

# Yoni Titi Human Capital Evolution ® Company Profile

*“Coaching is unlocking a person’s potential to maximize their own performance. It is helping them to learn rather than teaching them. Clients say coaching brings out their best by helping them focus, break down and clarify their values”. - Fortune Magazine*

**YONI TITI**®  
Human Capital Evolution



## Reference Dr, Micheal Jordaan, FNB CEO (2004 – 2014)

- Of all the people I've had the privilege to recommend as a manager and business leader over the years, *Yoni Titi is the easiest to talk about. I have known Yoni for many years, initially as my Executive Assistant when I was CEO of FNB*, and later as an entrepreneurial acquaintance with a passion for success and the consciousness for self-development to realize this.
- *Yoni's youthful energy, intellectual flair, collaborative aptitude and dynamic personality* resonated well with my own leadership outlook to support and invest in young talent as the basis for building a strong leadership bench strength a business. Her work ethic not only earned her the respect of senior bank leadership with whom she interacted at a strategic level, but also made her the pivot point for the effective functioning of the Executive Committee. Working with Human Resources, Yoni was instrumental in the establishment of the *FirstRand Young Professionals Network* which brought together young professionals from a wide range of business divisions across the FirstRand group of companies, including RMB and WesBank. This platform provided an avenue for the leadership to understand our young professionals' needs, value system and barriers to success. It enabled us to finesse our talent management approaches - from recruitment, retention to leadership development - in our journey to becoming a high-performance banking group.
- Like Yoni, I regard networks highly. They facilitate peer-to-peer learning, build confidence and provide a support structure that integrates young professionals into a business environment which is often hostile. Used effectively, networks become hotbeds for bright ideas in a market that is poised for innovation-led growth. Yoni understands all this, and it has been a marvel to watch turn her passion for people and relationships into a commercial value proposition worthy of adoption by some of SA's blue chip companies. She has moved on to become a highly networked entrepreneur of impeccable repute.
- Through *Yoni Titi Capital Evolution*, the business she founded in 2008, Yoni has positioned herself *as a go-to person for strategic talent placement and leadership development*. That some of *Yoni Titi Capital Evolution's* key recruits have progressed to key management and leadership positions in its portfolio of client companies, speaks volumes of the quality of her business's talent supply.
- Africa is considered the last growth frontier left for many companies the world over. This means that the war for talent to make the best of this opportunity is set to intensify. For me personally, a business such as *Yoni Titi Capital Evolution* will in future do more than just place people in employer organisations. It will contribute to addressing the leadership challenge which, for too long, has been one of Africa's growth inhibitors.
- If *Yoni Titi Capital Evolution's* success so far is anything to go by, I have no doubt in my mind that it will rise to this challenge.

## About Yoni Titi Human Capital Evolution®

- *Yoni Titi Human Capital Evolution®* was founded in 2008 and is a *100% Black Female Women Owned Company*.
- The focus of our business is in *Executive Placements, Contingency Recruitment, Non Executive Director Placements and Leadership Coaching*. We target senior and executive management specialist and generalist skills. Our solid corporate exposure means that we are able to offer the most sought after skills that meet client's expectations and would be complementary to the vision of an organisation.
- *Yoni Titi Human Capital's* value proposition is founded on a thorough understanding and appreciation of the South African Corporate Environment as well as human capital challenges that face many sectors. We have a passion and strong belief in the identification and grooming of talent/leaderships and this is evidenced in the calibre of candidates we present and support in growth . We keep abreast of developments, **challenges and opportunities** in the industries in which we operate closely thus always being aware of unique human capital needs in the industries which our clients operate in.
- Our sense of **urgency and commitment** is unmatched – striving to fulfil clients' placement needs at a good speed and with accuracy. We regard our client relationship as a partnership in which we make a contribution to talent management. Our offering of human capital solutions is creative, **dynamic** with a high level of success.



## About Yoni



- Yoni Titi is an **Edinburgh University MBA graduate**, having specialised in International Business. As part of her MBA international exposure she spent time at the **Schulich School of Business** (York University) in Toronto and served her internship training with the **United Nations Headquarters** in New York. She attended **Georgetown University, DC** and qualified as a **Leadership Coach** – having gained experience coaching Executives at The World Bank DC and US Chamber of Commerce. She is a member of the International Coaching Federation (“ICF”).
- Post her MBA, and up until the time she started her company, Yoni was the Business Manager to First National Bank CEO, Dr Michael Jordaan. Her background lies in Law and Banking. She served her articles with top law firm Bowman Gilfillan, where she specialised in intellectual property law. Her qualifications include a **Bachelor of Commerce (Law)**, a **postgraduate Dip in Corporate Law (cum laude)**, **Advanced Diploma in Banking Law** and a **Certificate in Finance and Investments (with distinction)**.
  - She has banking, legal, risk and compliance experience from both Investec Bank and FNB. She was the recipient of the prestigious **Nelson Mandela Scholarship** as well as the **British Council Chevening Scholarship**. In 2006, she was also awarded the **Gordon McCullough (Goldman Sacs) University of Edinburgh Business School 125th MBA Anniversary Award**. She was selected to contribute to a publication on Nelson Mandela’s 90th birthday and was **identified as a Talented Young Professional in South Africa** (Mail & Guardian and Sunday Times feature on Companies of the Future).
  - She has also been a sought-after speaker on matters relating to **Graduate Development, Challenges Facing Women in Corporate South Africa** and talent retention approaches in SA.
  - A qualified scuba diver and avid traveler (Africa, Europe, North and Central America, Asia and the Caribbean), her other interests include public speaking, enterprise development, interior décor and gardening.

## Coaching Lead: Dr. Dimakatso Maboea



- Dr Dimakatso Maboea, holding D Litt Et Phil, University of Johannesburg, Masters Degree (Psychology) – Rand Afrikaans University and undergraduate majors in Mathematics and Psychology, is a dynamic and passionate individual whose areas of specialty include leadership development & coaching, personal development & facilitation and team development facilitation.
- Offering an impressive past record as Human Capital employee of Ackermans as a Divisional HR Manager , she successfully managed a dysfunctional or ‘ICU Division’, and all her IR decisions were upheld. Her HR career commenced in Training facilitation with the Foschini Group and extended to IDCS where she looked on the Vodacom account.
- She has been appointed by African Bank to coach senior managers and executives, and also provided team coaching to Nedbank. She was sub-contracted by the Gordon Institute of Business Science for the Standard Bank Women Leadership Programme. In 2015, she did a Talent Incorporation Project for Sector Education & Training Authority (SETA). She runs Ethics workshops for Sanlam Insurance. She is the author of a book that is nearing completion, and explores ‘healthy expression of masculinity/femininity in leadership’.
- Dimakatso applies her in-depth understanding of psychological theories coupled with innovative ideas and interventions to facilitate personal development, resulting in Self Mastery that enables individuals to function and live the best version of themselves in their professional and personal capacities. Her public speaking engagements include “Breaking Forth” Women's Conference (2013), Lefika Art Therapy Conference (2015), ICAS Guest Speaker (2013), Radio Interviews: Power FM (2016, 2014).

## Coaching Lead: Dr. Ajay Makan



- Dr. Ajay Makan offers a unique and rare combination of skills. A University of Cape Town (UCT) **Masters In Business Administration (MBA)** graduate with specialization in Strategy & Finance, he obtained a **Bachelor of Medicine and Bachelor of Surgery (MBBCh)** from the University of Witwatersrand. With solid practical exposure to neurology he is also a **Fellow of the College of Psychiatry (FCPsych)**.
- Post his MBA, he joined big five firm, Deloitte Consulting as a Management Consultant. Ajay was part of a team that assisted in the **product development of insurance products**, doing feasibility studies and **market research on the identified target market**. A **strategic thinker** who worked on a project for a **major pharmaceutical company** in the feasibility studies on product viability in developing countries. With experience in **financial services**, he consulted on client segmentation analysis aimed at revenue/cost optimisation.
- Prior to his current work he was employed as **Director: Telecommunications & Energy** at the **Department of Public Enterprises (DPE)** and his duties entailed ongoing restructuring of the **Telecommunications and Energy** sectors of South Africa in keeping with Government's policy and restructuring objectives, managing various teams undertaking different projects involved in restructuring above sectors, facilitating setting up the Telkom IPO office and selection of Deutsche Bank and J. P. Morgan as Government's Transaction Advisors and liaising with various national and international banks e.g. **Goldman Sachs, ABSA, Investec, Citibank, ABN AMRO, HSBC**.
- Having facilitated **stress management workshops** for athletes representing SA on a global platform, he is a sought-after speaker and team facilitator on areas of **leadership development & coaching, holistic wellness**; running group sessions on self-improvement, practical models of success and **managing team dynamics**.

## Leadership Coaching



***The purpose of coaching is to produce behavioural change and growth in the coachee for the economic benefit of the client."***

*- Harvard Business Online, December 2004*

**Coaching** is a critical tool for organizational change – that is needed today more than ever. ‘Change is essential for an organization to grow and adapt to today's rapidly shifting marketplace, but people and organizations are naturally resistant to change. Coaching can facilitate productive change in persons, teams, and systems by enabling leaders, managers, and employees to uncover potential that might otherwise go untapped.’ Through coaching, leaders learn how to optimize the value of human capital.

Coaching creates continuous shifts in thinking, feeling and behaviour and ultimately in performance due to changed beliefs, thoughts and actions. It gives Leaders a clear understanding of their respective roles and responsibilities which then creates an opportunity to discuss solutions that will address barriers they experience in personal, team and organisational performance.

## Individual Coaching References

Yoni's strengths are in her outgoing personality and her ability to listen and connect; establishing a relationship and environment of trust, proactive and always following through. She helped me realise new possibilities". **HR Executive, The World Bank, Washington DC, USA**

"I truly valued the experience. Yoni's calm, measured and considered approach and her ability to tease out issues i.e. work with me to identify their underlying causes helped me to move my perspective from "the weeds" to the "treetops". **Senior Manager: Operations (Latin America), The World Bank, USA**

"Yoni Titi as a Leadership Coach offers an edge on career management and professional development. Her strong corporate background gives her not only the necessary business acumen to handle coaching conversations of highly pressurized environment but also a positively evocative enquiry of what individual goal setting and success may look like. Highly professional, involved and the ability to read beyond words is a benefit for any professional seeking to rise to the next level. **Max Nyanteh, Investment Banking Professional , Johannesburg, SA**

"She is attentive, well prepared, thoughtful and leaves each session leaving me feeling better about self and my prospects. ". **Chief Legal Counsel, East Africa, World Bank, Washington DC, USA**



## Executive and Contingency Recruitment

- **Yoni Titi's** professional training and grooming experience was received from some of SA's top blue chips, including, **Bowman Gilfillan, Investec Bank and First National Bank**. Against this solid career background, Yoni Titi Human Capital Evolution® provides *executive search solutions* at senior and middle management level for specialised skills. Our solid *corporate exposure* means that we are able to offer the most sought-after skills that meet client's expectations and would be complementary to the vision of an organisation.
- **The Yoni Titi Human Capital Evolution®** value proposition is founded on a thorough understanding and appreciation of the South African corporate environment as well as human capital challenges that face various industries. We have a passion and strong belief in the identification and grooming of talent and this is evidenced in the calibre of candidates we present to our clients. We closely follow the environment of the sectors in which we operate and are therefore aware of the changes and challenges in the environment in which our clients operate.
- We have established associate relationships with specialist recruiters in numerous fields, including IT and engineering. Our sense of urgency and commitment is unmatched - striving to fulfil clients' placement needs at a good speed and with precision. We regard our client relationship as a partnership in which we make a contribution to the talent sourcing and retention of the most critical asset - people. We support candidates from sourcing to successful integration into organisations.
- We offer executive and contingency recruitment with high calibre specialists in financial services, insurance, telecommunications.
- **Yoni Titi Human Capital Evolution®** is registered with the Department of Labour and is also a member of the Association for Personnel Service Organisation (APSO).

## Recruitment References: MMI, Stanlib, Discovery

“Professional, dependable, great turnaround, understands job talent fit very well. It was an absolute pleasure working with you. Some of the best talent I had the pleasure of working with were sourced through Yoni Titi Human Capital. “

**Dr. Ngao Motsei. Former Group Executive: Strategic HR & Transformation- MMI Holdings**

"Yoni is a cut above the rest of her peers. She has unique talent of matching candidates to their prospective employers. And as a result this ensures mutually beneficial relationship between the candidate and the prospective employer."

**Bongani Mageba, Managing Director, Stanlib Retail**

“Yoni is a seasoned talent searcher who is able to get you your talent requirements quick and efficiently. She has a vast network of talent which she is able to tap into for searchers. She is extremely professional and great at what she does.”

**Reshika Ramprasad, Head Talent Supply, Discovery Holdings (former Head Sourcing FNB)**

## Non-Executive Directors

- **Yoni Titi Human Capital Evolution®** provides a unique approach to Non-Executive Board Appointments with what we believe is the first offering of its kind in South Africa. Our offering is based on the '**New Age**' proposition.
- These are Employment Equity candidates, in particular, black professionals, who have served in various senior capacities such as Divisional Heads, Chief Financial Officer, Operational Heads, Strategy Executives, Risk Management Head – with cross functional experience, having had P&L accountability and proven leadership skills.
- We have and continue to build an outstanding database of young, mature, dynamic, ambitious and well **accomplished individuals** who have earned their stripes in their respective career backgrounds.
- Our candidates for **Non-executive Directors** offer the solid background and experience that positions them well to monitor, challenge the performance of executive management and directors, whilst taking a determined stand in the interest of the firm and its stakeholders.



## Response Handling

- **Yoni Titi Human Capital Evolution®** understands that managing the volume of recruitment responses to job advertisements and providing both timely and appropriate feedback to candidates can be a time consuming exercise that a client may not have the capacity for. We appreciate that our clients may prefer to manage and be in control of their talent selection but do not have the time nor the capacity to manage the process and volumes effectively and efficiently.
- We provide a tailor made, end-to-end response handling solution for our clients, in the process helping our clients to avoid the administrative burden this process entails. Our response handling team approach utilises a variety of means that includes print, media and web-based recruitment. We have the technology, expertise and capacity to handle the end-to-end process. Regardless of the volume of the roles that you want to fill, you can be assured that candidates will receive the highest level of professionalism and service from **Yoni Titi Human Capital**. Our aim is to ensure that the candidate's journey and impression of your organisation is a positive one.



## Clients Include



## Conclusion

We, at **Yoni Titi Human Capital Evolution®**, equip professionals with the skills, the confidence and the will to go that extra mile and so gain the competitive advantage. In this way we strengthen the skills pipeline and plant the seeds for professional success, for the sake of your company and for the sake of the individuals we coach. We pride ourselves on being the **Rolls Royce** of **Leadership Coaching, Executive Search, Contingency Recruitment and Market Mapping** . We are currently striving to grow and position our 'New Age' Non-Executive Director offering..

In the words of **Allan Schweyer**, *"Human capital is a core corporate asset, just like financial and physical assets. As such, it must be managed the way companies manage other assets. This requires thinking strategically about how to invest in human capital, and figuring out how to optimize and measure its return."*

We look forward to engaging with your organization further.

*Yoni Titi*

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Thank you!

