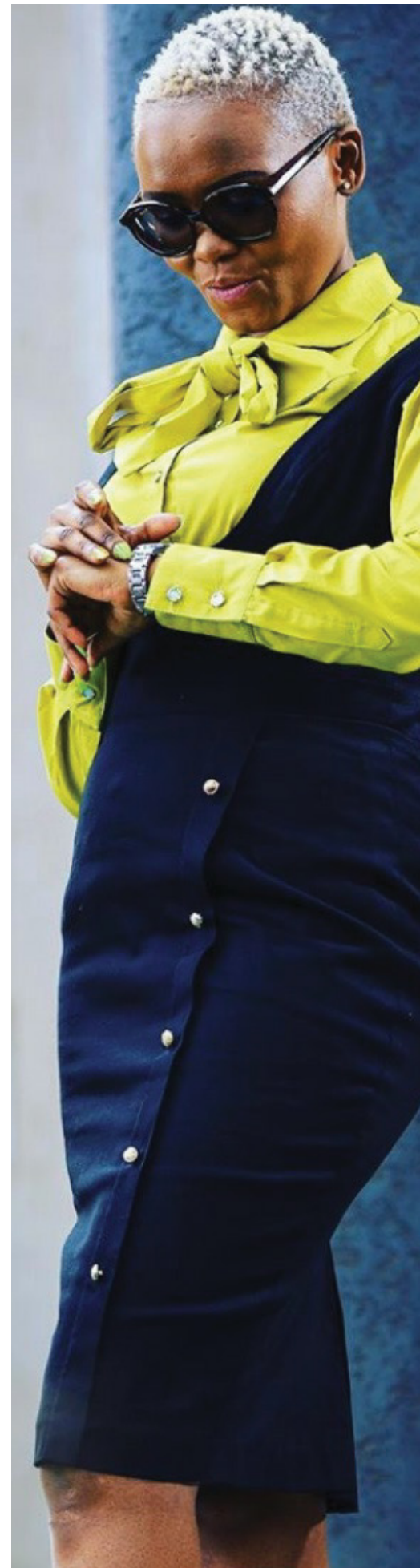
Dressing well acts as a catalyst for your overall mood on a particular day, it gives one a voice without having to speak when they attend meetings or events. It also helps to communicate and position one's character without having to utter any word. Albert Mehrabian American social psychologist emphasized in his study that the impression you make on others comprised of:

**55% what is seen  
38% of what is Heard  
and 7% of what is said.**

**YOUR APPEARANCE +YOUR  
ACTIONS + YOUR ATTITUDE  
= YOUR IMAGE**

Personal branding gives one an opportunity to highlight their strengths and their passion. It helps your followers or audience believe they know you better, and people have much higher trust in those they feel they know; even public people they have never met personally.

As a professional brand, one needs to motivate, inspire, build and transform their followers that look up to





them. You may never know who looks up to you for inspiration and motivation. Your personal brand helps you stand out from everybody else. It is unique and can be imitated but not match how you as the initiator or creator would unpack or position it.

One can use their personal brand to demonstrate their knowledge and skills about their areas of expertise, that's when one has to discover their niche by using it to separate themselves from the rest.

This is also the reason why the public can react very differently to news of two people doing the same type of behavior or service provision. It is possible that an act that would shock them if done by the first person may be entirely consistent with the expectations of the second. The average person representing a small business probably doesn't

have such extreme viewpoints about their personal brand. However, you still need to act in ways that match your perceived image. If you portray yourself as being caring and interested in your customers, then it is very important that you do listen to their complaints and try and fix any problems they may encounter with your product and make their voice be heard (stakeholder engagement).

Part of your personal branding should include having social media accounts on all of the social networks where your audience spends their time, (LinkedIn, YouTube, Facebook, Instagram, (That is where you are dealing with a lot of content like videos and pictures, video are captivating and it's easy to get people's attention through a video, Twitter).

## BUSINESS ETHICS FOR BRANDING OF PROFESSIONAL ETIQUETTE

According to the Six Pillars of Character, the Josephson Institute offers 12 Ethical Principles for Business Executives, which are;

**HONESTY AND TRANSPARENCY;** which results in good integrity and trust from your followers or subordinates.

**PROMISE-KEEPING & TRUSTWORTHINESS;** which results in you being reliability.

**LOYALTY;** acting in good faith of what is expected of you.

**FAIRNESS;** Everyone should be given the same treatment or reward earned on good merit, in most organization some animals are more equal than others and that distorts the organization culture and team morale and spirit. And when that stage is reached is becomes to manage people's behavior.

**SHOWING CONCERN FOR OTHERS/ HUMANITY;** Being empathetic to your subordinates and relating to their respect for others.

**COMMITMENT AND EXCELLENCE;** Offer service that meets industry best practice and good quality assurance processes for good service delivery and offer business continuity plan in times of crisis and risk management procedures that will protect the business processes and mitigate the risks.

## LEADERSHIP;

Lead by example, be a trend setter in a good way.

Reputation is one thing that takes years to build but can be damaged overnight.

In branding, one needs to protect their reputation like their life depends on it, and have morals that guides you from what is right and wrong. Good reputation is built based on good business ethics, good principles and ethics, good transparent and clear, defined business strategies and processes.

## ACCOUNTABILITY;

Be accountable; when things don't go accordingly, take full responsibility and provide an amicable solution and engage your stakeholders or customers whenever there is an activity going on.

## TIP:

Set defined goals, your goals should be Simple, Measurable, Attainable, Realistic and Time bound" I love the time bound part as goals that are set without timelines are never going to be achieved, it doesn't become a priority to you. They become more like a dream.



**Boitumelo Keoagile** is an Image Consultant and Events Planner.

She is also a professional events and wedding planner, Wardrobe and Image Consultant. She is the founder and Managing Director for Exquisitely Boity Events Management which provides Wardrobe consultancy, tailor made clothes for all occasions but specializing in corporate wear.

Our company offers events planning and execution, catering

services and bridal wear, accessories and styling. She assists individuals to dress well for any event and roles they play in their professional life.

She was recently featured in The Voice Newspaper article titled The Voice on Fashion by Tsholo Dikobe dated Friday 18 September 2020.

She has been in customer service profession in IT for 8 years. She currently studying Business

Administration Leadership and Change Management (Third Year). Boitumelo has certification in Change Management, Customer Service, Bridal Styling, Wedding and Events Planning and Food Hygiene.

### FOR MORE INFORMATION:

+267 71 563 162

Exquisitely Boity Events  
**Management**



CELEBRATING  
WOMEN



"The world is  
your oyster.  
Speak up for  
yourself, even  
if your voice  
shakes."  
- E. Mugabe

*Eleny Mugabe*

Attorney & Partner -Desai Law Group

---





# IT IS BUSINESS UN-USUAL

MPUMI K. MBONANE

. PURPOSE ALIGNMENT STRATEGIST . CEO OF PURPOSE PRACTITIONERS CLUB (PTY) LTD.

## \*MPUMI K. MBONANE

**T**he invasion of the COVID-19 pandemic brought the entire world into a season where everything slowed down. You were either infected by the virus, which slowed down or halted your physical ability to engage with society, or you were affected by its ramifications in your work, and all your other plans. One thing that became apparent when the pandemic hit was that, whoever resisted the change that it was bringing would be left behind. The best thing to do was adapt.

This applies strongly in career building and management. The luxury of being in the office in person was taken away when countries went into lockdown, and

for many people, their jobs as they knew them, completely changed. So, the way "business" was done was everything but usual. A great need to pivot how we look at our careers arose. The way we deliver and communicate our value had to change. In fact, it had to be heightened.

So, this article will shed light on how career building changed in this new climate and the choices you must make in order to thrive in your career during and post this pandemic.

We do not always get the chance to reset, and the pandemic afforded each of us this opportunity. Many companies resorted to having their employees work from home, so this

meant people no longer had to get up early, rush to the gym, be at the office before 8am, attended a number of meetings, chat up a The invasion of the COVID-19 pandemic brought the entire world into a season where everything slowed down.

You were either infected by the virus, which slowed down or halted your physical ability to engage with society, or you were affected by its ramifications in your work, and all your other plans.

This applies strongly in career building and management. The luxury of being in the office in person was taken away when countries went into lockdown, and for many

people, their jobs as they knew them, completely changed. So, the way “business” was done was everything but usual. A great need to pivot how we look at our careers arose. The way we deliver and communicate our value had to change. In fact, it had to be heightened.

So, this article will shed light on how career building changed in this new climate and the choices you must make in order to thrive in your career during and post this pandemic.

We do not always get the chance to reset, and the pandemic afforded each of us this opportunity. Many companies resorted to having their employees work from home, so this meant people no longer had to get up early, rush to the gym, be at the office before 8am, attended a number of meetings, chat up a storm with colleagues and get stuck in traffic on their way back home. The new office became some people's bedrooms, living rooms and for the fortunate ones, study rooms. Meetings were now held virtually, and all that time that would be spent in traffic was now spare time that individuals had to and for themselves.

Time to think through their careers and how satisfied they really are in them, and time to evaluate what the next best move would be. For me personally, it became a practice run for the life I want to live post the pandemic. I have aspirations of being a full-time entrepreneur, and the new work-from-home set-up gave me an opportunity to create my own work routine, test my discipline and prepare me to be independent and responsible with how I spend my time and energy. My question to you is: Did you use this spare time to consider your career and what you want from it, or by force of habit, did you find other activities to fill your time with?

COVID-19 was a sure disruptor. Ways of work have been eternally transformed. The truth is, old systems are going to be done away with, if this has not already happened. Similarly, old mentalities no longer have a place in this new climate. I remember when my workplace made arrangements for all of us to start working from home, an older man was disturbed by this, telling me that in all his 45 years of employment, nothing of this fashion and magnitude had ever been imposed. It made him uncomfortable.

He wasn't the only one though; my former boss was challenged by this new set-up, and I was chuffed at this, because for the longest time, I had been championing that we should impose a routine in the team where we have team members spend at least one day in a week, working remotely, whether that was at home, in a coffee shop or an alternative working space.

I kept suggesting this because many people who were at times forced to work from home before the pandemic reported how productive and efficient, they were in doing their jobs when they were away from the office. Which made sense because so much of our time is spent making our way to meetings, catching up after the meetings, having endless conversations with colleagues and having extended lunches and numerous coffee breaks. I also believe the change in scenery occasionally, played a part in getting things done at an improved rate.

With COVID-19 being a disruptor, it became important to observe and make an analysis of the sectors and industries that were thriving, and honestly evaluate if the industry





you're in would survive or sink, and then decide how you would align yourself to be on the winning side. Many brick-and-mortar businesses were forced to shut down permanently, while ecommerce stores were seeing unprecedented hikes in traffic, sales, and revenue. Industries that were highly dependent on face-to-face interaction or transaction, had to quickly make use of social media and other more secure and functional online platforms to stay connected to their customers and clients and continue with business operations.

Another thing that people gave careful consideration to was whether or not they were actually living and working in their purpose. With so many reported COVID-19 cases and deaths to the same virus, people wondered what their life really meant and whether they were living to their fullest potential. People were led to stare the dissatisfaction levels they have with their jobs in the face and decide if that is how they would continue their rest of their lives.

Especially since their work invaded their personal spaces and boundaries were hard to establish. People were also losing their jobs, and this led to them feeling purposeless. It is at this moment that I must intercept this piece to assure you of something: Esther 4:14 records a widely quoted scripture whose essence is basically "You have been called for such a time as this". In clearly terms: while you exist and are living in this generation, your purpose will always be necessary and relevant. While we are in a new normal, the purpose remains the same. Your duty is to determine what that purpose is and weave your career into it.

That is the only way you will survive this tide, and any other that might come after this one. FYI: apparently a global pandemic strikes after each decade or



so.

To tie this up, I want to mention 3 possibilities that could shape your career moving forward:

1. You might get laid off from your job
2. You might decide to walk away from your job and into your purpose, or
3. You will have to re-invent yourself within your job.

I'm sure you've heard companies quote sentiments to this tune: "Our people are our greatest assets" or "What sets us apart and differentiates us from our competitors is the talent we have within our organization." Our knee-jerk reaction to these claims is that they are lies, otherwise these companies would be paying their employees better. Right? You know what: It is the truth.

These companies are not lying when they say this, because the intelli-

gence and agility of people can never be replaced by machines. The culture that people create is unique to the people in the organization.

As well as this, it is the people who in any case design and implement systems. So, you are an asset, and understanding that should make you think differently about how you build your career from henceforth. If you get laid off or choose to walk away:

**Transfer the skills and experience you amassed during your years of employment for the facilitation and success of your purpose.**

**Understand the value of what you know and what you can produce, to create a new career for yourself.**

**This time, one you will love and be fully invested in. If you stay in your job:**

You will have to unquestionably justify your existence within that space. I suggest you find gaps in your line of trade that can be filled by your strengths and expertise, and strategize on how they should be solved and why you are the best person to be part of the solution. More than anything, what will really help you thrive in your career is to understand the value you possess and communicate it effectively.

Mpumi K. Mbonane is a Purpose Alignment Strategist and CEO of Purpose Practitioners Club (Pty) Ltd.



# How Value Creation Lead to Business Success

[ KEBALEBILE MPHO MOOKETSI ]

Author & Professional Coach



**V**alue Creation is defined as giving something valuable to receive something else more valuable. This definition is broad and captures both costs and benefits. Further, it applies to owners, customers, and employees, as I will describe later.

## Value Creation Process

It is important that before being able to measure, track and communicate on value creation, that one understand value creation and enable a value creating business model. To achieve this level

most successful businesses, use a management process of defining, creating, delivering and sustaining that we will discuss more about in this article.

## DEFINE:

Defining value involves identifying the core principles, and behaviors that guide and describe an organization's culture. The key being its contribution to benchmarking for

future decision-making and strategic planning. This lead to unity between organization's employees, and leaders with a set of enduring, passionately-held beliefs within an organization. Though defining value is important to the organization's identity it also sets the frame of reference for the business quality & its contribution to the society and economy at large. Moreover, that involves the establishing and prioritizing stakeholders, understanding how they are relevant to the organization's purpose and strategy, and assessing the equivalence to balance their corresponding needs and prospects.

## CREATE:

The value creation process is at the heart of integrated thinking and value creation. Here are the 5 Steps usually used:

The concept of creating value is more critical to driving the business growth. To create long-term value, organizations need to put in place the infrastructure, capability and relationships (tangible and intangible assets) that enable them to meet the needs of their customers and stakeholders.

## DELIVERY:

Value Delivery involves everything necessary to ensure the satisfaction of the customers, employees and the stakeholders. The organization's culture and its strategy to excel is measured through its intensity to deliver; best service, products and economic impact. This is the leading technique in ensuring the brand recognition and demand.

In this 4th Industrial Revolution it is



vital that every organization leaders, stakeholders and the working sector recognize the rapid change of business models. into digital economy that reinvent channels to market, and production methods. Digital manufacturing provides huge amounts of data that can enable a better understanding of how to deliver value in new ways to meet unmet needs and desires.

The use of Social Media platforms such as Linked Inn and Facebook for marketing and delivering value is the best technical approach to the successful use of Digital Industry for leading business models.

Organizations that adapt quickly has developed websites and mobile and web application for their business services and products. This is essential considering the delivery expectation in this world pandemic crisis restricting movements and large crowd gather-

ings. This has turned out to be the easy road for many organization to endure the new normal. This I urge many companies and business to consider and build enough content to the best value creation delivery.

#### **SUSTAIN:**

Sustainability is the ability to live within our means and this in terms of value it means the vulnerability to consistently provide etiquette, development and growth culture that beholds the organization's life span. Sustaining value and creating a sphere of trust in the organization involves actions and communication on both value created and protected through the stewardship of tangible and intangible assets, as well as with financial & non-financial performance.

Organization that adhere to value

sustainability learnt to lobby the adaptation to seasonal and generational changes. That's the depth of their secret of standing at the top of their performance as a brand throughout generations. Adequately sharing the benefits of value creation helps to create trust and incentivizes key stakeholders to continue partnering with the organization to sustain value creation in the future.

The great relationship between stakeholders and the ability to manage the organization according to the vision's expectation and capacity plays an important role in the sustainability of value creation. It also makes a simplified layout for organizational development structure which requires carefulness and sensitivity in maintaining the use of finances.



# lifestyle

## FEATURE

**RACHEL PHATSIMO MOKOPANE**

Replenish Fashion Boutique

**PROFILE**

Rachel Phatsimo Mokopane is a 24 year old Motswana woman currently based in Gaborone. She is a Limkokwing University graduate with a degree in International Business, class of 2020. Upon completing her studies, Rachel was funded by CEDA through the Letlhabile loan program to start her business and she did that since August 31 2020 to date and she has given this business her all and brought the best to the market and today it's like Replenish Fashion Boutique has been in the market for the past 3 years, because of its proactive presence in social media, excellent craft, great marketing styles and customer service. Replenish Fashion Boutique is not only a clothing and apparel boutique, it also offer its clients both men and women proper dressing empowerment in the work place, social gatherings, executive meetings and personal outings with friends, because people seem to not understand that clothes say a lot about an individual's personality and outlook on life.

**CONTACT DETAILS:**

+267 77 669 620

**BUSINESS PAGE:**

Replenish Fashion Boutique

**PERSONAL ACCOUNT:**

Rachel Phatsimo Mokopane

**FEATURE:**  
RACHEL PHATSIMO MOKOPANE

# APPEARANCE IN A WORKPLACE



## \*RACHEL PHATSIMO MOKOPANE

person's dress and overall appearance is important for every business professional because it presents a visual image of the person and sends a message of professionalism. The message of professionalism in the business world will shape the impression the business has on customers and prospects. Your professional appearance involves your wardrobe, appearance, body language, and verbal communication. All of these make your total package in your profession! The structure of a tailored jacket, a collar-shirt and tailored trousers or skirt tell the world you mean business. We don't wear them to clean the car, it's strictly for business.

### COLORS TO CONSIDER WEARING IN THE CORPORATE WORLD;

1. **Black-** This power color can convey feelings of mystery and seriousness.
2. **White-** This is a color of cleanliness and caution.
3. **Navy blue-** This is the color of truth and wisdom.
4. **Brown-** The color of stability, brown is also seen as masculine.
5. **Gray-** Color of calmness and consideration.

### CORPORATE DINNER MEETING

There aren't any strict rules about colors or fabrics, but always keep your attire as professional and polished as possible. Men can always wear a combination of long-sleeved collared shirt, button-downs, a dark pair of pants or slacks, all tucked away and made neat with a belt or a blazer.

Women's business dinner attire is conservative in color, length and fabric. They ought to normally wear a suit with a skirt or with pants. The skirt can fall below, at or just above the knee. Leath-



er or fabric closed-toe shoes are appropriate business dinner options. A nicely tailored dress can always be a good choice, a flair one with not much detail to distract other fellows during the dinner meeting, flair dresses are good for relaxed yet serious occasions because they give you a chance to breathe and stay focused.

### WHAT TO AVOID WEARING TO WORK?

Don't wear tight or revealing clothing to work plunging necklines,

midriff-revealing crop tops, sheer fabrics, miniskirts, and dresses don't belong in the workplace. A man's unbuttoned shirt shouldn't show off his chest hair. When you wear revealing attire people may not respect your professionalism and not trust you to deliver on the service you are rendering to them or the business deal you are about to close with them.

### CASUAL WEAR AT WORK

A casual dress code means that employees are permitted to dress in



## COMPANIES SHOULD INVEST IN SETTING HIGH STANDARDS FOR EMPLOYEE APPEARANCE

An employee's appearance matters in all types of business activities. After all, it's easier for others to feel comfortable when you look the part. Whether you're working from home, supervising office staff or sitting down with your banker to discuss a new loan, you have to look the part. Dressing for success sets the foundation for someone's perception of you. It's important that your style conveys confidence and, as Rachel Mokopane always say, this shows that you're "100% in charge."

Along with looking the part, there are many other reasons why appearance matters in business, beginning with your customers. Do your employees look professional when they interact with customers online, in person or in their homes? If you have an air-conditioning repair business, for example, do your service technicians wear uniforms or shirts with an identifying company name, logo or brand?

If you own a clothing and apparel boutique in Gaborone like Rachel Mokopane, does she and the business ambassador wear outfits that reflect their styles?

### LOOK THE PART!

You have probably heard the saying, "You only get one chance to make a first impression." Whether connecting with a customer, recruiting a new employee, requesting a bank loan or presenting a sales proposal to your team, you need to look the part.

comfortable, informal clothing. For men, a casual button-down shirt is always a great choice, and ties are not worn in a casual workplace.

Women have a vast number of top options, though it is important to avoid shirts that are low cut or too revealing. Most companies especially in Botswana, on Friday employees rock up at work with jeans and company t-shirts with sneakers or ladies wearing pumps if not sandals, it's a day to wear a relaxing outfit that's not too serious but nice and presentable.

### CASUAL WEAR RECOMMENDATIONS

In a casual work setting, employees should wear clothing that is comfortable and practical for work, but not distracting or offensive to others. Any clothing

that has words, terms, or pictures that may be offensive to other employees is unacceptable. Clothing that has the company logo is encouraged. Sports team, university, and fashion brand names on clothing are generally acceptable.

### TAKE NOTE

Even in the most casual work environment, your employee's choice of clothing is not a free-for-all though. After all, in a casual work attire environment, because the workplace is a job with coworkers and other people around, employees are still asked to maintain a particular standard in clothing worn to work.

Take Bogolo Kenewendo, for example. As a business leader, consultant and investor working with business owners, she understands the importance of making a powerful first impression. In her signature look, a combination of casual and approachable yet professional attire.

She arrives on time, introduces herself well, shakes hands and gets right down to business. It's a look that conveys confidence, energy, knowledge and success, one that most business leaders, managers and employees should possess. There's a reason people use the phrase, "Look good, feel good." Because it's true! The right set of threads will have you feeling more confident and empowered.

### APPEARANCE MATTERS FOR BUSINESS

Regardless of the nature of your business, appearance matters to yourself, your employees, your partners and your customers. If you start the day feeling good about how you look, that positive energy can help you get more accomplished at work. Your employees will also sense that confidence and be more engaged and productive themselves. A professional business appearance is also vital for attracting new customers and generating return visits and sales.

A clean, safe and well-designed retail store is inviting to consumers, who feel comfortable spending time shopping for products. The same is true for an online store, where appearance, ease of navigation, attractive listings, and support options keep customers on your site.

Remember, first impressions do matter and the right appearance will only further set you up for future success.

Rachel Phatsimo Mokopane is a 24 year old Motswana woman currently based in Gaborone. She is a Limkokwing University graduate with a degree in International Business, class of 2020. Upon completing her studies, Rachel was funded by CEDA through the Letlhabile loan program to start her business and she did that since August 31 2020 to date and she has given this business her all and brought the best to the market and today it's like Replenish Fashion Boutique has been in the market for the past 3 years, because of its proactive presence in social media, excellent craft, great marketing styles and customer service. Replenish Fashion Boutique is not only a clothing and apparel boutique, it also offer its clients both

men and women proper dressing empowerment in the work place, social gatherings, executive meetings and personal outings with friends, because people seem to not understand that clothes say a lot about an individual's personality and outlook on life.

#### CONTACT DETAILS:

Cell: +267 77 669 620

#### Business Page:

Replenish Fashion Boutique

#### Personal Account:

Rachel Phatsimo Mokopane

# Employee

AFRICA

## CREATING VIBRANT WORKPLACES IN AFRICA.

**Employee Africa** focuses on Top African stories, Leadership Insight, Transforming Workplace cultures and driving economic growth in Africa. We create vibrant organization cultures through research based content to develop leaders and employees. Our key strategic partners are from these fields; Research & Development, Training, Leadership Development, Technology & HR Development.

### LET'S CONNECT



**IRIS.**  
COMMUNICATIONS

**PRIME COACHING**  
Transforming Lives • Coaching • Leadership

**EA** EXPERT ADVICE

[www.employeeafrica.com](http://www.employeeafrica.com)





# Mental Health in the Workplace

By: Dr. Amanda Helman



**T**he workplace is a place that should be inviting, safe, and welcoming for employees across countries in Africa. Safety is defined as emotional, physical, and psychological safety. Emotional safety is a person feeling comfortable to express their needs, wants, and feelings without withholding information due to feeling shamed, guilty, or inferior. Physical safety is aligned to emotional safety in that the employee feels comfortable in the workplace without bullying, threats, or feeling overworked or overlooked. Psychological safety is a person feeling valued, accepted, and welcomed in the work environment. All aspects of safety are critical not only to employees but to the pulse of the company or work environment. In essence, it is critical for employers to cultivate a safe workplace environment for everyone. Mental health and wellness involves all aspects of emotional, physical, and psychological safety. Safety is a critical foundation to support an employer's mental health.

Mental health concerns are not only a concern across the continent of Africa but worldwide. In a 2020 Covid response survey to get information about Africa's current mental health awareness in the workplace, employers shared that 46% of employers or staff do not know how to recognize signs of anxiety and depression and how to refer to resources. In addition, 15% of employers are only considering taking action to begin obtaining resources to support employees. The statistics indicate a need to support mental health concerns in the workplace. According to this 2020 COVID-19 benefits survey, over 56% of employees felt lonely, disconnected, or felt withdrawn. The statistics are concerning and indicate a need for healthy action steps to support change in how employers focus on mental health concerns in the workplace. Below are practical steps to support areas of mental health in the workplace.

## Mental Health area # 1: Communication

### 1.HEALTHY CONVERSATIONS:

Employers can help cultivate a healthy and supportive work environment by taking the time to check in with each employee throughout the week. Depending on the workplace, if small or big, the office may have different supervisors or support staff that work with employees in various roles. The supervisors or support

staff can send an email to check in with their staff, or individually, to express their gratitude for them as an employee or to provide a word of encouragement about the employee's work ethic. An email that takes a few minutes to write and send it is meaningful.

### 2.CREATING A COMMUNICATION SURVEY:

Employers can send a non-identification survey to employers checking in to see how safe they feel in the work environment, how often they feel supported or validated, and how they are feeling in their personal well being (mental health and wellness). These communication surveys can be conducted monthly or quarterly for employers to get a gauge on staff health. Based on these surveys, managers have important feedback to plan intentional mental health and wellness training for employees.

### 3.GATHER INFORMATION TO CONDUCT MENTAL HEALTH TRAININGS:

Mental health training for signs of anxiety or depression, amongst staff burnout, can be implemented at different times of day. For example, employers can do a mental health focus that is 10 minutes to a training of 30 minutes or more, depending on the workplace and current policies. For example, are there times scheduled for training?

What does that currently look like? Or, is a 10 minute meeting in the morning that employees can learn about a helpful stretch or breathing exercise to help support anxiety reduction? It will be important for employers to meet and discuss this as a core team and also get feedback from employees about what works best considering the workplace. For example, a hospital workplace meeting will look greatly different from an educational setting and meeting.



#### 4.CREATE A WELCOMING BREAKROOM:

Break Rooms in the workplace are an important component of employees' days. They may access the break rooms for breaks, during lunch, and for additional needs such as putting their lunch in the fridge or to heat up their lunch. The break room can be revamped by simply having some different types of low-level lamps that may create a calming ambiance.

Secondly, the room can have some comfortable seats or chairs for employees to relax. Additionally, the break-room may contain some food for purchase or a basket of healthy foods that are brought in as a simple surprise to employees once a week or more. Additionally, the break room should be a place where everyone feels welcome to join conversations with one another or to feel accepted. It is important to

check in with employees, or even join them for lunch, to establish healthy relationships and to build a community where everyone has genuine concern for each other. In the breakroom or in other places, it is important to have numbers for employees to contact in regards to their mental health.

Examples of mental health numbers may include a suicide hotline, mental health hotline for anxiety and depression, or support groups for

adults who are struggling with mental health concerns. Some mental health hotlines are available both online and in person to support adults.

Mental health supports will vary in simplicity to complexity. It is important to take simple steps of action that will lead to a healthier work environment for all employees as well as employers. When the employers also model the importance of mental wellbeing and health in the workplace, it will greatly impact everyone for the better.

**Source:** Willis Towers Watson's 2019/2020 Global Benefit Attitudes Survey

#### PROPHETIC BREAKTHROUGH COACH, AUTHOR, AND SPEAKER

Dr. Helman founded Healthy Roots Coaching LLC which centers on providing helpful tools and techniques to cultivate healthy family connections to impact communities. She is the founder of the annual Healthy Family Connections International Summit. This summit empowers families and community members to communicate with each other effectively. Dr. Amanda Helman writes blogs on her Healthy Roots website that provide practical information in the following areas: building healthy family connections, overcoming childhood trauma, supporting children and youth who experienced sexual trauma, and how to support the mental health of children, youth, men, and women.

Dr. Amanda Helman is a breakthrough coach serving women, men, and youth to overcome limiting mindset beliefs to find healing and use their voice powerfully in personal and professional goals. She is the author of the children's book *I am Worthy, Valued, and Loved* and her personal memoir called *Silent No Longer: Finding My Voice After Complex Trauma*.

She has been an educational coach and consultant for over 7 years and she has 22 years of experience working with students with disabilities. Currently, Dr. Helman is an adjunct professor at Lehigh University teaching coursework in special education to graduate students. Dr. Helman is an education consultant at Lehigh University in academic interventions, behavior, inclusive practices, and trauma, and works with teams to support students with Autism Spectrum Disorder (ASD).

Dr. Helman has published peer-reviewed articles in the area of reading interventions and has presented at several national and international conferences about empowering students with ASD amongst other disabilities in the area of postsecondary education, student-led IEPs, inclusive practices, vocabulary development, and curriculum development.

## TEBOGO LEBOTSE SEBEGO

Chief Communications  
& PR Officer

"Within all of us are  
two forces. One  
drawn by the dark,  
the other drawn to  
the light. Starve  
your dark side.  
Feed your light. Be  
Good. Do Good."

**#HustleLegit.**

CELEBRATING  
WOMEN

