

# Adding value

## A totally holistic view to change management

**Human nature is such that** change is often resisted every step of the way. Sometimes the only way to implement a change is to elicit outside assistance.

That is exactly what Ndawo Consulting specialises in. Founded in November 1996, Ndawo is a consulting practice that specialises in the implementation of change and change management. The company focuses on specialised areas of change and how it is applied to activities such as training and skills development, quality of work life, information technology, management and administration, and human resource management. In addition to change management, the company also focuses on executive coaching, as well as training and development.

A 100% black-owned company, Ndawo's business philosophy is a strategic blend of cultural influences utilising the notion of ubuntu, a Xhosa proverb meaning "I am because we are". According to MD Markus Moses, within this context Ndawo is proudly African, yet global in its operational philosophy.

Moses is passionate about values and believes they should be an integral part of every organisation in order to guard against corruption of power. "Organisations which have the capacity to take a strong values stance are highly respected and do as well — if not better — than

their counterparts," he says. "They are respected because by adhering to their values, they have given up a short-term benefit, which can often be considerable. The ability of a leader or an organisation to sustain this level of integrity is a product of their value system."

Ndawo operates within certain core values and Moses is adamant that there must be a match between the consultancy's values and those of any potential clients. The company's highest value is based on a Hindi greeting called *namaste*, which loosely translates to "the divine in me honours the divine in you". Moses says the value is centred on the belief that "it is important to acknowledge the highest potential that each individual has to offer and to provide them with the opportunity to unleash that potential". This value is also about honouring that which is of the highest value to their clients.

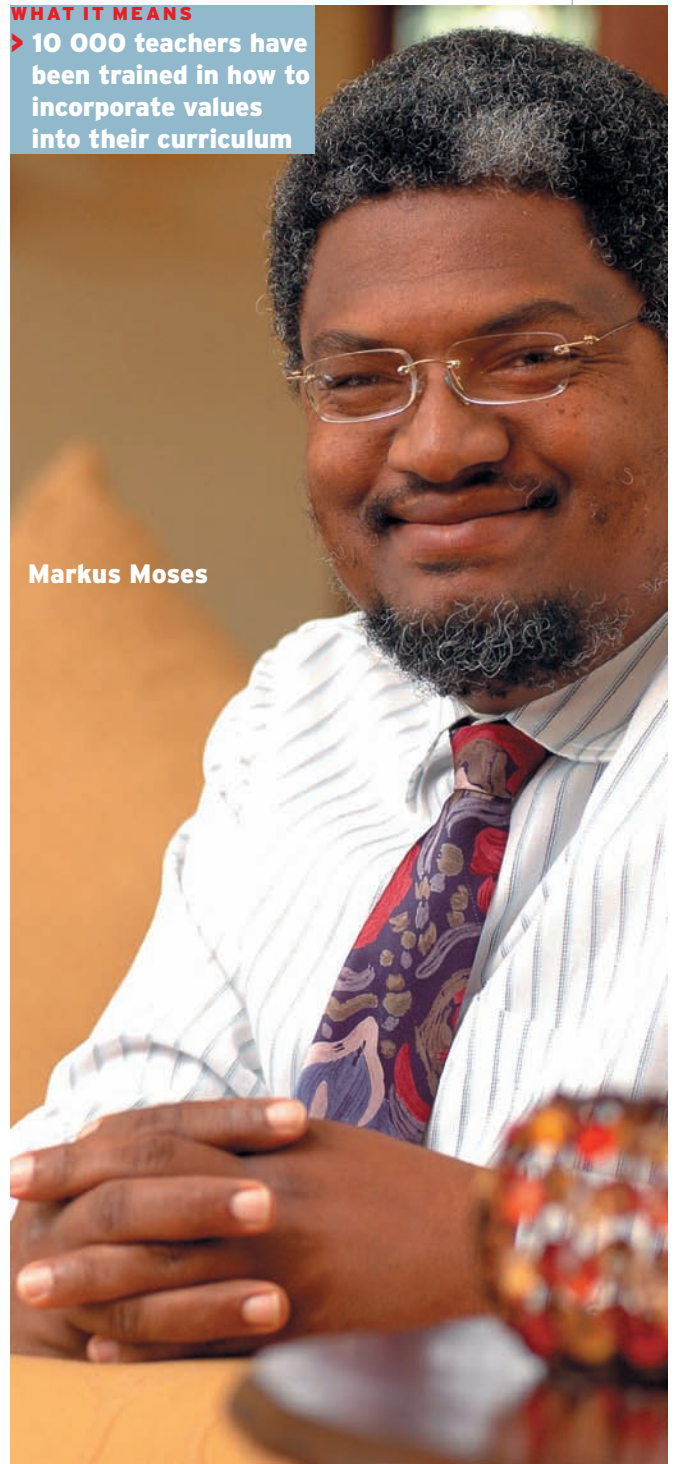
The firm's second value is based on the principle of offering an altruistic service in all aspects and doing the right thing at all times.

"To this end we are involved in a number of social responsibility initiatives, including an active involvement in the Living Values in Education initiative, which has trained about 10 000 teachers on how to incorporate values into their curriculum," he says.

### WHAT IT MEANS

> 10 000 teachers have been trained in how to incorporate values into their curriculum

Markus Moses



"We don't tie clients in with long-term contracts. If they're not happy with our service, they don't pay"

— MARKUS MOSES