

# Rands & Sense

Brought to you by the UCT Commerce Students' Council

# Rands & Sense

Annual  
Commerce Faculty  
Magazine | 2016-7

BECOMING THE  
MULTIFACETED  
MILLENNIAL

WOMEN  
IN FINANCE

GENDER  
(DIS)PARITY IN  
SOUTH AFRICA

THE  
PHILOSOPHY  
OF AN AFRICAN  
BUSINESS

ON EDUCATION,  
COMMERCE &  
OUR LOVE FOR  
NEOLIBERALISM

BUSINESS OF  
FASHION

TO WAR,  
AGAIN

AND MORE...

Sylvester Chauke  
on redefining success

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# From the Editor

This year's edition of Rands & Sense from conception to the copy you hold today was a fulfilling journey. I did not have to look very far to select a theme that would be relevant to the UCT community as we find ourselves in a wormhole of grey areas amid the black and white depiction of societal norms.

When one tries to envision a career in business, one is automatically led to the image of the suit-and-tie-clad corporate tycoon. Most Commerce graduates still opt for traditional career paths such as Accounting or Finance whether they are passionate about it or not. Several students are working to fulfil their future employer's demands, but what about their own? The faculty is teeming with creatives, researchers, programmers, entrepreneurs, social activists and much more. We often forget how diverse our faculty can be, that there are other options out there and that they are all interconnected.

This year's edition aims to redefine what it means to pursue a career in commerce, to celebrate those who have honed in on their talents and authenticated their offering, and explores some of the ways we can empower ourselves whether we choose continuing education or entering the job market.

There's something for everyone in this issue. We were lucky enough to get an interview with cover person and successful brand strategist, Sylvester Chauke. He is a prime example to learn from when forging a career that is true to your own values and talents. Another interesting contribution comes from Fumani Mthembu, an ex-UCT student turned social entrepreneur who shares her journey and motivation for doing what she does. We also covered the McKinsey Case Competition that mimicked the experience of being a management consultant. And if you're still undecided on a career path, and think an internship might be the answer – we interviewed a range of current UCT students

who successfully completed internships in various fields and want to share their preparation tips and tricks with you.

*We're in an age where we are unapologetically dismantling the norms and creating a reality that supports all and not just a few.*

We are learning to unlearn and in doing so we are carving out our own paths as we intend it. This is the ideal, although we aren't quite there yet.

Over the past few years we have seen a rise in student activism, Ihsaan Bassier makes a statement on the complacency we are to avoid when faced with decolonising education and creating inclusive institutions.

When we think of who occupies the c-suite, womxn of colour aren't exactly at the forefront (nor anywhere close). Gender disparities plague South African leadership at all levels, and this can be intimidating for womxn who aspire to such roles. Bain & Co. offers us an exclusive look at the work they have done in this area and their proposed solutions for organisations to combat this. We

are also very thankful for the contribution of Tanja Tippett, a postgraduate lecturer in UCT's AIFMRM department, who highlights the lack of womxn in the field of finance and shares her personal experiences.

There's this and so much more waiting to move you. We went out of our way to collaborate with a number of contributors to bring you a range of relevant content that you could use as resources to advance your mindset and enhance your future prospects. *Grab a seat and let's engage...*



Editor | Surekha Bhugeloo

# Dean's Foreword

As we recently embarked on the second semester of 2017, I paused to reflect on the events of the past academic year.

Without a doubt, 2016 was a challenging year for UCT as an institution and for each and every member of the UCT community. Each of us experienced the events of 2016 in our own individual way and from different perspectives. I'm sure many of us have both distressing and uplifting experiences to draw on, but it is my hope that you emerged stronger, more resilient and with a deeper appreciation of the need to embrace change and to really listen to and support one another as we move forward in helping create a new, shared identity at UCT.

My primary concern as Dean is to ensure that we continue to provide world-class education that is relevant to our specific context and to produce cutting-edge research that addresses national, regional, continental and global issues. This includes both promoting and nurturing inclusiveness in our student body and faculty staff, and ensuring that our students are equipped with the requisite knowledge and skills needed to enter the world of work, are able to make a valuable contribution and – most importantly – have the ability to adapt to a rapidly changing landscape.

With the rapid speed of technological advances and globalization, the world of commerce is vastly different to what it was even ten years ago, and probably unrecognisable from when your parents' generation started work. The whole way of working is changing; more and more people are working in atypical employment, and it is predicted that half of today's office workers will be working on a freelance basis by 2030. It isn't enough to say: "This is what I've studied and this is what I'm going to be doing in my job for the next 40 years. "We're already seeing increasing levels of 'uberisation' in



Dean | Prof. Ingrid Woolard

the workplace. Businesses will buy services as and when they need them. That means that you need the ability to be flexible and adaptive and to self-manage in this new world of work.

I'm confident that we are encouraging and developing those skills in our students. We're teaching you to question and to engage critically with material, to ask questions and to find your own answers. If you know how to think about a problem and how to engage with new material, then you're much better equipped to be flexible in the evolving workplace.

In UCT's mission statement, it notes the importance of 'stimulating the love of life-long learning'. However, the idea of continuous learning – whether through further formal qualifications or through self-learning is by no means some high-minded ideal, but crucial in your future career which could span up to four decades. I'd like you to consider your time at UCT as just the beginning of an intensive engagement in your self-development, both in your academic studies and personal attributes.

Wishing you every success in 2017.



# Commerce Students' Council 2016/7



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BCom Financial Accounting 3rd year



Duduetsang Seodi  
*Vice Chairperson &  
Transformation Representative*  
BCom Finance with Economics 3rd year



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Kuda Masamvu  
*Events & Corporate Relations*  
BBusSci Finance with Accounting 3rd year

# Message from your Council

Leadership is an intense journey into yourself and requires you to be self-aware.

It's about using your resources to make an impact in the best way that you can and empowering those around you to do the same. No leader is truly perfect, as there are as many stumbles, as there are triumphs made along the way. What matters is that you learn from your experiences and grow into the person you are meant to become.

It can be said that opportunities like this – to be a part of the Commerce Students' Council (CSC) – is a true learning experience. Last year, each CSC member ran independent election campaigns and acquired the support of fellow students to represent them as student leaders. A group of individuals with varying beliefs and opinions had to quickly organize themselves to plan how they would spend their term in office. It has been a long road, our official term started later than it should have because of the nationwide shutdown, but despite this, we were eager to learn the ropes and to begin making our contribution to the faculty.

Over the course of this year, we have hosted faculty discussions which we hope would have improved the visibility of the council and allowed students

the opportunity to voice their concerns to give us an idea of where we should place our focus. We hoped that these experiences would encourage more students to engage with us and each other and that we could facilitate a safe-space for students. If you have never attended a faculty assembly or CSC conversation, we would urge you to experience

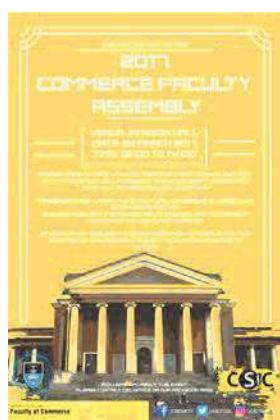
it and contribute. These initiatives only work if there is more involvement from students.

A greater part of our responsibilities included assisting several students with faculty-specific concerns, and we did our best to ensure that students had the necessary resources to aid them in making the most of their studies. We partnered with Chapters for Change, a textbook-drive initiative started and run by a group of UCT students, which takes donations from students and loans them out to those who need them, usually a semester at a time. Our Academic Chair, also started a stationery drive to provide essential writing materials to students. We have also provided assistance to students who needed guidance with their academics or UCT procedures such as deferred exams. We raised students' concerns to the necessary parties whether it concerned amenities, access to study spaces or issues with particular courses.



We have also introduced social events into our calendar to promote interaction between students in the faculty, after all, you never know where you could meet your next business partner. This is where events such as So You Think You Can Graduate come in. It aims to celebrate the various artistic and creative talents that the students in the faculty have. Other events lined up include CSC traditions such as CANSA Shavathon, and CSC Suit-up Day.

As our term draws to a close, we hope that our efforts and presence have made a positive impact on students and the rest of the faculty, and we thank you all for the opportunity to serve. We wish the next cohort of commerce student leaders all the best on their eventual term and we hope that they maintain and improve upon the work we have done.



DESIGN BY PHILLIP HUANG

# Is Talk Cheap?

## A think-piece on the nature of conversation at UCT

By Duduetsang Seodi

Life has a way of showing you that nothing can be experienced in isolation.

The point of attending university is to gain academic knowledge and graduate with the skills necessary for a particular field. However, the knowledge we gain through our years spent here extend far beyond the bounds of our course material. Consciously or subconsciously we learn new skills, develop new hobbies - unhealthy series addictions for instance - and we form new interests, and alter or gain new values. Perhaps one day you even realise that waking up before dawn to hike up a mountain isn't so terrible once you reach the top and there's this spectacular, breath-taking view which in that moment makes you feel that maybe, just maybe, the heightened varsity struggles you face as a black body, a women, or a queer body might end up being overshadowed by the immense joy and pride you will experience once you become that 1st generation graduate and make it out of this place.

Though we have been told time and time before, at some point we, ourselves, come to the realisation that the environment we are constantly exposed to, the friends we make and a variety of other factors actually shape who we are and who we become. However, this is usually an 'in hindsight' realisation we make when agitated or in despair when issues such as sexual assault, which we once just viewed as terrible statistics and a "moving" story, become our reality, when coming from being the best in your community, your assigned

group members talk over you and toss your views aside because they have a "What does a black girl know?" mentality. Or, when you're barely surviving on NSFAS gap funding, are on the verge of DPR and it seems more likely that you will leave UCT with excruciating debt rather than a degree. We realise that the 'work hard + get a degree + get a steady job = success' formula is far from complete.

Bearing in mind the way we absorb and grow from our surroundings, along with the vast amount of socio-political and socio-economic issues that campus, South Africa and the world face at the moment, I questioned the value of hosting conversations regarding the various topics at hand. The most pertinent question being whether these talks would result in any beneficial outcome - or whether each talk would represent just another space-filler in our calendar. The aim of starting the conversation series was to create an environment where people of different backgrounds, cultures and views can engage with one another and with the Commerce Students' Council (CSC) about their stance and criticisms of a particular matter. Moreover, it serves as a platform to make the Commerce student aware of what is happening around them, encourage involvement in the conversation, and have students formulate opinions and be active participants by working against injustice.

Thus far, the council has hosted two conversations with varying outcomes. The first talk was to set the tone for what the conversation series would look like. It aimed at giving students a platform to discuss their varying experiences within the faculty as well as what they would like to see addressed by the CSC seeing as there had





been complaints that previous councils were not visible or accessible enough to students. This event, although productive in its outcome, was poorly attended and it was evident that a different approach would need to be taken regarding future conversations. From the views of those present, it was clear that there is a need for discussions and a platform for students to reach the council, however future conversations would need to have clear topics and would need to be far better marketed. Factoring this in, we then hosted a #MenAreTrash talk. The topic being one that was very relevant and one which was trending nationally at the time. We improved on the shortcomings of the previous talk and this was evident in the turnout.



The decision to go forth with the conversation series reflects my inherent belief that discussion can in fact have an impact on transformation. I believe that conversation raises awareness and exposes people to realms of thought they would not have explored otherwise. It is a manner in which we can address issues by appealing to and developing people's consciousness. In many

cases; when we are in a position of privilege or perceived "normality" we do not fathom or question the prejudice or discrimination inflicted upon those who deviate from said "normality", either by ourselves or by others. We gain insight from critically engaging with those who challenge our views, leading to change in perceptions or further development of the reasons behind our own views.

From the talks we have hosted thus far I realise that in order for future faculty conversations to be a success we need to make sure that the topics are relevant to students, the events are well publicised and that they are well facilitated. An environment

which fosters participation, but sets out clear boundaries with regard to the manner in which views are expressed needs to be developed. By their nature, the issues that matter and thus the topics of discussion will always be sensitive to a particular group present and the very fact that they are present in a space which directly discusses their reality is triggering and challenging in itself.

Naturally, one would question whether this is worth all the effort. Conversation only brings us to a certain point in the road to transformation. What we do with the newly found knowledge, shared experiences and polished mindsets is what makes a bigger difference. How we use what we know to create a domino effect in helping to further educate others, erase ignorance and arrogance is a reflection of how far conversation can go.

A paradigm shift in mindset leads to a change in actions and action is the propelling factor we aim for.

# On Education, Commerce and our love for Neoliberalism

By Ihsaan Bassier

As commerce students,  
we have a peculiar view  
of the world.

We don't have the same disaffection for commercialisation, so our reactions are not quite as outraged when the commodification of higher education is discussed in FeesMustFall circles. In 2015, as worker strikes culminated in the shutdown of campus, doubts niggled at the back of our minds as to whether insourcing was fiscally the efficient and responsible thing for the university to do in a low wage low growth economy. Even recently, when the R2.8 million "austerity" bonuses of UCT's Senior Leadership Group (SLG) drew disbelief around the campus, commerce kids were the first to "understand" the justification that it is simply in line with industry standards.

After all, our entire degrees have geared us towards that salary of R300 000 per year, the median salary for a fresh graduate management consultant, which catapults us into the top 5% of South African adult incomes. We see the bonuses in the finance sector, which a few years from where we stand are bargained in multiples of your annual salary, and shrug at the SLG's bonuses which are only a fraction of their salaries. Some commerce students imagine decolonisation as simply more black women CEOs rather than the total eradication of power and hierarchy.

How did we get here? Many of us, especially those of us in support of student movements, experience the paralysing dissonance between this future and our beliefs and experiences. Some of us are forced to accept this future out of financial need as part of bursaries or to provide for our families, and have to resign ourselves to futures that tear at our consciences. Others started out with a different idea of what business meant, or have begun to rationalise our futures as contributing towards

private-sector led growth that trickles down to all. At some point as a commerce student, you simply give in to the daily drill of market ideology.

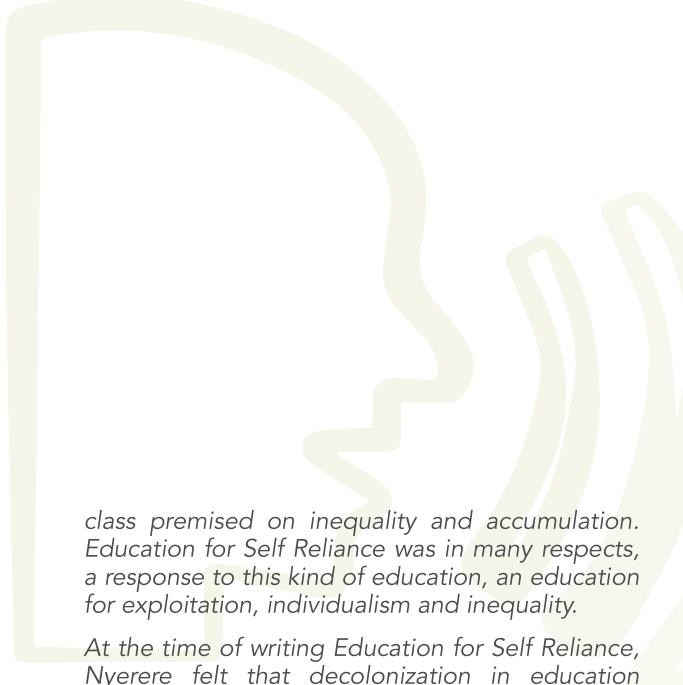
Commerce education needs to be decolonised. Urgently.

Our starting point is understanding the politics of knowledge in the academy. While what we learn in the classroom is purportedly neutral, ideology is visible in our content and culture. Do we ever grapple with understanding the concept of exploitation of workers, a relation fundamental to any business? How many of us can really unpack what is wrong with "neoliberalism"? Can we even locate ourselves historically?

Over the past two years, many protesting students have contributed towards the process of decolonising knowledge. I have been involved in the economics curriculum, where the School of Economics has been pushed through student pressure towards content that does not silence the black working class student in the lecture hall. The recent release of *Publica[c]tion* follows 18 months of dialogue with articles, illustrations and other media forms by students from 13 universities across the country. The *Pathways to Education* collective has released three volumes now, each made up of contributions from students and community members alike, defying the academy in defining where "valid" knowledge comes from and what it looks like.

The following is an excerpt from *Pathways*, in an article on Tanzania by Noosim Naimasiah:

"[Julius] Nyerere's treatise on *Education for Self Reliance* was written one year after the University College of Dar es Salaam students went on strike against a national service law requiring graduates to work for national service for six months and contribute forty percent of their salary to the state for eighteen months. All three hundred students were expelled from the university by a furious Nyerere who was enraged by their class privilege, which was clearly a product of the education system. A system that created an exploiting



class premised on inequality and accumulation. *Education for Self Reliance* was in many respects, a response to this kind of education, an education for exploitation, individualism and inequality.

At the time of writing *Education for Self Reliance*, Nyerere felt that decolonization in education had not interrogated the fundamental basis for its existence; its capitalist and colonial underpinnings which determined its purpose. For certain, the quest for high salaries in the modern sector of the economy seemed to him to be one of the main reasons why education was pursued, premised, as illustrated by the striking students, on inequality and individualism. It is true that Tanzania had endeavored to systematically decolonize education. To start with, the racial and religious distinctions within education were abolished immediately and complete integration of the separate racial and religious systems was established. There had also been a great expansion of schools everywhere including the tertiary levels that had only been intended for the white minority students. Decolonizing the curriculum by making the curriculum content Tanzanian and African rather than imperial had been vigorously implemented in history, the arts, but most especially in language. The civics classes were used as a way to present the organization and aims of the newly independent Tanzanian State."

There is a lot to do. It's 2017, and we still don't have a single black African South African professor (154 out of the 183 South African professors are white). Workers are still denied pay for weekend labour or overtime. Black working class students are still being financially excluded. Yet, the reality is that most of us are tired after two years of protests being met with violence, disillusioned by the narrowing of space for imaginative, emancipatory politics and discussion.

Decolonising the curriculum could be the energising task that gives focus to students, academics and community alike. It will take sustained student pressure, interdisciplinary collaborative research and much learning for all, but it is the heart of "Free Decolonised Education" and will make or break the elitism that characterises our universities.

Ihsaan Bassier is a UCT postgraduate student in the School of Economics.

# DEC OLO NIS ING THE CUR RIC ULU M

# Women in Finance

By Tanja Tippett

## As a woman, should you be considering a career in the Financial Industry?

I am going to attempt an honest and truthful response to this question, as someone who has had a successful career in the Financial Industry over the past 18 years.

I started my career as a quantitative analyst on the interest rate swap desk at BOE Bank (now Nedbank). Up until that point I had worked as a software programmer and then industrial engineer and neither of these two environments prepared me for my experience at the treasury department of an investment bank. I was very surprised at how tough I found my new working environment given that both my previous jobs were in male dominated environments – but this was different. And like most women I thought “it must be me” – I am not smart enough, I don’t know enough, I am not extroverted enough, I am not tough enough. On-and-on went the self-doubt and self-criticism. It was exhausting! And then came the first turning point.

The Treasury Risk Manager was a woman and she mentored me out of her own volition. I was ready to give up on a career in the Financial Industry but she convinced me to consider a different sector of the Financial Industry and due to her support and advice I moved to an Institutional Asset Manager as a fixed income quantitative analyst. It suited me much better and for the first time I could see a career in the asset management industry. That was 16 years ago. I moved from quantitative analyst to portfolio manager to lead Liability Driven Investments at Old Mutual Investment Group. A business I started and built up over 8 years. Was it tough? Absolutely! Would I do it again? Absolutely!

The Financial Industry is dynamic and challenging. It forces you to stretch yourself and question most things. You become knowledgeable about so many things. The Industry is constantly evolving and changing and that creates many opportunities for growth and innovation. Who would not want that?

But at the same time for the reasons mentioned above it can be very tough at times. Especially as a woman. The industry is very male dominated which means that the organizational structures and culture are mostly determined by men. And in my experience, there is very little awareness by the men in the Industry of the female experience of the Industry and how the structure and culture can undermine women. Women must work twice as hard to get heard sometimes and you often must strategize as to how you are going to get your message across in an authentic way. When the going gets tough as it does, women respond differently to men and you are often required to push back firmly to allow yourself the space and time to process in your own way. None of this is easy, but it is possible.

Having a good mentor that recognizes your potential and is invested in your success makes a tangible difference. There are women in Finance that have navigated this journey and are now at a point in their respective careers where they have a stronger voice that others (men) pay attention to. They are using their voices to bring about change and create a different environment for all. Many of them are mentoring young women in their respective organizations and actively working towards more inclusion and diversity in the work place. I would strongly encourage you to seek out these women in your future organizations and foster relationships with them so that they might encourage and support you when you need it.

If I had to summarise the three factors that allowed me to be successful:

- Belief in my intellectual ability.
- Authentic Relationships with work colleagues across the organization.
- Mentors (male & female) that valued me and saw my potential.

Due to my desire and belief that the time has come for me to contribute to the transformation of the Industry in a different way, I joined AIFMRM (African Institute of Financial Markets and Risk Management) during 2016 as an Adjunct Associate Professor. I lecture and mentor students that are studying towards an MCom in Risk Management of Financial Markets.

When I joined AIFMRM and started spending more time at UCT and in the Commerce Department in particular I was struck by the lack of female students. Upon further investigation and conversations with students the same messages kept occurring – lack of role models, too few conversations about the opportunities available women and fear. In order to make an attempt to address some of these concerns AIFMRM hosted an event on 17 August 2017: "Women in Finance". The critical objective of the event is to inspire female students to choose a career in finance. We hope to achieve this by giving them exposure to female role models who are at various stages of their careers.

The Financial Industry is facing challenges due to many factors: regulatory changes, requirement for greater transparency and lower fees, the necessity to transform, technological advances, to name but a few. We are going to need authentic, aware leaders that listen – male and female to overcome these challenges.

It is my firm belief that only through working together and harnessing the best of female and male authentic strengths will we innovate, stay relevant and transform the Industry.



Tanja Tippett

# Gender (dis)parity in South Africa

## addressing the heart of the matter

BAIN & COMPANY 

### VANISHED!

South African women are disappearing on the path to senior leadership, despite beginning their careers with the same level of aspiration and confidence as men.

Bain & Company's South African gender equity report points out areas where organisations fall short on women's advancement in the workplace and what they can do to address this.

Women in South Africa outnumber men when it comes to university graduates, and they are joining the workforce in greater numbers with a high degree of aspiration and confidence that they can reach senior leadership – on par with their male colleagues. Yet, even though the foundational elements to ensure women succeed are in place, few actually make it to the top. Instead, women seem to be steadily "disappearing" on the path to EXCO.

Bain & Company recently conducted a survey of over 1,000 women and men in the private sector across all levels and industries, and conducted more than 50 one-on-one interviews with individuals in corporate South Africa to understand the current perceptions of gender equality in the country's workplace and the deterrents to success that women must confront daily to succeed. The findings, detailed in Bain's latest report, *Gender (Dis)parity in South Africa: Addressing the Heart of the Matter*, reveal 58% of women compared to

48% of men at the non-management level aspire to reach the C-suite and are equally confident that they can do so.

However, once women reach middle-management, they begin to experience a decrease in confidence and this is where the inhibiting factors start to come in. On average, women at this level are 11 percent less confident than their male counterparts that they can reach the top, likely because they start to experience the day-to-day realities of gender inequality.

Female respondents believe that some organisational processes disproportionately benefit their male colleagues. For example, South African women are 12 percent less likely to consider performance assessments fair versus their male counterparts and almost 30 percent less likely to believe that they have equal opportunities to advance on the same timeline as men. The largest disparities occur at the junior and middle management levels, where men are 46 percent more likely to believe in equal promotion timelines.

About 40 percent of respondents said they have negative experiences at the workplace (such as sexual harassment, lack of respect and exclusion) more than once a quarter. Interestingly, Bain found that these instances had a similar frequency for women and men, but based on interviews, have a more significant effect on women's advocacy (women recommending their respective organisations to others), desire to stay in the organisation and likelihood to move up the ranks.

"Often, women, particularly in middle-management, feel marginalised, ignored or simply worn down by trying to get their efforts recognised," said Catalina Fajardo, a Bain partner based in Johannesburg and co-author of the report. "The

perception is that promotions for women generally take longer and the loss in confidence is reflected in the decline in advocacy scores by women a few years into their careers."

This scenario may be exacerbated by the lack of senior level support and mentoring, which Bain has found is essential in helping women reach their full potential. Less than 40 percent of women in non-management, junior- and middle-management positions believe that they possess such support.

Bain's report also acknowledges that social and cultural pressures can influence women's career advancement. Only 58% of respondents agree or strongly agree that their communities support equal career opportunities for women and men. In addition, women who said they do not aspire to senior leadership positions are almost three times as likely to say their families (whose support is of greater importance than communities) do not believe in equal career opportunities.

"Our findings suggest that women continue to bear a disproportionately heavy burden when it comes to balancing professional aspirations with deeply embedded societal norms, which continue to dictate that women should be the primary caregivers in the home," said Fajardo. "As a result, many women feel they are 'going against the grain,' when they opt for a career."

One factor that Bain found has little bearing on women's career advancement – despite commonly held misconceptions – is personal attributes, such as comfort with risk taking and resilience. According to the research, men and women rate their experience within these categories nearly identically and reasonably high, at an average of 3.8 out of 5.

There is no silver bullet to fix gender equity – it is a complex, highly nuanced challenge for which change and action needs to come at individual, company and societal levels. However, Bain found four calls to action that are applicable to all organisations and can, when effectively implemented, positively affect women's progression in the workplace:

- Align as a leadership team around a business case that supports gender equity
- Strengthen the career path for women at middle management on the path to senior leadership
- Ensure that checks and balances are in place to identify biases in reporting and processes
- Apply a zero-tolerance policy and increase awareness of negative experiences

Although South Africa has made significant strides towards gender equality in the workplace, the country still has a long way to go. Because of intersectionality, gender cannot be viewed on its own—a fact that is particularly important in the case of South Africa given its historical context. Gender equity is not solely a matter of chasing targets: Organisations need to set women up for success in order for them to reap the business benefits that diversity can bring.

Through this study, we have uncovered that organisational and societal factors, not personal ones, limit women's ability to reach the top. That said, everyone has a role to play in changing the status quo, be it in his or her capacity as an individual, as an organisational leader or as a member of society.

The time to act is now!





# Sylvester Chauke

## on redefining success

By Kuda Masamvu

Sylvester Chauke, a prominent figure in the world of brand strategy and chief architect of his very own marketing and brand consulting firm, DNA Brand Architects, shares his advice to all prospective graduates and gate-keepers to their own successes.

**Q. What motivated you to start your own company?**

The journey towards starting DNA Brand Architects is a beautiful one and one that I always enjoy recalling because it has come with many learnings and revelations. It all started with me having worked for some of the most influential and respectable companies in the country like advertising agencies such as FCB, Ogilvy and DDB South Africa. After my stint in advertising agencies, I moved across to Nando's as their Marketing Manager which was an incredible experience and got to do quite a lot of great work. After Nando's I went on to MTV Networks Africa as their Head of Marketing and Communication which was a fantastic Pan African experience. So my entire journey across brands and businesses taught me a lot about what I know today and has served as a great foundation for my entrepreneurial journey and management style. Without having been exposed to these businesses, I would not have been privileged and empowered enough to start this journey.

The main motivation, however, was that along the way, I had seen and experienced so many ways things could be done differently and I started imagining how I would lead and run a business

as the Chief. This was what really fuelled my bungee jump into the process and I realised I was more than ready for the battle because, up until that moment, I had never seen myself as an entrepreneur but more as a business man.

**Q. One of the qualities that makes your business, DNA Brand Architects, stand out is its unique offering. What inspires you to work with the clients that you do, and how has this influenced the brand of your company?**

The intention from the beginning was clear, we wanted to bring fresh thinking to the boardroom and demonstrate excellence in the way we do things. I have to say, along the way, we were and are still very fortunate to work with the clients we work with on a daily basis and the quality of the team in our office. As young, hungry and passion-driven professionals this is key for us. We always aim for the kind of thinking that permeates through the walls, boardrooms and desks. Our daily mantra of Value, Skill and Energy is what further enhances and really summarises the ethos and influence of the brand and we hope they are not just words but that they are brought to life daily.

**Q. There is much debate around whether it is better to focus on being an expert at one field or to be relatively good at a few things. What is your take on this?**

Where one focuses their attention, will determine the outcome. So for me, the ability to focus and be an expert in an area is vital. There is a difference to being an expert in many areas and having different passions that fuel your energy. The latter is a diversification of things that you are passionate about but it does not take away the fact that there are only 24 hours a day and where you spend most of your talent determines the outcome. The 'slashers' movement is real and is not impossible but it needs to be managed and there must be a core focus.

## Sylvester Chauke | Awards

- Strategic Marketing Magazine – Marketer on the Rise (2009)
- Mail & Guardian Top 300 Young South Africans (2009)
- GQ magazine Most Influential Young Man under 35 (2009)
- Best Leadership Award, MTV Networks Africa (2011)
- Men's Health Magazine, 20 Most Influential Men (2014)
- World Economic Forum Global Shapers (2011 – present)
- Curator of the WEF Global Shapers Johannesburg Hub (2013 – 2014)
- Board Member : South African State Theatre (2014 – to date)
- Council Member: Africa Month; Department of Arts and Culture (2015 – to date)
- SA Premier Business Awards, Young Entrepreneur of the Year (2015)
- BBQ – Young Achiever of the Year (2015)
- Oliver Top Empowered Young Achiever of the Year (2016)

**Q. Careers that combine an individual's creative interests with a societal demand are hard to come by, mainly because not many people are willing to take the risk. Do you think that there is room in South Africa for creatives to grow, and potentially overtake international competitors?**

Can you imagine a world without creatives? Completely bland I tell you. South Africa is full of incredible thinkers and creative acumen like no other. Just that most of the time, we see creatives as those crazy people that paint stuff and dress weird, that's where the challenge is. Creative thinkers drive businesses and are central in today's world of so many "me too's" and rapid technological changes.

The creative industry has been seen as a very niche and exclusive industry. As a country, we need to stimulate the industry and make creativity a necessary subject matter in schools.

International advertising agencies are very clever in how they ring-fence this space and for me, it really kills for the building of our very own brand gurus in this new world order versus always reading and quoting the yesteryear thinkers of British and American descent.

**Q. Society has this perception of what success and leadership should look like. It's inherently present throughout the working life of a student from recruitment to retirement, and influences many of the decisions we make and choices we have. Have you faced challenges pertaining to your sexuality and colour in your career? And how have you overcome these challenges?**

Discrimination is something that we all have to fight on a daily basis whether it is on issues of race, sexuality or religion, it is always there and that really sucks! However, I have always made a conscious decision to never allow this to get in



IMAGES (INCLUDING FRONT COVER) BY PHILLY MOHLALA

my way of achieving all the things that I wanted to from a very young age. If anything, this has always motivated me to push harder and above my weight. In this way, I have been able to silence the noise and focus on what needs to be done and what makes my soul sing, always.

**Q. What did you study at a tertiary level and how has that shaped your career path?**

This question brings back so many memories considering that this is where it all started. I studied for an Honours degree in Marketing Communication at the University of Johannesburg and man, I have to say, the teachings through the different theories we explored really helped and shaped my thinking. I would have not been as confident in my ability to deliver marketing solutions had I not started from where I did.

My university studies gave me exposure into the industry in ways that confirmed my passion points and the stuff I love. I am obsessed with ideas, great thinking, people and how they think, purchase and live. Through my degree I made connections with the things I love – that was really special.

**Q. If you could give future graduates one piece of advice that you wished you knew at their age, what would it be?**

The world we live in is vibrant and full of many possibilities that are not always going to wait for you.

No one owes you anything!

Do what you need to do to ensure you get to where you need to.

Maximise on the opportunities you get, watch your ego (we are all special, not just you). And when you get an opportunity to intern/be on a learnership – remember to serve with a smile!

# The Business of Fashion

Work-wear is a less-talked-about component of company culture.

Depending on how restrictive the environment is, there is always room to add subtle or bold touches to your look. While it has no bearing on your technical ability, developing your personal sense of style can go a long way in conveying qualities and character traits that make you stand out from your peers. Our shoot was both runway and street-look inspired, and aims to offer a glimpse of inspiration for cultivating your personal brand, and refraining from the mundane and ordinary.



above: Nandish Shukla, BBusSci Finance  
right: Precious Hlatswayo, BCom Financial Accounting





top: Gamuchirai Gaga Nyamupinga, BSocSci  
majoring in gender and industrial sociology  
above & right: Surekha Bhugeloo, BBusSci Finance  
with Accounting

# The Philosophy of an African Business

## Knowledge and Power As Development

By Fumani Mthembu

I am an entrepreneur who graduated from UCT in 2005 with a BCom degree in Politics, Philosophy and Economics.

In 2009, I met my future business partners, people whom I now consider to be my brothers. Like myself, they were drawn away from well-paying corporate jobs as bankers, economists and high-flying marketers to build a new South African institution. I speak of our business as an institution because we understand our mission to be much greater than the profit-objective. We are in business to express our historical role, which we believe is to advance the national development agenda through economic freedom. As a consequence of this, we founded the Pele Energy Group in September 2009. Today, it comprises 3 subsidiaries: Pele Green Energy, Knowledge Pele and Pele Natural Energy. What follows is a brief account of the philosophy underpinning Knowledge Pele, the business that I look after in my capacity as Managing Director.

Knowledge Pele is a private company that conducts research for development and implements development programmes to deliver 'good change'. We also provide advisory services. Our clients are predominantly private companies that seek to make impactful investments in township, rural and peri-urban communities.

### 1. The question that people ask is why we chose to create a research startup?

The answer is faceted. In some respects, it is simply because we're entrepreneurs at heart, which implies that we see opportunity in that which we perceive to be failing/ inadequate/ missing.

More fundamentally, we believe in the power of codified knowledge. I was personally influenced by Ngugi Wa Thiongo to invest in codifying African languages and attendant ways of knowing. By writing and converting our knowledge(s) into science, we ensure that our cultures, histories and aspirations can travel across time. Ngugi has argued that it is the historic failure to do so that has resulted in the obscuring of our historical contribution and thus our diminishing as humans.

It is therefore urgent and important that we recognise that all power is rooted in knowledge. In other words, our development is a question of epistemology: whether Africans can know, whether what we know can be deemed valid and most importantly, whether Africans can themselves trust that what they know and how they know are valid for advancing our own societies. Thus, building a research and development company is in many ways about living out the process by which we become epistemologically confident as Africans. We had to do this in the form of a private company so that we could earn the profits that are necessary to generate and maintain intellectual autonomy, which is central to the very project of development through intellectual freedom.

### 2. The second building block of Knowledge Pele is the fundamental belief in the necessity of conscious, societal progress.

We believe that Development is not exclusively a question of the so-called 'third world', 'the poor', 'the bottom billion' and so forth. At its heart, Development is the quest for progress driven by intent rather than presumed happenstance. Because of this, our work is about being awake to and informing our own development paths as Africans. Importantly, we work with excluded communities to enable them to articulate their vision of development such that they can lead rather than be led to their own futures.



### *3. Thirdly, we believe that under-development is the product of alienation from knowledge.*

It is evident that the poor have been constructed through the process of alienating people from knowledge. That is, alienation from knowledge of the self in history, alienation from the knowledge of the self as fully and equally human, alienation from the knowledge of one's value and ultimately, alienation from one's agency. The colonial project was fundamentally a project of alienation from knowledge and human subjugation continues on that same premise. Knowledge Pele therefore exists to end this form of alienation, one day at a time. As a Black African company, we seek to symbolise and therefore signal to those like us that it is possible for us to be valid epistemic agents and to use that knowledge for our own advancement. We do this practically by conducting research in and with excluded communities to reveal to them that they are capable of thinking critically about their conditions to inform the nature and form of development investments in their own communities.

### *4. Knowledge becomes especially powerful when applied, but the power to apply knowledge is contingent on who owns it in the first place.*

The most necessary path to development is the ownership of knowledge. It is through owning knowledge that we are able to freely apply findings in designing development programmes that reflect the depth of what we know. Without this ownership, the work of praxis (research informing development and development informing research) would be much harder. Our independence is thus what enables us to freely integrate what we know into what we do as development practitioners. We need not ask permission to do what we know to be correct. And it is in the doing, that our knowledge is most valuable. The knowledge we generate changes lives when applied as development programmes and initiatives.

### **Fumani Mthembhi | Fact file**

- Born: 1984
- 2003-2005: BCom PPE, University of Cape Town
- 2006: BA Honours-Politics and Development Studies, University of the Witwatersrand
- 2007-2008, 2010: Microfinance Banker, Standard Bank South Africa
- 2008-2009: MA Science, Society and Development, Sussex University
- 2009-: Co-founder Pele Energy Group, Managing Director of the subsidiary, Knowledge Pele
- 2017: 1st year Phd student in Economics, University of Cape Town

### *5. Finally, we exist to make ourselves redundant.*

Whilst we value the importance of our independence and strive to become Africa's leading research and development firm, we recognise that our mission can only be realised through our eventual redundancy. Making ourselves redundant is what we do every day when we train young researchers and development professionals in excluded communities to do exactly what we do. We have and continue to do this, every day, across South Africa. We do not take on any client engagements without the commitment to transfer our capabilities to the communities we are contracted to assist in developing. To this end, we will start to establish research and development centres in township, peri-urban and rural communities that will be equipped to produce knowledge for development as well as design and implement development programmes. It is our conviction that through this diffusion of our capabilities, we will achieve what we set out to in the first place: researched and sustainable, community-led development, across Africa.

*Fumani Mthembhi is currently registered for a Phd in Economics. Her research is on the formation of industrial capabilities in transitioning economies with nascent industries.*

# Becoming the Multifaceted Millennial

By Ericka Tjiueza Rands & Sense writing competition winner

Margaret Zhang is a classically trained pianist, ballerina, photographer, stylist, international business consultant, brand strategist and freelance writer.

Image Source | Sydney Morning Herald



Margaret Zhang

At the age of 24, she has completed a Bachelor of Commerce, a Bachelor of Laws and is the owner and creative director of the website Shine By Three. I think it's safe to say that Margaret has become the poster child for modern day productivity and embodies every millennial's aspiration to have a viable moneymaking career that involves realizing your passion projects.

If the past three years of being a commerce student have taught me anything, it is that we live in an era of multi-careerism, established on the principle that it's perfectly okay to have and to explore interests that don't lie along the career pages of a traditional business science textbook. As a matter of fact, there has never been a more pivotal time than right now, for us as millennials to explore our eccentric ideas and develop our intuitive niches.

What is true is that we all have a fascinating perspective on the world, and so it is our duty to align individual inspiration with passions in order to create amazing and meaningful creative content

and to drive new products into the world. Zuckerberg did it. Steve Jobs did it too. Trevor Stuurman is doing it. "You have to find something you are passionate about and find a platform on which to communicate it to people. That's when it's real and that's when people listen" says, Margaret.

The trick lies in gathering enough courage and confidence to hone in on all of your opportunities. Those opportunities that make themselves available right here in our immediate academic realm, and those that are inspired by our interactions with individuals outside the margins of university. Don't be afraid of putting yourself out there in a real and meaningful way because doing what inspires you, could open so many doors for yourself and others.

In embracing the idea of being a multifaceted millennial, Margaret Zhang has established three important axioms that I believe every student should live by – never sell yourself short; try to collaborate with pre-existing ideas and notions rather than conforming; and be aware that the ability to prioritize, and consistency, will bring a lot of clarity to the quality of your work. You also need to establish a team of supportive people who see your vision and believe in your work.

Your studies as a commerce student should never inhibit your mental wellness and willingness to be repurposed by your creative insights. But rather serve as a tool that'll help you combine your knowledge with your creative insights to work towards realizing your passion projects and manifesting your long term aspirations. Remember, for as long as you are being genuine and true to yourself, nobody will be able to touch you or your skill.

And as long as you find fulfillment in what you're doing, then you are successful.

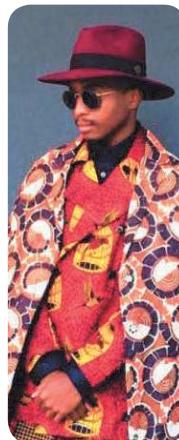


Image Source | All things Ankara

Trevor Stuurman

# To War, Again...

By Mihle Masekwana

I dont know whether it's me alone, but whenever the time to leave home arrives, I always get the feeling that that the air I breathe is somewhat colder and sends a cold rush throughout my body. Perhaps its fear, doubt or just reality sinking in.



The reality that you're leaving a place where you're accepted, forgiven, where you can heal and recollect yourself , to a cold world with countless obstacles on the way to success, particularly for a black child. Where you aren't even certain that the 'better life and opportunities' you're in search for will be realised cause you're not as resourced and at times met with failure. Maybe the fear is that by the next time you come back things won't be the same.

Perhaps you won't be coming back to celebrate your achievements in the far away land, but to bid goodbye to one of your own. Maybe your place of solace and motivation would exist no more, just the fractured, sometimes incomplete walls that have been holding home together.



We soldier on regardless, in the hope that the benefit of leaving outweighs the cost and that perhaps the times we work towards and that our loved ones so look forward to make up for all we sacrifice.

Mihle is a 3rd year Business Science (Finance with Accounting) student.

Read more of his work on his personal blog, *Imfengu in Motion*.



# Prep to Impress

## Name: Portia Buthelezi

Degree: Business Science: Finance with Accounting (CA Stream)

Year of study: 4th year (did internship in 3rd year)  
Internship: Visiting Associate Programme at BCG

1. The culture of the firm is to appreciate and celebrate each person for who they are. Diversity is understood to be vital to achieve different outlooks to the various problems facing companies and our economy. Essentially BCG values the different ways that people approach problems and their creative ideas to solve complex issues. It does not matter what your skill set is, you must just be ready to think outside of the box
2. It is very important that we understand that the 'Getting to know you' portion of the interview is just as important as the Case Study and/or aptitude test. The company wants to know who you are, what you enjoy doing, where you come from etc. I practised with my close friends; they helped me remember certain things I had completely forgotten or that I underplayed. They also challenged me and asked me some deep questions. This all helped me to be confident in myself and my achievements.
3. Preparing for case interviews is very specific to the individual: Some people find it more beneficial to learn about various industries, current news, and only practise a few cases with other people. I found practising the cases worked best for me. I first went on Victor Cheng's website, which is full of Consulting resources, and used those frameworks to assist in approaching the various case studies I practised. I found a majority of my cases from American Business School's websites. A few of my friends and I were applying to consulting firms so we practised together. Also, I integrated business acumen and current news into my everyday life. I followed various business and news accounts on Twitter and downloaded Bloomberg on my phone to keep myself updated.
4. I attended quite a few networking events that BCG hosted, to ensure that I interacted with enough people for me to get a clear picture of the culture and people of the company. Make sure that you take initiative and speak up. Ask questions during the questions portion of presentations, approach various employees and form relationships. I collected a few business cards and emailed only a few to get some tips and ask for help when needed. You must show that you are eager for this and that you truly want it.
5. BCG had structures in place that are specifically there to help with the transition from being a student to an intern. You get a buddy who you can talk to about absolutely anything and there's adequate training that prepares you for the work. Your case team becomes your family and your support structure. If you need help or are unsure of something you must ask. Remember, always, always, always be yourself. Be proactive and take charge of your career. There's no failure in trying!

The process of applying for internships or vacation work with some of the big names in the business can seem daunting at first, but with the right planning, the odds may just turn out to be in your favour.

Want to know how you can enhance your approach to your application?

We interviewed UCT Commerce students who recently completed some of the most sought-after internships in the country to impart their tips and tricks that may prove helpful to future applicants.

## The questions were as follows:

1. What are some of the common traits the people in the company you interned at possess? This refers to both personality and skillset.
2. Please indicate how you prepared for the general interview portion of your application? For e.g. did you practise with a friend, use any resources or books? Be as specific as possible.
3. If a case study and/or aptitude test was a part of the process, please indicate how you planned for this.
4. If you reached out to employees from this company or attended networking events beforehand, describe your networking approach. (For e.g. did you email people in the positions you aspire to or did you build good relations with the HR manager?)
5. Before you attended your internship or during it, how did you manage to cope in your respective work environment and what advice would you give other students if they want to stand out?

## Name: Chelsea Moore

Degree: Business Science Marketing

Year of study: 4th Year

Internship: UCT Unilever Institute

1. It was an at home internship that we reported back to our manager so I did not work with many others. Qualities one should have: Be Hardworking and determined, and eager to ask questions.
5. Time management is important and you should ask questions when you are lost.

## Name: Sunuri Subramoney

Degree: Business Science (CA Stream)

Year of study: 3rd Year

Internship: McKinsey Internship Programme

1. Your hobbies and hidden talents are equally as important as your entrepreneurial spirit, as these add dimension to you as a person and make you more interesting. The people also possessed genuine compassion and hospitality. Consulting is about solving problems, which involves analytical skills and creativity. It also involves working within teams to help clients. Therefore, one must have excellent people and communication skills.
2. The firm guided us through the application process and supplied test prep and various case prep workshops. Also, make use of online material: look up 'consulting interview preparation'.
3. I used the Columbia Business School Case Book, the Darden Case Book and the Wharton Case Book to prepare for my case interviews.
4. I was invited to a McKinsey dinner wherein I established contact with the grad recruitment team. However, there are plenty avenues to get to know and network with McKinsey consultants if you look out for posters on campus and Careers Service emails - there are Case Competitions, Careers Fairs and you can apply to attend the dinners.
5. During the internship, we embarked on a week of training which helped us become acquainted with the environment and people. Do your best to network, ask questions and make connections. It really is an invaluable opportunity to build relationships with highly intelligent, influential and successful people. Furthermore, help and advice is always available if you ask! Job searching is all about finding an environment in which you can thrive and achieve. Therefore, take note of the culture and the people during internships and decide if you feel comfortable enough to perform at your best in that environment.

## Name: Tatiana Zeller

Degree: Business Science Marketing

Year of study: 4th Year

Internship: Investment Banking at CitiBank

1. Hard-working individuals with a determination to complete every task with the utmost accuracy and attention to detail. There was a positive attitude towards both the work and social aspects within the office environment.
2. The 1st stage to this internship was an InvestSoc cocktail networking evening at the One & Only hotel, where there was an opportunity to interact with Citi employees. I prepared for this by reading over the Citi website to be familiar with the work Citi is engaged with. The 2nd stage was a surprise telephonic interview from a Citi recruiter asking multiple broad questions. For example, why you would be a good fit for Citi? And, why would you want to work for Citi? As well as your strength and weaknesses. I didn't prepare with any friend for my interviews; however, I used online resources explaining how to prepare for banking interviews in the anticipation that Citi could call me.
3. At the InvestSoc cocktail event you had the opportunity to network with people very high up in the company. I used the approach to build good relationship with a few employees who included the Vice-president of Investment banking and a past Citi graduate and I was able to speak to the HR manager.
4. Prior to the Internship I reached out and contacted a friend who had done the internship before, after which I researched online sources and watched YouTube videos to get more proficient in my finance knowledge. The way that I managed to learn what Citi expected from me was by asking questions whenever I was unsure of the direction I was going (after having done research to avoid wasting anyone's time).  
The internship required 2 main presentations. I prepared extensively for these by learning the ins-and-outs of the content as well as what I wanted to present. This gave me the confidence to stand in front of 50 Citi employees without any nervousness or anxiousness. My advice to stand out is to show confidence in yourself and your abilities.

## Name: Ross Jakins

Degree: Business Science - Finance and Accounting (currently PGDA)

Internship: Investec Pathfinder (Employed for the Investec CA program 2018)

1. Marks aren't everything; passion, ambition and the ability to integrate well are important.
2. The point of interviews is for the interviewers to gauge who you are as a person, along with the standard questions about why you want to work there, what your strengths and weaknesses are, what you do in your spare time etc., which you can prepare for beforehand. The best advice I could give would be to stay relaxed and just be yourself.
3. There weren't any case study or aptitude tests, however we were required to give a 3-minute presentation on passion and business. Prepare beforehand and try to tackle it from a new and different angle that will stand out. Also, being well prepared allows you to deliver with confidence.
4. The first port of call is the HR team - as ultimately, they will be the ones making the decisions. Attend all the events such as Career Fairs and keep in contact with those people you are able to make a connection with, whether via email or meeting up for a coffee. It's also important to build relationships with people in the program in the years ahead of you.
5. To prevent feeling overwhelmed, I would recommend making personal relationships and focus more on quality than quantity. Whilst it is important to make an impact and get your name out there - make sure to build relationships with people who you can count on to support you through the application process and advocate on your behalf.  
Most importantly, have fun and enjoy the experience. Make sure you take full advantage of the opportunity!

# A Day in the Life of a McKinsey Consultant

By Surekha Bhugeloo

On the 3rd of June 2017, five teams comprising UCT's own got to experience the thrill and pressure of solving an actual past McKinsey case...

...while competing for the grand prize of an iPad to each member of the winning team. This is the first time McKinsey had collaborated with the UCT Consulting Club and InvestSoc to bring students an opportunity to learn, be challenged and network with each other.

The day started off at the UCT Centre for African Studies by unravelling the case problem. Prior to this, the entrants all had 24 hours to read over some case materials and to anticipate what would await them the next day. The challenge – increasing the availability of vaccines in local primary healthcare facilities in Nigeria. The task – to define the problem, solve it and prepare a presentation, as a McKinsey consultant would, all in the space of a day.

One of the stand-out characteristics from each team was the technical diversity present. Every team had a mix of students, with skillsets ranging from Medicine to Engineering to Finance. The aim of this was to simulate the McKinsey working environment because, more often than not, consultants within the firm regularly switch teams with each case. While this may seem impressive on paper, the reality of working with new faces and having to merge varying perspectives can prove to be a challenge in itself. This is where the importance of adapting to an unfamiliar environment and forming a sustainable team dynamic comes into play. Those who were able to adapt and inherently work well with others were more productive in solving the case than those who were not.

Now, if you think the complexity of this environment ends here, think again. The participants were also exposed to mock client interactions, where they were expected to interview their clients. This was in an effort to retrieve more information to progress in their case, and display further emotional intelligence by

aiming to de-escalate a scenario involving an unhappy client. As aspiring professionals this is one situation we will all inevitably face in the working environment. These interactions only added value to the entrants' understanding of a consultant's daily experience. After all, if you are going to join a particular industry, it is about taking all factors into account – the good, the bad and the dissatisfied with your business analysis.

Once the participants had finished with their analyses and come up with solutions to the problem, there was a change of scenery to a restaurant in Sea Point where the students would present their findings. After giving the students a few minutes to refine their presentations the real fun began. Each of the six teams presented to the panel of judges which included members from the Consulting Club, InvestSoc and McKinsey partners who were all playing the role of key client members. Participants had to display confidence, belief and most importantly deliver their findings in the most effective manner to the judges. After everyone had presented and winners were announced, a more relaxed networking session followed with students asking questions on different aspects of being a McKinsey consultant.

"Practical", "Organized", "Intense", "Amazing", and "Educational" were just some of the words the victors (pictured below) used to describe their experience of the day. If anything, it gave students more realistic expectations of management consulting as a career option and the McKinsey way. If you missed out on this year's case competition, you definitely want to keep up with McKinsey at [www.mckinsey.com](http://www.mckinsey.com) for the next one!



Winners (l to r) | Adam Buckland, Nic Cullinan, Ruth Gorven, Thando Noganta, Dawn Cheng (McKinsey consultant) and Guy Borthwick.

PHOTOGRAPH COURTESY OF ZANDILE VILAKAZI OF BUCKETLIST STUDIOS  
<https://www.facebook.com/BucketListStudios/>

# HOW TO EARN UP TO 100% INTEREST WITH A ONE-YEAR INVESTMENT

Are you in your final semester of your BCom or BusSc degree and still not certain what to do next year? You may want to consider one of the Postgraduate Diplomas in Management offered by the School of Management Studies in the Faculty of Commerce.

Having one of these diplomas under your belt equips you with some solid business skills that will make you a valuable asset to any company right from the start, as many former students have attested.

## CHOOSE FROM FOUR SPECIALISATIONS

The Postgraduate Diploma in Management is offered in four specialisations: Entrepreneurship, Marketing, Business Communication and Sport. The qualification is at NQF level 8 (the same as an Honours degree). The aspect of the diploma that is so appealing to students is that you do not have to have the same subject specialization in your undergrad degree, so for example, whether you have done a BBusSc Analytics or a BCom Economics and Stats, you could register for any of the diplomas.

## COURSE STRUCTURE, CREDITS AND FURTHER POSTGRADUATE STUDIES

If you have done BUS2010 or FTX2024 or FTX2020F as part of your undergraduate degree, you will not be required to complete these co-requisite courses during the year. The structure of the diplomas includes 50% common core management courses, and 50% of the courses are in the area of specialisation. Each specialisation has five semesterlong courses and five general core courses. Each student can choose two electives from a range of courses to further differentiate themselves and enrich their knowledge. Those of you considering a possible master's degree in the future might think you have to complete honours beforehand. However, rest

assured – the postgraduate diplomas require all students to complete a 4th-year level research project preparing you to undertake the advanced research necessary for a higher degree (bearing in mind that all universities have their own admission requirements).

## JUMPSTART YOUR CAREER RIGHT HERE

The diplomas are demanding and require students to be thoroughly committed, but that is one of the reasons that employers regard the graduates so highly. We encourage our students to see their year with us as the first year of their career, rather than their last year of university. You will leave this qualification with both breadth and depth. Graduates are not only specialists in one discipline, but also have an excellent general understanding of current business and managerial challenges.

Of course, UCT is renowned for the academic rigour and theoretical approach to its programmes, and you will graduate from this programme with a solid understanding of the theory behind the discipline. But the diplomas also have the advantage of equipping students to apply these concepts in their future careers; everything we teach is designed to give you tools to help you solve problems in the real world of work.

## HARD WORK, TEAMWORK AND MAJOR REWARDS

Our graduates go on to work in just about every sector, spread across the world, with many doing incredible things. You would be surprised to learn that you may well have purchased an item conceived initially by a postgraduate diploma in Entrepreneurship student while studying at UCT.

An additional element is the collegial and social aspect. As the classes are small and students work so intensively together, you get to make new friends and learn the real value of peer interaction and support, which is incredibly important in your future working environment.

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Closing date for 2018 applications is 31 October 2017