

THE PULSE MOVEMENT

Company Profile



**THE PULSE
MOVEMENT**

www.thepulsemovement.org

2025

CEO STATEMENT



South Africa stands at a defining crossroads — one where vision must meet execution, and potential must be transformed into tangible opportunity. At **The Pulse Movement**, we are not a typical non-profit organisation. We are implementing a **R25 million economic transformation programme** designed to create **750 jobs**, train **600 entrepreneurs** and **artisans**, and **establish new township markets within 24 months**.

Our mission is to ignite **localised economic ecosystems** where young people no longer leave their communities in search of opportunity — they create it. Where artisans evolve from skilled workers into business owners, and where townships become hubs of innovation, productivity, and prosperity.

Through our **360-Degree Local Economic Development Support Programme**, we have redefined traditional training. Participants move from learning to earning within six months through rapid market pilots that generate real revenue and real confidence. Each graduate becomes a catalyst — employing others, mentoring peers, and multiplying community impact.

In parallel, our **Artisan Development and Innovation Quest** and **Digital Inclusion Programme** integrate technical trades with entrepreneurship and digital literacy. Whether it's construction, motor mechanics, welding, or coding and AI, participants are not merely learning skills — they're building businesses around them. By merging traditional craftsmanship with future-focused digital tools, we're creating **new, resilient economic ecosystems**.

Our approach is **data-driven, accredited, and accountable**. With professional oversight, SETA partnerships, and university collaborations, we maintain measurable impact and financial transparency. The results speak for themselves: a projected **2.5:1 return on community investment**, growth in municipal revenue, and a tangible reduction in grant dependency.

Yet, beyond the numbers lies the true transformation — a shift in mindset. We believe economic development is not charity; it is **investment with social dividends**. Every partnership we build with government, business, and civil society strengthens this shared value chain.

What we are proving in KwaZulu-Natal is not an isolated success — it is a **replicable model for community-driven economic renewal** across South Africa and beyond.

The next generation of leaders will not only emerge from traditional institutions; they will rise from the communities that we empower today.

The future is not something we wait for — it is what we build, together, right now.

CEO PROFILE

Zola Mngadi is a dynamic professional with a passion for people development, organisational growth, and business innovation. His ability to manage projects, mentor entrepreneurs, and drive impactful training programs has earned him industry recognition and respect. A strong communicator and strategic thinker, he continues to shape South Africa's enterprise development landscape through mentorship, training, and consultancy services.

Mngadi is a registered Principal Business Advisor with the Institute of Business Advisors South Africa (IBASA) and a certified Skills Development Facilitator (SDF). Additionally, he is an accredited Assessor and Moderator with the Services Sector Education and Training Authority (Services Seta), with ongoing efforts to expand his registrations to other SETAs.

Mngadi is also recognised for his proficiency in business facilitation, management consulting, public speaking, and on-the-job coaching. His leadership acumen and deep understanding of organisational growth and change management have positioned him as a valuable asset in enterprise development and skills enhancement initiatives.

Our Mission

To manage a comprehensive 360° Local Economic Development Support Programme (360° LEDSP) that drives total economic growth through Talent Management, Business Facilitation, and Business Acceleration services.



Our Vision

To implement viable Local Economic Development solutions that foster enterprise growth, business development, and social facilitation. Our interventions are geared to promote collaboration among businesses, government, and civil society, ensuring sustainable economic progress.

Our Strategic objective

The Pulse Movement partners with industry, government, and businesses to implement a holistic 360° People Development Agenda. This includes:

- Fostering a learning-oriented organisational culture through talent management initiatives.
- Developing new market pipelines and value chain that provide equal access to well developed trade mediums.
- Promoting equitable wealth distribution through Enterprise Development Campaigns.

Program outcomes

Annual HomeComing© Event: A series of events showcasing local talent, academic excellence, economic opportunities, and community development. These activities focus on family health, creative industries, sports, recreation, and business exhibitions.

Talent and Innovation Centre: Regular academic upskilling opportunities in key areas such as:

- 4IR technologies (AI, Coding, Robotics)
- Media Technology, Graphics, and Animation
- Politics and Leadership Sciences
- Physical Sciences and Mathematics
- Green Economy and Renewable Energy



Local Bursary Fund Management: Sourcing and allocating educational support through career guidance boot camps, work-readiness programs, and leadership symposia. The 360° LEDSP initiative is designed to bridge gaps in local economic development by securing funding and implementing impactful community-based programs. Our objectives aim to optimise economic productivity across businesses, industries, and individuals - while attracting material and financial support from local professionals, businesses, government, and international stakeholders

Programme Structure

•Our programme features:

- Monthly extracurricular and recreational activities leading to an annual showcase event promoting social cohesion.
- Short-term focus areas such as community and social development, health and welfare, education and skills development, and enterprise development.
- Talent Management interventions covering Arts, Culture, Recreation, and Sports, complemented by:
 - Academic/Learner Support
 - Career Guidance boot camps
 - Family and Mental Health Campaigns
 - Leadership Symposia
 - Work Readiness Programmes
 - Business Development Skills Programmes
 - Business / Leadership Symposia
 - Monthly Entrepreneurial Clinics and SMME Fairs.
 - Personal and Mental Health Campaigns
 - Small Enterprise Development & Advisory Services

Programme Benefits

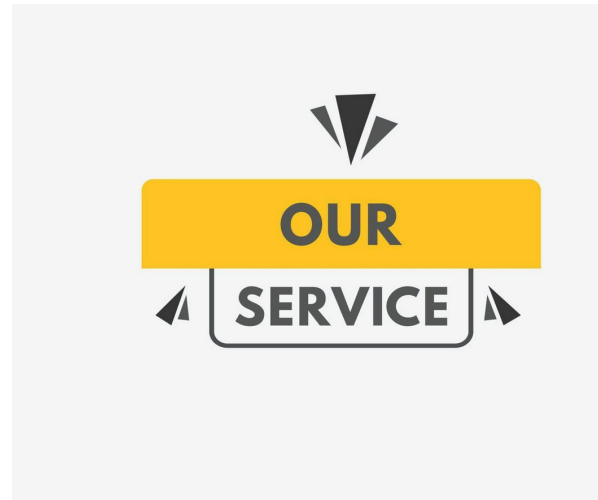
- Holistic human performance enhancement through well-structured interventions.
- Blended/hybrid delivery methods leveraging digital efficiencies.
- Continuous Improvement mechanisms, supported by a "Just-in-Time" Monitoring and Evaluation framework.

Our Services

Human Capital Development and Management Services

The Pulse Movement possesses the expertise to execute Skills Development Facilitation projects and provides Intrapreneurial On-the-Job (& Life) Coach services through Work Integrated Learning (WIL) - as a catalyst. In addition to this offer, The Pulse Movement facilitates social cohesion programs through private and public-led community development initiatives. Tools of implementation are:

- Talent Profiling, and,
- Talent Management (Placement/supervision) services



2. Enterprise (and Supplier) Development Services

The Pulse Movement provides entrepreneurial mentorship and business-to-business professional services that facilitate the support, design, and development of new products, catalysing new business strategies and market developments. The focus is on Local Economic Development (LED) programming. Tools of implementation are:

- Enterprise Profiling, and
- Market (systems) development

The Pulse Programme Matrix

Customer profile	Service Inquiry (Landing)	Programme / Product (Transfer)	Method(s):	Objective	Outcome
16 to 24-year-old - Found (with)in: <ul style="list-style-type: none"> Dept. of Education (DoE)/ DBE or HET Grades 9 to 12 Grades 12 to Year 4 HET Unemployed Entry Enterprise <p>- OR -</p>	Human Capital Development and Management Services	On-the-Job (& Life) Coach: Intrapreneurship Instrument: Work Integrated Learning (WIL)	Talent Profiling	Linkages & Tracking	Career Guidance boot camps
			Talent Management (Placement/supervision) services		Academic/Learner Support
NQF 1 to NQF 6 – Organised as: <ul style="list-style-type: none"> Local Government (Mun.) Community-Based Organisation (CBO) Interest and/or Pressure Group Cooperative Small / Medium Enterprise (SME) 	Enterprise (and Supplier) Development (The Pulse Movement)	Mentorship: Entrepreneurship Instrument: Local Economic Development (LED)	Enterprise Profiling	Business Acceleration	Family and Mental Health Campaigns
			Market and product development services		Leadership Symposia.
					Work Readiness Programme
					Business Development Skills Programmes
					Business / Leadership Symposia
					Monthly Entrepreneurial Clinics and SMME Fairs
					Personal and Mental Health Campaigns
					Small Enterprise Development & Advisory Services.

Formal / Professional Registrations

Organisation	Function	Registration No.
Central Supplier Database (CSD)	Registered Supplier	MAAA0491734
Institute of Business Advisors Southern Africa (IBASA)	Professional Business Advisor (PBA)	M3431
Education, Training, and Development Practice (ETDP Seta)	Registered Training Assessor	ASR110641
Local Government Sector Education and Training Authority (LG Seta)	Registered Training Assessor	LGRS-A1805-373
Services (Sector Education and Training Authority) Seta	Registered Training Assessor	7411285364081-A
	Registered Training Moderator	7411285364081-M

Professional Accreditations

Organisation	Function	Accreditation No.
Services Sector Education and Training Authority (SSeta)	Accredited Training Provider for the following Qualifications: <ul style="list-style-type: none"> FETC: Generic Management 4 - Qual. ID. 57712 LP 74630 FETC: Generic Management 4 - Qual. ID. 57712 LP 58344 GETC: Business Practice 1 - Qual. ID. 61755 FETC: New Venture Creation 2 - Qual. ID. 49648 FETC: New Venture Creation 4 - Qual. ID. 66249 	13904

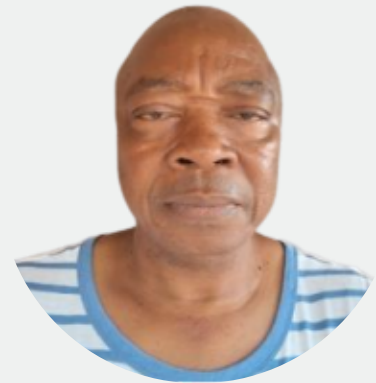
The Pulse Board of Directors



**Dr. Fundiswa N
Nofemela (PhD)**
Chairperson

Dr Nofemela (PhD) is an accomplished higher education leader with extensive experience in Co-operative Education, Work Integrated Learning (WIL), and student employability. Currently serving as the Director of Co-operative Education at Mangosuthu University of Technology, with over nine years in senior management. She has a proven track record in conceptualising and implementing WIL strategies, employer engagement programs, and structured internship initiatives. Dr Nofemela (PhD) also has a strong background in academic leadership, research, and institutional collaboration, focusing on enhancing graduate employability. A published researcher and active member of professional associations, including SASCE and THENSA. Recognised for innovative contributions to WIL, earning commendations for employer engagement and student work-readiness programs.

Mr Mbele has a diverse career spanning both corporate and entrepreneurial roles. Starting in 1984 at Unilever, he held various positions, including Safety Officer, Plant Operator, and Team Leader, until 2006. Following this, Mr Mbele co-founded Sivukile Constructions, where he led and contributed to several significant projects such as the Transnet OTB, Chatsworth Housing Project, and the Indumo Special School. His experience includes working as an Assistant Site Manager and Site Manager for various construction projects. Beyond his career in construction, he has a strong background in sports, having played for Leeds United Football Club, and serving as a director for Leeds UTD.FC, as well as holding leadership roles in local sports organizations, including chairperson positions for both the KwaMashu LFA and Ward 47 Sports Committee. Mr Mbele is also a founding member of Khulanathi Sport and Recreation NPO



Mr Themba Mbele
Secretariat

The Pulse Board of Directors



**Mrs Thembeka
Nsimbi**
**Non-Executive
Director - Finance
and HR(D)**

Mrs Nsimbi is a results-driven finance and business development professional with extensive experience in accounting, financial management, strategic planning, and mentorship. Adept at problem solving with a practical and logical approach, ensuring tasks are completed efficiently and effectively. She is a dedicated leader with a passion for mentorship, having successfully guided businesses towards financial growth and operational excellence. Possesses excellent communication skills and the ability to build strong relationships across various stakeholders. Continuously seeking to learn, innovate, and make a positive impact in every professional engagement.

Mr Mbatha is an education and community development professional with a background in policing, fleet management, and social justice advocacy. He holds a National Professional Diploma in Education (NPDE) and a National Certificate in Policing (NQF5), with ongoing studies in an Advanced Certificate in Teaching. Experienced in lesson planning, learner support, stakeholder engagement, and program coordination. Mr. Mbatha is also very Passionate about education, children's rights, and community based initiatives. Former SAPS officer with expertise in fleet management, investigation, and crime prevention. Strong communication, leadership, and decision-making skills. Open to opportunities in education, learning program management, and social justice advocacy.



**Mr
Lethukuthula
Assist Mbatha**
**Executive Director -
Finance &
Administration**

The Pulse Board of Directors

Mr Nyandeni is a highly experienced Development Economist with 24+ years in financial management, strategic planning, project management, and policy development.

Mr Nyandeni possesses extensive expertise in development finance, risk assessment, and business incubation. He has a proven track record in leadership in executive roles, including as CEO of Seda Construction Incubator, where he spearheaded initiatives for emerging businesses. He is currently serving as Director at Ganwa Consulting and Development, focusing on economic research, feasibility studies, and land reform projects.



Mr Mthunzi Nyandeni
Non-Executive Director - Strategy & International Relations



Mr Sandile Mahlaba
Non-Executive Director - Marketing & Communications (ICT)

Mr Mahlaba is a seasoned industry executive and thought leader in Digital Transformation and the 4th Industrial Revolution, with expertise in smart cities, mobility, public safety, health, and digital government. He has held senior positions at Microsoft South Africa, where they spearheaded digital transformation initiatives, such as smart campuses and cloud adoption programs, and developed impactful government strategies. With a background in leadership, innovation, and team development, they have won numerous awards, including the Microsoft Partner Award and various leadership accolades. Mr Mahlaba also has a strong academic foundation, with multiple leadership and management certifications, and has contributed to various volunteer and leadership positions in organisations like AIESEC and GoDigital SA.

The Pulse Board of Directors

Ms Madlala is an experienced administrative professional and sales consultant with a strong background in office management, customer service, and business operations. With a career spanning multiple industries, she has demonstrated exceptional skills in financial administration, HR processes, and client engagement. She currently serves as Head of Sales Consultant at Trailer Hire Xpress; Zama plays a key role in customer relations and sales strategy. Previously, Zama worked as a Senior Office Administrator at DNA Economics, managing company compliance, recruitment processes, and financial administration. Her expertise extends to service administration at Mustek Limited and reception/office management roles at Zest Weg Group and Sidas Security Guards. Zama holds a background in Social Work from the University of South Africa and has completed various certifications in computer literacy and counselling. She is highly organized, detail-oriented, and committed to professional growth, making her a valuable asset in any business environment



**Ms Zamasishi
Precious
Madlala**
**Executive Director
- Marketing &
Communications**



**Mrs Kelebogile
Mngadi**
**Committees and
Coordination Services**

Mrs Kelebogile (Lebo) Mngadi acquired her Basic Ambulance Assistant Certificate from the Impact Emergency Technologies – Fire, Rescue and EMS College in the year 2012, and her National Certificate in Construction Contracting in the year 2018, after having participated in a 12-month Learnership in the years 2013 / 2014. Lebo is currently registered for a diploma in Tourism and Hospitality. Her short-term goal is the establishment of a Pulse Home Network programme, through which she is to host organisations to therapeutic and entertaining “home-based and eco tourism” retreat services.

The Pulse Board of Directors

Mrs Kojane is a retired and seasoned educator who has, over the years, turned her acquired skills in education and management into formidable business skills through which she has demonstrated great leadership and innovation in the design and development of “socially cohesive” Skills Development initiatives - through hard work, positive attitude, and dedication.



**Mrs Sinomusa
Kojane**

**Project
Administration
Services**

Contact Us



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The Pulse Movement



The Pulse Movement



@thepulse_movement



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