



## Nabantu Rebrand Press Release

**Nabantu: An imminent evolution contributing to a new era of business**  
- written by Channel Reach

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True North Coaching and Consulting embraces the evolutionary compass, and heads into a brand new direction.

11 April 2019, Hyde Park House of Events was home to the official re-launch and new brand, 'Nabantu' (Formerly known as True North Coaching and Consulting). The event welcomed an intimate and exclusive guest attendance of South Africa's top company heads and executives to celebrate and introduce the company's new corporate identity.

Since their entry into the coaching and consulting space in 2003, True North Coaching and Consulting implemented their unique footprint within corporate and business sectors; covering multiple industries including Banking, Education, Mining, Technology, Pharmaceuticals and Telecommunications. True North boosted its strong reputation through a range of services across organizational, team and individual development. Their aim has always been to enhance people and places, creating a positive impact on the changing business world. True North sought to uncover hidden business and individual potential by facilitating successful relationships within local and global corporate giants including: Standard Bank, Sasol, Barloworld, Anglo American, Investec, Liberty, Coca-Cola and Microsoft. Offering unmatched personal engagement within their diverse client portfolio, the rebranding to 'Nabantu' (translating to 'With People') was an imminent evolution into the next era of their journey.

As part of this 16 year celebration, the growth and transformation from 'True North' to 'Nabantu' emerged from a collective need within the industry and its executive partners to embrace the cultural roots and afrocentricity of their African home. Nabantu continues to build on its fundamental ethos of engaging in unique collaborations with leaders, teams and individuals behind growing and established businesses. The company's executive partners and dynamic-duo Phephile Simelane and Sue Welman recognized the ever-changing discourse of the coaching and consulting space. This spearheaded the rebranding initiative towards a company face-lift that truly reflects the vision of Nabantu. As part of their evolution within the corporate field, Nabantu also has expertise in the areas of Employee Engagement, Diversity, Strategy, Internal Communications, Culture and Eventing.

In addition to celebrating their progressive and culturally-inclusive brand, Nabantu touched on their corporate social responsibility initiatives by sharing their passion and support for the arts. The company created an engaging and open platform to showcase various thought-provoking and symbolic pieces of artwork by South African artists. Nabantu enlisted the talents of young and upcoming fine artists: Khutso Selotole, Neo Mahlangu, Ndumiso Nyoni, Sinomonde Ngwane, Zhi Zulu, and Kgabo Mamefja (aka Saint Rose). Their artwork spoke to the journey, philosophy and spirit of Nabantu; and further highlighted Nabantu's initiatives in empowering women within South Africa's art arena.

Celebrating 16 years of success with their brand transformation, Nabantu carries a new and improved baton imbued with its core values of collaboration, diversity, empathy and care. With a renewed optimism, a solid vision for the future, and a stronger sense of internal and external community, Nabantu looks to reach new milestones and more success in the years to come.