

Hunting the best managers for multimedia campaign

The CRF Institute's team is looking for more top leaders to step forward to share their success stories in the 20th SA's Leading Managers, the annual multimedia campaign that communicates leadership and organisational achievements before 20 August 2010.

"SA Leading Managers is about sharing experiences and leadership strategies and promoting companies that function under sound, robust leadership," said Samantha Crous, GM of the CRF Institute, an employer brand research and marketing organisation.

She added that visible leadership is critical this year as firms try to find their feet again and grow after a tough recessionary climate. "Leadership that inspires confidence has emerged as the key driver of employee engagement to help businesses rebound in 2010. Visible management leads to an increase in public and employee trust in an organisation - this is needed to build brand value and goodwill, regardless of the industry and size of the organisation."

The overarching aim of the campaign is to promote South African managers to become the voice that promotes exceptional leadership qualities within an organisation. Crous says that organisations who take part in the exclusive campaign will have the opportunity to communicate to both their internal and external stakeholders these leadership qualities within their organisation and cement and maintain their confidence in the business.

"We look beyond the dry facts and figures that traditionally define a business. What it does is tell the stories of the different paths taken by great managers to achieve their vision for the organisation."

Those that emerge as SA's leading managers go on to achieve great local and international visibility. "The website alone has over one million hits per year. In addition to that, the managers profiled receive exposure in top business publications and media, and are featured in the hard cover issue, which is distributed to bookshops nationwide, all tertiary institutions and to private and public institutions," she concluded.

For more information, go to www.leadingmanagers.co.za.