

# Make sure you have a tribe of people who inspire you

 By [Nicci Botha](#)

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Having cut her teeth on big-name brands like Plascon and DSTV, Nthabiseng Moloi, found her niche in the financial services industry. When she's not overseeing MiWay's marketing and communications portfolios, she has a second life as a voice-over artist. She's also the mother of two children, and a staunch Orlando Pirates supporter.



Nthabiseng Moloi

## ■ Tell us a little about yourself?

I was born in Soweto, Rockville in the '70s and my family moved to the "homeland" of Bophuthatswana when I was 11, so I regard both Soweto and Mafikeng as my hometowns. Two completely different worlds that shaped the person that I am today and the lens through which I see the world. In Soweto, we lived in a fully-fledged world of apartheid. In Mafikeng, we experienced a camouflaged world of non-segregation – a different quality of education, state-of-the-art facilities, and the ability to dream beyond the borders of Soweto. I grew up in a family of soccer legends – or so I believe. Both my dad and my brother's careers revolved around soccer. I am Mom to Ziyanda (17) and Luyanda (12). I have a "housemate" and we've lived under the same roof for 20 years. I have the most amazing brother, who put me through university when he was only 19 years old.

## ■ What did you want to be when you were growing up?

I wanted to be a journalist. I love writing and keeping up with what's happening around me. My dad used to make me read the newspaper aloud and in high school, my essays would often be published in our school magazine. When CNN and BBC channels launched in SA, they became the only TV channels I watched, sometimes until the early hours of the morning.

## ■ Describe a typical work day

I think the days of a "typical work day" are gone. We started working from home two weeks before lockdown and I've made peace with not having a typical work day routine anymore. The daily commute in traffic, lunch at my desk (whenever I got a moment), and face-to-face meetings have been replaced with early morning runs and getting to my "home office" by 9am and shorter online meetings. Covid-19 and lockdown have brought new meaning to flexibility and responsiveness, so I don't think any of us - especially those in the marketing and communications space - have what we used to view as a typical

work day anymore. We're all in flow, being responsive, proactive and creative in the what and how we deliver.

### ■ ***What do you love most about your job?***

I love the diversity, creativity and even the fluidity of the environment. Each day brings new challenges and opportunities, and there is never a dull moment. My job allows me to do what I believe I do best – being creative and adding value. I also work on very fulfilling and life changing projects through our CSI programme. We've been able to add value to the six schools we've been working with for the past six years – and really make an impact on the lives of the learners we bring into our mentorship and bursary programmes. That to me, is the best of both worlds, in that we are chasing sales and profits, but we can also look after the “softer” side of life and give back to our communities.

### ■ ***What advice would you give to young women wanting to enter your industry?***

Build the right relationships and networks, and understand the difference between a mentor, a sponsor and a career/life coach. At some point you will need to call on one or all of them. Make sure you have a “tribe” of people who inspire you, lift you up, back you, call you out, and help you pick up the pieces in every aspect of your life. And most importantly, never lose your voice – speak your truth, even when your voice is shaking.

### ■ ***What are the trends in your industry?***

Digitisation, engagement and client experience. We're all grappling with the digital world and tools associated with it to reach consumers. Exploring the right way for our brands to “conversate” and engage with our clients is key, and through all this, finding ways to enable our clients to experience our brands, products and services in a way that is guided by their needs. I think these are the key things all brands are grappling with and have placed importance on.

### ■ ***What are the challenges?***

The insurance industry is very competitive and we're constantly exploring new ways, new sources, and new platforms to drive leads and engagement with our brand. There's never enough marketing budget to do what you need to do, so you must be creative and discerning with where you spend your budget and you must show value and the results of your decisions.

### ■ ***What do you do to relax?***

I love reading. I'm a good cook and I started running more often during lockdown. In June alone, I clocked 149km – and yes, I know 149km is relatively little for real runners, but it's a big milestone for me. Running clears my head and keeps me sane. It's my “happy pill”. Like most people, my love for cooking has been amplified during lockdown, so I've also become one of those people who post about their cooking escapades.

## ABOUT NICCI BOTHA

Nicci Botha has been wordsmithing for more than 20 years, covering just about every subject under the sun and then some. She's strung together words on sustainable development, maritime matters, mining, marketing, medical, lifestyle... and that elixir of life - chocolate. Nicci has worked for local and international media houses including Primedia, Caxton, Lloyd's and Reuters. Her new passion is digital media.

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