

AN ARCHITECT OF
PERFORMANCE.
A PATRON OF
PURPOSE.



THE
PERFORM  ANCE
AGENCY



NATALIE MAROUN

Managing Director

The Performance Agency

She is courageous, adventurous, and unapologetically passionate about changing the world!

In a different era, Natalie Maroun might have been a daring explorer, a fearless matadora, or even followed in the footsteps of her hero and namesake, Muhammed Ali, to carve out a career in the ring.

In corporate South Africa, she's the dynamic powerhouse that built one of South Africa's most esteemed and respected boutique consulting agencies, which last month celebrated its 24th anniversary.

Under Natalie's leadership, The Performance Agency has not merely excelled; it has revolutionised our thinking about performance, leadership, and what people need to not only succeed, but to thrive.

She's challenged corporate leaders across South Africa to reimagine leadership, not as a title, but as a sacred contract. And she's inspired entire organisations to reimagine their purpose by transcending the transactional aspects of work, and putting people before profit.

As a result, Natalie is a trusted advisor to CEOs and executives around the world, an inspirational role model for women in business, and a fiercely patriotic South African who believes, unwaveringly, that our best days are ahead of us!

So, what are we waiting for?"

TPA

BOLD AND BRAVE. IMPOSSIBLE.

Why wouldn't you want to be **better** than yesterday?

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