



PARTNERING WITH YOU TO ENSURE PREDICTABLE STRATEGY EXECUTION

- › We achieve this by unlocking people and organisational potential and uniting teams for sustainable results.



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WHY?

All highly successful organisations share a common characteristic
- a culture of predictable performance that ensures strategy execution.

PEOPLE. POTENTIAL. PERFORMANCE.



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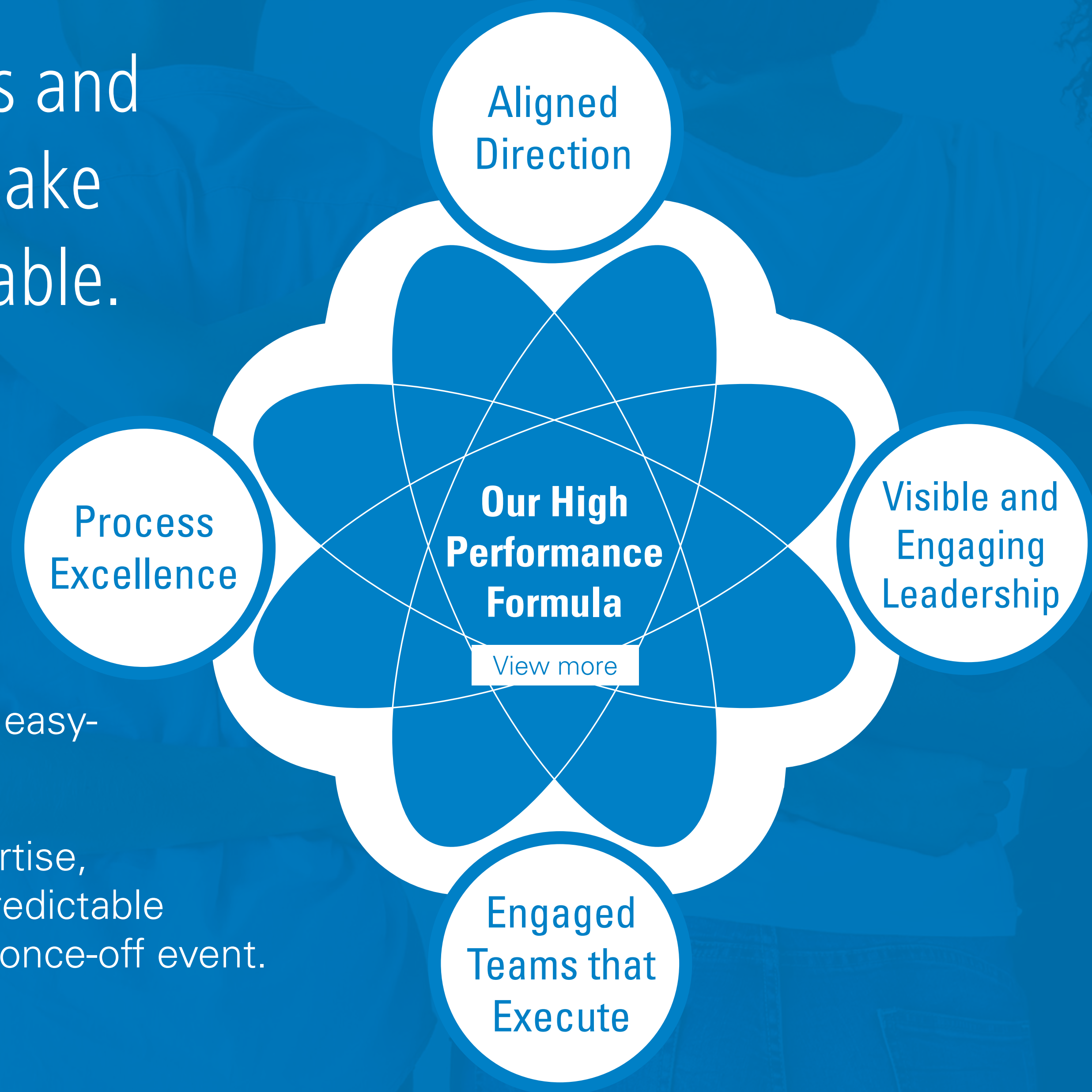


We align the heads, hearts and hands of your people to make strategy execution predictable.

HOW?

Built on 30 years of experience, our High Performance Formula offers an effective, easy-to-use model tailored to your needs.

Fueled by our core values and deep expertise, this formula is based on the belief that predictable performance is a designed culture, not a once-off event.



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OUR HIGH PERFORMANCE FORMULA

Aligned Direction

Strategic alignment ensures everyone knows the business direction, their responsibilities, outputs, and measures of success. This shared clarity creates focus and drives a consistent culture of execution.

1

Visible and Engaging Leadership

Skilled, competent, and visible leaders are essential to shaping culture. By staying aligned, being present, and living the values, they inspire high engagement and willingness in their teams.

2

Engaged Teams that Execute

High-performance relies on engaged, effective teams where members have confidence, competence, and commitment. Supported by structured dialogue and strong cohesion, these teams stay focused, willing, and able to execute.

3

Process Excellence

High-performing businesses put customers first, with employees executing clear processes consistently. Continuous improvement and innovation drive better choice, cost, quality, speed, and service.

4



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WHAT WE DO



STRATEGY EXECUTION

- Strategy
- Performance Alignment
- Culture
- Process Excellence
- Operating Model and Structure



INDIVIDUAL & TEAM DEVELOPMENT

- Talent Management Design & Frameworks
- Assessments
- Surveys
- Senior & Executive Coaching
- Individual Development Programmes
- Team Development Programmes
- Individual Assessments
- Team Effectiveness Assessments
- Organisational Assessments



LEARNING & TRAINING ACADEMY

- Accredited, customised Programmes (SLP & Learnerships)
 - » Graduates
 - » Supervisory, Junior & Middle Management
 - » Advanced Management
 - » Line Manager as Coach (Comensa)
- Client Academies
 - » Build and accredit academies for our clients



ENABLING TECHNOLOGY

Apps for:

- Recruitment and Selection
- Employee Communication (WhatsApp API)
- Team meetings, engagement and performance
- Scorecards and Performance Management
- Recognition
- Leadership Development



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WHY PARTNER WITH US?



EXPERTISE & HANDS-ON APPROACH:

Our multi-disciplinary team and network of strategic partners bring vast, hands-on experience to every project. We prioritise practical skills, knowledge transfer and provide full implementation support.



BESPOKE SOLUTIONS:

Innovative, integrated solutions designed and delivered to your specific needs, seamlessly aligning with your existing projects and priorities. As experts in implementation, we ensure that solutions are not only designed effectively but also executed with precision for lasting impact.



AGILE AND SCALABLE:

Our agile and responsive model means we can quickly adapt to your needs. Our solutions are scalable from a single team to your entire organisation.



PROVEN IMPACT:

Our long-term partnerships with local and international blue-chip companies demonstrate our ability to drive sustainable behaviour and predictable performance.



INNOVATIVE TECHNOLOGY:

We leverage innovative tools and a blended learning approach, built on tried-and-tested business principles, to ensure desired outcomes.



PROCUREMENT ADVANTAGE:

We are a Level 2 BBBEE contributor with a 51% black shareholding, offering procurement benefits to our clients.



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OUR TEAM



Tjaart Minnaar
Founder & Chairman



Hennie Brittz
Managing Director



Marianna Seyffert
Director



Frank Hickman
Director



Marilize Struwig
Finance Director



Noah Masha
Senior Consultant



Geraldine Leibbrandt
Head of Product Development



Kobus van Eeden
Senior Consultant



Hesti Brittz
Operations Manager



Dr. Danie Reitmann
Senior Consultant



Monita Muller
Project Support Consultant



Batabile Manuel
Senior Facilitator



Alice Mbatila
Senior Facilitator



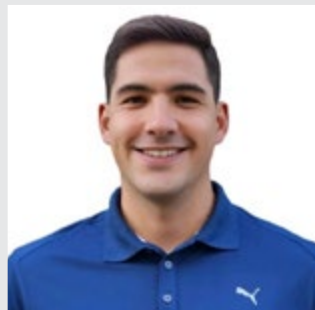
Charné Draai
Senior Consulting Psychometrist



Makaladi Maphila
Senior Counselling Psychologist



Prof. Pierre Strydom
Executive Coach



Stefano Hickman
Consultant



Moletlo Somo
Intern Psychologist



Jané Janse van Rensburg
Intern Psychologist



Carla Koekemoer
Facilitator



Amo Moloto
Senior Facilitator



Jasmine Mohidin
Senior Industrial Psychologist



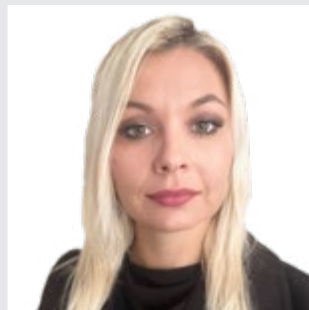
Jaco van der Merwe
Learning & Development Specialist



Louzanne Coetzee
Senior Facilitator



Palesa Mputhing
Senior Facilitator



Sonica Mouton
Senior Industrial Psychologist



Yvette Ramchundar
Senior Industrial Psychologist



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OUR VALUES

PASSION:

Passion is the driving force behind our work. It's the enthusiastic energy and deep commitment we bring to every task. It means caring deeply about what we do and finding fulfillment in our contributions.

EARN:

signifies that we build trust and, through strong work ethics, we earn our right to be your partner. We achieve success through hard work, integrity, and delivering on our promises. It emphasises that we are accountable for our actions and that we value the rewards that come from our efforts.

EXCELLENCE:

Excellence is our commitment to delivering the highest quality in everything we do. It's about striving for continuous improvement, paying attention to detail, and exceeding expectations.

JOY:

Joy is the positive and uplifting atmosphere we cultivate in our workplace. It's about finding enjoyment in our work, celebrating successes, and fostering a supportive and collaborative environment.



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VALUES IN ACTION



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STRATEGIC PARTNERS

A network of strategic partners ensures our capability to meet and exceed your needs.



In partnership with Stadio University, we provide Higher Certificates or Advanced Diplomas in Management through our accredited iLead Leadership and Management Development Programme.



Our design and internal communications agency conceptualises and delivers a range of services to instil your brand internally. These strategies and assets build a powerful connection between your brand and people.



Providing world-class survey solutions with real-time analytics and insights. Together with Mindset Management, we deliver business intelligence that enables you to bridge the gap between insight and action.



Providing intuitive custom web and mobile products that deliver results. Tap into bespoke technology solutions to facilitate business growth and performance.



Gatekeeper Technology specialises in creating custom workflow apps to help your business run more efficiently and accurately. We collaborate with you and your current partners to enhance your workflows and boost productivity.



SSC Group is a black-owned, diversified minerals and investment group. They focus on growth through strategic partnerships in mining, renewable energy, and advisory services, aiming to be a catalyst for transformation and sustainable growth for all stakeholders.



Nomatu is a DEIB consultancy that partners with organisations to build inclusive and equitable workplaces. They are catalysts for creating environments where all voices are heard and valued, fostering a true sense of belonging. Their focus is on navigating the tough, necessary conversations that lead to transformative and sustainable change for all.



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IMPACT

Unlocking potential. Uniting teams. Delivering sustainable results.
Explore additional case studies on our website.



PUBLIC INVESTMENT CORPORATION | REVITALISING THE PIC: EMBRACING BRILLIANT BASICS AND BEYOND

The PIC is committed to building a values-based, high-performance culture, however, the road has not always been smooth. 2Collaborate recently collaborated with OIM Leadership Consulting to help revitalise the PIC by creating an enabling environment where people feel valued and can be their best.



HOLB | TRANSLATING STRATEGY TO ACTION

Facing the challenge of moving beyond a defined strategy to embedding it at every level of the organisation, HOLB sought a partner who could empower their people to take ownership and drive the business forward. Home of Living Brands (HOLB) partnered with us to build a sustainable culture of execution and high performance.



AMAJOYA | ALIGNING HEARTS AND MINDS FOR A SWEETER FUTURE

Leading candy manufacturer, Amajoya, recently completed a year-long transformation journey. The company marked this milestone with its second YOUNite workshop, aimed at celebrating achievements, recognising challenges and strengthening team alignment.



ILEAD | JUNIOR & MIDDLE MANAGEMENT DEVELOPMENT PROGRAMME

Many organisations struggle to demonstrate the ROI of their people development initiatives. Our accredited iLEAD programme is designed to do just that. Available as either a Learnership or a Short Learning Programme (SLP), iLEAD provides an ideal blend of professional learning and on-the-job application. To explore how iLEAD delivers real value for your business read our case study.



View our latest case studies



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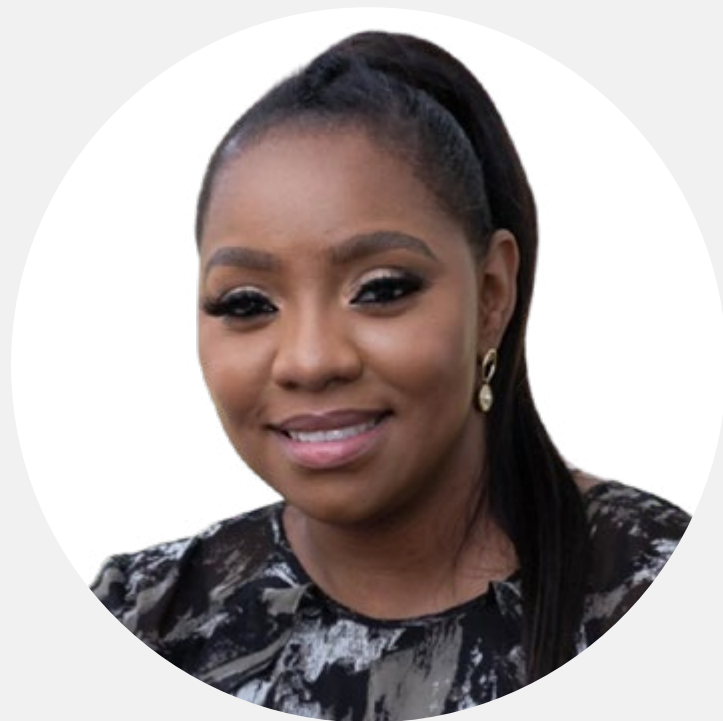
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CLIENT STORIES



Nelli Cele
CEO, Home of Living Brands

“We appreciated the structured approach and emphasis on practical outcomes. I recommend 2Collaborate to any organisation looking to build clarity, cohesion and executional momentum through strategy and team alignment sessions.

It’s been an impactful journey. YOUNite helped clarify our strategic priorities and fostered alignment across teams. The follow-through using TeamConnect® has been instrumental in driving execution and accountability, and we’ve seen strong traction in the teams that adopted it.”



Kobus Gertenbach
CEO, Premier FMCG

“For 14 years, Tjaart has been a trusted partner to Premier, working closely with our management team to help turn the business around. 2Collaborate has played a key role in shaping strategy, aligning our people and embedding a culture that drives performance and growth. This input has strengthened our culture, supported the integration of new businesses and built a solid foundation for effective leadership. It’s been a true partnership, where the gains, improvements and successes of Premier were celebrated together over the years.”



Esther Letlape
HR Lead, PIC

“Rebranding and defining ‘The PIC WAY’ with OIM LC and 2Collaborate’s support has been incredible. This initiative is a journey, not a one-time event. It’s about understanding the organisation’s maturity and the depth of change required. The time invested in gaining our team’s emotional commitment, shifting mindsets and creating engagement was necessary. Over the past year, we have accomplished a lot, earning commendations from the board for our progress.”



Amasi Mwela
Managing Director, cars.co.za

“We spent a few great days at our annual Conference sharing the business strategy and engaging the entire organisation in team building. 2Collaborate brought structure, energy and deep insight to the event. Their ability to translate strategy into meaningful conversations and to help shape a culture that drives performance is unmatched. A world-class partner in every sense.”



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Craig Parker
CEO, Eva Last

“Tjaart has the unique ability to quickly grasp the challenges and then facilitate workshops and discussions to find solutions and create strategic alignment. Tjaart is very transparent and direct in his approach to doing business and therefore ensures the commercial principles do not get in the way of making the right business decision.”



Billy Oosthuizen
CEO, Joya Brands

“This wasn’t just another workshop for us. It was a celebration of the culture we have nurtured and built this past year. 2Collaborate has been instrumental in this, supporting us with solid learning solutions, people processes and performance methodologies. The collective wisdom and expertise they bring to the table is hugely value-adding.”



Andre Witbooi
Head of Learning & Development,
Rectron & Mustek

“We cannot believe how far we have come with 2Collaborate in such a short time. Co-creating our values has been awesome. Since the launch there has been great excitement and commitment by all. 2Collaborate’s dedication to our journey is evident in all aspects of the business. We appreciate their attention to detail and creative approach and are looking forward to the journey ahead.”



Gerbrandt van Niekerk
CEO, Wipe-It

“We extend our sincere appreciation to 2Collaborate for partnering with us on the successful execution of our strategy. The YOUNite programme has been a powerful catalyst for change at Wipe-it. It enabled the mental and behavioural shifts required for high performance, aligning our people around common goals and strengthening resilience. Since adopting the YOUNite way of thinking, we’ve seen a 16% increase in production rates — clear evidence of its impact on both people and performance.



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2COLLABORATE
STRATEGY EXECUTION • PREDICTABLE RESULTS

*"Unity is strength... when there is teamwork and collaboration,
wonderful things can be achieved."*

- Mattie Stepanek

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