

Four of SA's foremost thought-leaders share insights at the GIBS ECR Business Breakfast

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KZN's corporate elite gathered at Durban's ICC on 3 March 2015 for one of the most anticipated events on the provincial business calendar. Trade and Investment KwaZulu-Natal presented the GIBS East Coast Radio Business Breakfast, giving the 500 attendees the chance to take home key learnings from four of South Africa's influential thought leaders, forward thinkers and strategists.



Hosted by East Coast Breakfast's Darren Maule, the event themed *Find Your Frequency*, featured the Dean of the University of Pretoria's Gordon Institute of Business Science (GIBS), Nick Binedell; the Chief Executive Officer of MTN Ghana, Serame Taukobong; corporate trend analyst, Dion Chang of Flux Trends; and award-winning master storyteller and a prominent figure on the SA culture and entertainment scene, Dr Gcina Mhlope. Under the theme, Find Your Frequency, lessons were shared and knowledge was imparted.

East Coast Radio's Marketing Manager, Renée Burton, says, "East Coast Radio has always endeavoured to be a catalyst of sorts to the communities that we broadcast to - a catalyst of change; a catalyst of progress and above all, a catalyst that unites those who share a collective outlook. The business breakfast allowed us to gather some of the greatest captains of industry to impart the key lessons that have allowed them to arrive at a place of success and accomplishment. This in some small way, is how we pay it forward."

Nick Binedell kicked off the session, drawing on his vast knowledge of strategic leadership to talk about how businesses need to find their authentic frequency to remain relevant amidst the rapid changes within our economy. Using personal anecdotes and his trademark humour, Nick emphasised the importance of innovation when it comes to finding out your distinctive point of reference and what the market wants you to do that is different from your competitors.

Serame Taukobong flew "home" from Ghana to pose this thought-provoking question: do you need to find your frequency or does your frequency find you? He drew on his extensive marketing, operations and sales experience as he shared his personal journey and the life and business lessons he gleaned along the way. Serame, who was the brain behind MTN's famous, award-winning Ayoba campaign, challenged everyone to "the best you can be at whatever it is you do."

Dion Chang used his time in the spotlight to talk about the business of disruption. Dion, who specialises in tracking shifting social dynamics and translating global trends to ensure relevance for South Africa, discussed the ripple effect of game-changing technologies and how they've changed businesses. Trendy himself, Dion drew gasps from the audience as he outlined the technology changes on the way and how they will impact on various business sectors.

The morning rounded off in dramatic style when award-winning performer and SA cultural stalwart, Dr Gcina Mhlope, had the audience riveted. The Durban author and playwright fired imaginations with her skillful use of poetry and storytelling as she



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challenged individuals and businesses into owning up on whether they have done significantly contributed to making a difference in South Africa. "We are more alike than we are different," she stressed as she drummed home the importance of successful corporates and individuals giving back to the communities they operate or live in.

However the morning wasn't all about power suits, insights, networking and bold lessons. Darren's banter revealed why he is one of the country's best-loved comedians, a "praise singer" roused the audience ahead of each speaker, and dancers spiced up the event, raising energy levels with their high octane performance.



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