

# New Name. Same Drive for Success

15 May 2017

True North Coaching and Consulting celebrated the rebranding of the company on the 11th April 2019 in Hyde Park, Johannesburg. The company has embraced the need for change as they head into their 16th year of business with this renewed energy, the company has rebranded to 'Nabantu' – meaning with people.

The company was established in 2003, and as part of the next step in their journey, has chosen to rebrand to match the evolution of the partners and clients. Nabantu's partners, Phephile Simelane and Sue Welman expressed what the rebranding signifies and the path forward: "We've gone through a number of evolutions, and for me, it's very much the next step in our journey," said Welman. According to her, the old identity of True North Coaching and Consulting no longer fully reflected who they were as a business and it was time to claim a new identity that represents the growth, the change and the maturity that has occurred over the last 16 years. Phephile Simelane, added on to what her partner said, saying "It was about stepping into our maturity and 'adulthood'. With ushering in a new era and it being our 'sweet 16', it was the perfect time for change and embracing new beginnings."

Phephile and Sue shared their thought process behind choosing the name 'Nabantu', saying, "We were ready to change our name and we wanted something that articulated and embraced our African heritage."

Nabantu's clients who attended the rebranding event reflected on their journey with the company thus far. These are some of their thoughts on the new brand and the aspirations they have for the company moving forward:

"The running theme that stood out every year from Nabantu is that they really connected with their clients. They understood the needs and challenges of the clients and dealt with them in a very professional manner." - Irma Swart, Hannover.

"The new name speaks to their values as a company and their target market. It's amazing to see the change the company has on their clients." – Anonymous.

"What drew me to Nabantu is that they look young and diverse."- Lolly Gwabuvu, Hollard.

"Loving the new look- its fresh. It shows the fluidity of the company as it remains relevant in the current times." – Sagren Pather, Standard Bank.

"The new name is young and vibrant. The brand is going with the times by reflecting with the times. The rebrand fits in with where we are as a country." – Yvonne Mupenda, Fundi.

"What's really nice is, values that are rooted in African culture are being voiced - I think that's incredible. Previously it was an unspoken thing, and we knew it was unspoken, but as soon as you articulate it, it gives people something to hold on to." - Lisa Till

"The logo is incredible. Powerful and local. I will argue that it will resonate with those that are trying to procure from entities that are empowered. It's very fresh and new." - Mutemwa Ushewokunze, banking sector.

"I think the brand is really beautiful. I feel it represents an African, urban feeling. Its unique and it represents their client base very well. Its forward-looking but very afro-centric." - Zviko Mudimu, Afin.

"We are a new, growing team and as a new team leader, I wanted to ensure there was cohesiveness throughout the team. Nabantu has gone above and beyond to meet our needs. They grasped what I was looking for quickly and matched us perfectly with our coaches. I can recommend them to anyone I know." - Stephan Spamer, Baker McKenzie.

"It is original, it is unique, and we are looking forward to seeing what happens with the new brand." - Celeste Bradley

"I have long relationship with them. I have seen the work they do in the coaching space, and seen clients walk out of coaching sessions feeling good - they have a glow." - Ndumiso Nyoni, Artist.

"We're excited to see what's to come after this relaunch. Hopefully, more collaboration, more diversity and a happy Johannesburg. Johannesburg is incredibly diverse; and to have a company working in that environment, it's incredible." - Gae Nkosi

As they embrace a new beginning for their company, Sue Welman shares that they haven't authentically changed who they are, and so their purpose has not changed either - to enable the growth and development of individuals, team and business.