



Celebrating Rectron's Women



INTRODUCTION

[Rectron](#) is a dynamic, innovative and rapidly growing South African ICT solutions distributor. Established in 1995, their flexibility, agility and customer-focus ensures they are always a step ahead in the fast-paced digital universe.

“We pride ourselves on being a partner that is easy to do business with and have placed a strong focus on the upskilling of our staff, as well as digital transformation.”

Rectron’s strong portfolio of products and services ensures their customers can offer end-to-end solutions to their consumers.



Rectron has worked hard to drive a positive culture from the ground up. During 2021, [2Collaborate](#) partnered with Rectron on a new journey, with all their staff, to define their core values and further entrench their strong family culture.

Wanting to make their people part of the conversation, 2Collaborate developed a comprehensive, collaborative process, underpinned by our high-performance formula. It included strategy development, values workshops, leadership development and staff engagement. [Click here](#) for more on the scope and impact of this innovative project.

The core values, defined by all of Rectron’s people, have become the cornerstone of how staff show up and live at work and underpin the Rectron culture. These values do not just adorn the walls, they are used to measure service internally and externally and Rectron celebrate the practise them daily.

Rectron’s Core Values



CELEBRATING RECTRON'S WOMEN

In line with their revitalised culture and values, Rectron's strap line, Pursue Excellence, is at the heart of their business and everything they do. Women's Month was the ideal time for them to acknowledge and celebrate their women's pursuit of excellence.

Our journey with Rectron coupled with our Diversity, Equity and Inclusion expertise, positioned 2Collaborate as the ideal partners to deliver a series of inspiring 2-hour sessions for their women, around the country.

"We believe that our open and developmental approach to staff empowerment has played a pivotal role in developing the expert team Rectron has today."

2COLLABORATE'S DEEI<B APPROACH

Our approach to Diversity, Equity, Engagement, Inclusion and Belonging (DEEI<B), aims to create a workplace where employees feel valued and engaged. This strategy involves bespoke solutions, facilitated workshops and consulting to establish an inclusive culture that fosters belonging.

For more on 2Collaborate's approach [click here](#).



THE INSPIRATION

Who better to inspire Rectron's Women with her remarkable story and pursuit of excellence, than Louzanne Coetzee, South Africa's para-athlete and Olympic medal winner?

This fun-loving, remarkable woman has been visually impaired since birth and has never let this stand in the way of her pursuit of excellence. Her long list of athletic accomplishments in the T11 & T12 classifications for blind athletes include the African record in the 1 500m and the world record in the marathon.

Off the track, Louzanne's six distinctions in Matric paved the way to two degrees and a post graduate diploma. She is involved in sports administration on a national level, serving as the athlete's representative on the board of the SASAPD as well as a member of the Sport SA (former SASCOC) Athlete's Commission.

Louzanne's passion, expertise and experience in DEEI<B adds a valuable new dimension to the 2Collaborate team.



THE JOURNEY

Sixteen action-packed 2-hour sessions, were presented around the country to approximately 200 Rectron women during August.

Louzanne won the hearts of the women as she shared how she came to terms with being differently-abled and navigated the challenges of her sport and competing on the world stage.

After giving them a literal experience of her world, Louzanne challenged Rectron's women to identify and take off their own 'blindfolds' - those things that are standing in the way of their happiness or success.

The sessions left the participants motivated to embrace diversity (theirs and others) safeguard equity, foster inclusivity and cultivate belonging – both at work and at home.



THE IMPACT

"I have gained so much this Women's Month. I learned that it doesn't matter what abilities you don't have. We are all warriors, and we can reach the goals we set for ourselves.

I've also learned that we need to stand together – to trust and respect each other. Sometimes, its not only about us and we need to give each other opportunities to evolve."

Innocencia Sithole, Admin Assistant
Rectron Bloemfontein



"The sessions were very informative and uplifting. They helped us rethink our strength as women. It highlighted how much strength we draw from each other and how much power we have when we hold hands.

Louzanne's story of perseverance and courage really touched me. I realise that I need to push myself towards what I need in life and that it's ok to ask for help."

Sizwe Maphomolo, Stores Clerk, Rectron Durban



CONCLUSION

Rectron's WeWomen initiative made a real difference in the lives of their women. It grew their understanding of disability and strengthened their commitment to a diverse and inclusive workplace.

Rectron's story is a great example of how focusing on DEEI&B makes a positive contribution to businesses and their people.

Echoing these sentiments, Louzanne reflects:

"I loved facilitating WeWomen at Rectron. Each region has a different dynamic and they were all so participative and curious. I saw enormous value from a Diversity, Equity, Engagement, Inclusion and Belonging perspective. Many of the women don't know or understand disability. The sessions gave them a safe space to ask questions.

It was a really amazing, value-adding experience and I hope to be back – even in a different capacity."

"A big thank you from all of us. This was one of the most impactful motivational power women sessions that we have attended. The ladies delivered a powerful, meaningful and engaging presentation. It was very much enjoyed and rather useful."

Rozana Mally, Junior Cloud Solutions Specialist, Rectron

