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PROGRAM NAME: WOMANITY WOMEN IN UNITY

GUEST NAME: MS NONKULULEKO GOBODO

SPEAKER	TRANSCRIPTION
DR. MALKA (INTRODUCTION)	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in unity'. The show that celebrates prominent and ordinary African women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA (GUEST SYNOPSIS)	Joining us in studio today is Ms Nonkululeko Gobodo. She is the Executive Chairman of Sizwe Ntsaluba Gobodo. The largest black audit and accounting firm and the fifth largest in South Africa. Ms Gobodo is the first black woman Chartered Accountant in South Africa. She is the founding member of Gobodo Incorporated, which she founded in 1996 with a group of partners. She left the firm to pursue other business interests and re-joined it as its Executive Chairman in 2009 and later took over as Chief Executive Officer. In 2010 she was recognized as the Woman of Substance by the African Women Chartered Accountants Association. In 2012 she was recognized as the Top Business Leader of the Year by Oliver Empowerment Awards and in 2013 she was appointed as a Board Member of Morison International and Chairman of Morison International Africa. And for anyone who is not familiar with the name, Morison International is a global association in the top ten and has more than 90 accounting firms, operating across 65 countries.
DR. MALKA	Welcome to the show Ms Gobodo.
Nonkululeko Gobodo	Thank you so much for inviting me Dr Amaleya.
DR. MALKA	Along the years you have built your reputation as a courageous entrepreneur. Someone who already established a practice during the height of apartheid, when opportunities were closed to black people in South Africa. You grew your firm into a medium sized national practice with offices in every province in South Africa. That is an impressive achievement. Can you please share with us some of your memories surrounding the opening of your first practice?
Nonkululeko Gobodo	Wow, it is actually interesting that you bring that up because I think when I started doing Articles, I mean when you are just a young professional you know, an aspirant Chartered Accountant; I always knew that one day I will have my own practice. So that sort of focussed my mind. When other trainees were playing around, I was not playing around; I was looking for opportunities to make sure that I get the kind of experience that would enable me to start my own practice one day. But I didn't immediately go into practice, you know. You do need to get broad experience outside. So I worked for the Transkei Development Corporation those days and that really opened my mind to development, how important economic development is. And again, that bug of "you need to have your own practice" started coming up again and I went out and I think you know, at that time people were horrified and everybody was trying to discourage me from doing this – "Nonkululeko how are you going to compete with the Big 8, you know, I mean this is ludicrous you've got such a powerful job here" and they knew that they were expressing their own fears. I have always had that dream and this is the time now to pursue it.

DR. MALKA	And what were people’s reactions to you being the first black woman Chartered Accountant at the time?
Nonkululeko Gobodo	Well, I mean just qualifying was sort of the biggest achievement in your life, you – I didn’t even know that I will be the first. So when it turned out that I am the first, it was just such an exciting thing and you can imagine in South Africa at that time, this was so celebrated because it was rare to see even black people in this industry, let alone a black woman. So there was a lot of excitement, you know. I was still in the former Transkei at the time, the Eastern Cape and Johannesburg descended into that little town; the SABC were there, magazines were there wanting to capture this story, so I mean there was such an excitement and I think at the time I was like “No, no, please I don’t need this excitement, I did this for me” - and they opened my eyes to the fact that it is not about you at all, we need role models you now for - not just black women, but black, black people generally.
DR. MALKA	And that’s a point that I would like to get into later in our discussion on the importance of role models.
Nonkululeko Gobodo	So there was a lot of excitement. And it was really good that you have achieved this, but now suddenly it is being celebrated by the whole nation but again, I mean at work it’s something else. I mean you still have to prove yourself as a black professionals and then in business it’s just equally as tough because first of all when you’re a black woman, there’s just suspicions that are you going to be able to do this work, are you really qualified, you know.
DR. MALKA	It’s the stereo-typing that is carried over on what you can do, what you can’t do based on your race, based on your gender and not looking at the value proposition and the qualifications that you bring.
Nonkululeko Gobodo	Yes. But I mean as I was saying still it – going into business, I mean I hear a lot of young people, I suppose because you are such a role model now “I’ve been thinking that I want to open my own audit firm also”, and all of that but they don’t realize going into business there’s a certain character that you need to have. You can be easily discouraged, I mean I remember the first 18 months was very hard, because I thought jobs would be lining up for me and there was nothing like that. I had to knock on doors and be refused and keep persisting and knocking on those doors until some opened. Then you start to build a reputation and people start to trust you - it’s like that, you know.
DR. MALKA	Can you tell us a bit about some of the character traits that you think one needs, as you coming in to start an entrepreneurial element to start your own business – what would say that some of those traits are?
Nonkululeko Gobodo	I mean first of all I think the most important thing is that you need to have your own conviction that you would succeed. And secondly, you need to be very clear what you want to do, because remember people will be coming with all sorts of advice, do this, don’t do this – like when they were saying to me: “No, no Nonkululeko do not – you cannot compete with the Big Four” when I insisted that I was going to do that, then they said: “Okay, at least lecture part time, you know so, that you can sustain yourself”. And I knew that they were expressing their own fears, so I use to say to them: “No I am going into this thing to succeed. If I have got cushy part time lecturing job, then I am not going to put in the kind of effort that is needed in this practice”. So it’s when you look at yourself and you think of failing, that you will push yourself. So you need perseverance, you need to have that clarity first of all and that conviction and you need to persevere because when those discouraging moments come, I mean

	there is a huge temptation to just give up; but when you are determined to succeed you persevere and surprisingly the next door suddenly opens and one day you just hit that big opportunity that is going to change everything. And for me it happened after 18 months.
DR. MALKA	It's a long time to go through struggles, but as you say there is a light at the end of that tunnel. You mentioned that you began your career as a lecturer at the then University of Transkei, now the Walter Sisulu University. You've also served on the boards of listed companies and well as state owned companies. In 2011 you played a key role as one of the leaders in the successful merger of your business Gobodo Incorporated with Sizwe Ntsaluba VSP to form a merged group Sizwe Ntsaluba Gobodo. A move which changed the landscape of the accounting profession in South Africa, ushering in a new era of economic transformation. The new firm is now I believe the fifth largest firm in South Africa, with 55 partners and over 1000 staff. That is enormous. Can you please share with us a few of the land marks in that particular journey?
Nonkululeko Gobodo	Yes, I suppose I mean that opportunity to you know, I lectured for two years full time and I think another two years part time whilst I was doing my articles. It was a great opportunity you know I loved teaching, so it gave me an opportunity to really express myself in that regard, but I knew that I was passing through here; I want to better that accountant. When they were begging me to stay for longer, I said "No, no, no guys I need to pursue now my career in this profession", but you know when you stand you went into practice and you started, you start small and as I said that big break came 18 months and I was able to grow my practice from just myself being a director there and maybe four people to two partners and 30 clerks and two officers in the Eastern Cape, it is such a great achievement and it comes with its own challenges, you need infrastructure, you need computers, you need this so you enjoy that growth phase. And it is very easy to just park there and say: "I never even thought I would get here, you know let's park here", but I was always mindful of the fact that once you reach a certain stage, you need to move on otherwise you are just going to start sliding down and dying a little bit. So that is actually what has always encouraged me was when I reached that stage, I would then dream again. What is the next dream? And the next dream was to form a medium sized accounting firm. Again, you have to persuade people and sell this dream to them and you must understand that professionals they are comfortable, you know. They have these cushy jobs, why should they leave these jobs to go on this venture with you Nonkululeko what if we fail? So it takes time to convince people no, we can do this, you know. And fortunately by that time it was post-apartheid. In fact that is what actually encouraged me that there is no reason why we can't grow now, you know. So people were fearful, it took me eight months to convince them that we could do this and eventually they caught on, they were also convinced, so that's when Gobodo Incorporated was formed with ten partners and 200 staff in all the provinces at that time in 1996.
DR. MALKA	What an amazing achievement, but it speaks ounces of your perseverance that you have invested into the business and also your persuasion power to influence others to join you in the vision.
Nonkululeko Gobodo	Ja, I mean I suppose there is always someone who has the vision and I have always been the one really just holds that vision. Because when you are convinced by this vision, it is – I am not saying it is easy – but then you can convince others also, they listen to you. I remember eventually when they agreed, so I said we are looking for offices in Jo'burg and I am going to move to Jo'burg because that will be our Head Office. And the guys were here in Jo'burg, so look for offices, we are going to take a floor. They were like

	<p>horrified – A whole floor? And I said yes, we are going to take a whole floor. I just need to share this. So eventually we hired these offices you know, we do them up and we open them. I remember the first day we moved into those offices, I walked into our boardroom and I thought ‘you were only a dream you know and now I am actually living this dream’ – so those are the things that really just encourage you, when you pit those problems you remember that even this one I will overcome, because it was not easy to even get here.</p>
DR. MALKA	<p>That must have been such a special moment, to realize that you have actually lived the dream.</p>
Nonkululeko Gobodo	<p>Exactly. I mean nothing can compare with that. And so the business grew and we were making a name for ourselves, but again you dream again, you know that bug hits you again that okay achieved this, we can’t park here. We need to move. And really the reason was we had achieved this, but still we were not doing those big projects that we felt that we deserve as black chartered accountants. We were still very much playing second fiddle to the Big 4, if we are given a huge assignment, we had to partner with the Big 4, because again people were saying you don’t have capacity. But really the truth of the matter that there was that suspicion, can we really give a Transnet to a black accounting firm.</p>
DR. MALKA	<p>So it was looking at reputation and credibility.</p>
Nonkululeko Gobodo	<p>Yes, exactly. So we then said okay, let’s answer this query of whether we have capacity or not. Let’s form something big where we will have that capacity. But again you go through the same cycle of convincing people, let’s put together our firms. And people are successful, they are comfortable, why should I risk everything on this venture of yours Nonkululeko? So you still go through that time, several months of convincing and convincing and one day they realize that, the truth of the matter is that we are taking steps backwards. We are not growing anymore, we do need to do something new. So, okay finally you agree, you put together this firm, I think it was tougher than we all thought, because it was two sizeable firms and we have done a lot of research on mergers, I mean we got advice – it’s not that we were careless or anything like that. But it was still very hard to put together the firms. And then okay, here you are now. You know you said you wanted to do this big things, but still people are not convinced. They are coming with a whole list of excuses, why they cannot appoint you alone as the auditors or advisors and all of that. You go through that whole convincing thing again, and I mean we were being told things like ‘We’ll raise loans and bonds overseas’, who is going to give us money with a Sizwe Ntsaluba Gobodo signature? And I used to tell them very straight, straightforward that we have been waiting 400 years for this, we are not waiting anymore, whether you support us or not, we are moving ahead with this vision. We cannot be operating on the fringes of our own economy, we need to play a significant role in this economy and I think that any nation that doesn’t skill their own indigenous people at the highest level, is really being short sighted. Because how is this country ever going to grow, how is this economy ever going to grow when the indigenous people are not big players in the economy?</p>
DR. MALKA	<p>We are denying people of their right to compete and to participate in the economy.</p>
Nonkululeko Gobodo	<p>Exactly. So but I mean when you stand your ground, courage will always be rewarded. So those very same people, they did bite the bullet and take a chance and indeed that one excuse was never an excuse, they have been able to raise those bonds overseas with that signature, because who is going to question you; you are in the country you know who are the best to service you. But I cannot explain to you what that did. Because when we started getting those big jobs on</p>

	our own and perform well in those jobs, it really restored our dignity as black professionals and it just encouraged the young professionals within our firm, outside our firm that there is nothing we cannot do. We are so happy that we did this. So the next thing was we need to expand, we need to expand into the continent, so we are embarking on that program now, expanding the firm.
DR. MALKA	I know you are looking at aspects of standardization or importing elements from South African practices and having them as universal standards into the other countries that you going in to.
Nonkululeko Gobodo	Yes we are actually doing that now, because I mean we have - our clients expect the same standard that we're giving them in the South Africa within the continent, so that is what we are doing. But it's challenging, but it's very exciting.
DR. MALKA	It's sounds like a challenging and also satisfying new venture to take
Nonkululeko Gobodo	Yes, very much so.
DR. MALKA	We'll be right back after this.
AD BREAK	
DR. MALKA	Today we are talking to Mrs Nonkululeko Gobodo. She is the Executive Chairman of Sizwe Ntsaluba Gobodo, the largest black audit and accounting firm and the fifth largest in South Africa. We would love to receive your comments on Twitter @womanytalk . In our previous segment, Ms Gobodo was talking about her ambitions to start her own practice and motivating to grow both herself and also her business partners and the constant need to rejuvenate the business, to grow more, to acquire new services and now moving on from South Africa, expanding into the African continent. Ms Gobodo, in the previous segment you have already highlighted some of those qualities, some of the characteristics that you have acquired during your career and have enabled you to succeed. Can you tell us a little bit more though on what some of those key drivers are for your success?
Nonkululeko Gobodo	I mean anything about it is really about the leadership factor, because leadership plays a key role here and I believe that when you are a leader of something, I am always reminded of the fact that there are people who are trusting you to succeed. They are putting their lives into this thing and you have to succeed, not just for yourself but for everyone who is trusting in your vision and that has been one of my success factors, even during those expansions, when things are not going well, you are the one who is sort of encouraging people and convincing them that even with this one, we will pull through. Building the fifth largest accounting firm in South Africa, was not easy there was a lot of challenges, I mean even the market were no receptive to us. So you sort of had to persevere to stand your ground and it needs a lot of courage for one to do that. But I mean the most important thing I would say is having a vision that is very clear, where are you going. Because if you don't know where you are going, people are going to distract you into you know, pursuing other things that you never meant to pursue, but when you have that clarity it always really just focusses you to focus on the right things.
DR. MALKA	And from a leadership point of view, you have been a leader to your firm, you have been a leader to women, you have been a leader to others in the country for role modelling purposes and a mentor. I consider that our program here Womanity – Women in Unity is all about gender equality which gender is increasingly becoming a global focus and building the right female leadership capacity is important to women both in South Africa, in the continent and to the rest of the world. As a

	successful black woman chartered accountant, you have become a role model to many young women across Africa, who look up to your achievements which are undeniable. Can you please tell us a bit more about your role as CEO of as you say the fifth largest accounting and audit firm in South Africa, as well as your appointment as Chairman of Morison International Africa?
Nonkululeko Gobodo	I suppose now when you look back now, you were always reminded about this thing that you are a black woman and you know there are things that you cannot do and you have to prove yourself, but I have always been mindful of the fact that I am not going to allow that to define who I am because I am here, I have a right to you know play a role in my country, play a role in this organization, whatever organization I had formed, and I never allowed the whole race thing and gender thing to pull me down. But I must say it is still tough today to be a woman in business or generally, really. Because the environment is just so hostile to women -
DR. MALKA	And what are some of those challenges that you experienced?
Nonkululeko Gobodo	I mean it is you come into a - especially in our own profession – you come into a boys club and you supposed to fit into this boys club. They go for drinks on a Friday night, they play golf on a Saturday, you are not there, you know. I mean you are a mother, you have to – on Friday night all you are thinking about are the kids that were neglected the whole week, you want to run home and be with your children, you are not going to play golf on a Saturday because again, I mean you reserve those weekends for your family. So by the time you come on Monday, deals were made on the golf course or there, so you still need to rise above those things. I mean even in my own practice we have deadlines and it’s a big issue. When we are signing Eskom, we don’t sleep you know, people don’t sleep and those women who have children, it is tough for them because they expected not to sleep but you know, they still have to be with their children. So you always have this guilt thing of being a mother and being a professional and you are given this sense that you have to choose one or the other and you can see how it plays out in the market. But again when it comes to promotions and things like that, in our own partnership discussions where we are discussing partner promotions, you have to fight for those women, because they would say: “Yoh, we can’t promote so and so, because I mean she has two young children, she is not going to be able to cope”, but I am saying: “If you don’t open those opportunities for them, how are they going to progress in their careers?”
DR. MALKA	Absolutely and by the same token it would never be a question that would be asked to a man how many children he has.
Nonkululeko Gobodo	Exactly, exactly.
DR. MALKA	Do you think that with you being in the positions that you occupy, do you think that has helped bring women into more opportunities?
Nonkululeko Gobodo	Certainly, certainly. The environment is still hostile because women in top positions even within my own firm, they are not as many as I would want to see them. So you just have to fight those battles all the time. But the women themselves, have to realize that everything in life is a struggle, is a battle and you need to be able to fight those battles because your counterparts who are men, are fighting those battles. I mean they get to where they need to get to, because they will do anything to make sure that they get there, whereas we are waiting. I mean all these fields that has women, we are waiting for someone to open that door, or waiting for someone to create that opportunity for us, whereas men they take it.

DR. MALKA	I think that is a very interesting perspective and a view that needs to be changed that women need to go out there and actively create opportunities and to take them, to take ownership of them.
Nonkululeko Gobodo	I mean that is why I have succeeded is because I have never waited, but again I mean maybe I have got a strong personality, I am able to fight those battles and it is even tough being a woman leader who is that strong, even for other women in the business because it is okay for a man to have a strong personality, but we don't expect a woman to have. So it is difficult for them to sort of embrace who you really are, they love it when you go and fight their battles, but somehow they expect you to come back to the business and be sort of nice you know nurturing mother, and I am you know. So I do that nurturing, but also when I need to take those tough decisions, you know then men don't accept it, they don't expect you to be taking those tough decisions against them. Because remember when I am a leader, if you are not performing, I will deal with you. So it is still very tough, and the sad thing is that even women they don't sort of embrace a strong, tough black woman leader. A woman leader generally. So we need to correct all of those stereotypes, because I am saying I bring all of me to this business, you know. I don't bring certain elements of myself, I bring all of me and just like men bring all of themselves to the job. We need to embrace women as they are.
DR. MALKA	And that's the point, we are multi-dimensional, we have got different attributes to our characters that are displayed in different ways and when there's a particular role or function that needs to be performed, that demands certain aspects of your character to come through and deliver upon.
Nonkululeko Gobodo	I find that you always have to sort of manage your personality more than another man who has a similar personality as myself, because -
DR. MALKA	Which is set, because it's unexpected to be coming from a woman.
Nonkululeko Gobodo	Yes, yes. And I do it because it is important that these men are not that intimidated, but again I mean you can't really hide who you are, no matter how much you are managing this. And also the same men, it is okay for them when I go out there and fight those battles and win them, they like it.
DR. MALKA	Having your cake and eating it.
Nonkululeko Gobodo	Exactly, exactly.
DR. MALKA	Gender equality though, it touches on very sensitive issues, especially in Africa when we look at it from our culture, from our religion and from our tradition. Do you think it will ever be possible to overcome these points for the sake of women's development?
Nonkululeko Gobodo	We have to. There is no choice, I mean these are the things I really grapple with you know to say women are expected to solve these problems on their own, they are society's problems – we are not in 1890 when men were the ones who were going out there to hunt and we were looking after the home and children. We have moved to a phase where women want careers, you know. Why am I the one who must leave work early to go and pick up the kids, why can't my husband be the one who asks his boss to leave early to go and pick up the kids? Why can't these responsibilities be shared equitably? Because now women are also opting not to get married, because they are choosing careers because it has been so emphasized that you need to choose. And you think about the kind of legacy that we are living, when women are left to face these challenges alone and I believe that, I mean these are the things that need to be debated you know, by

	<p>the AU, the UN and countries generally, to say how do I accommodate women? Things have changed and we need to embrace the fact that things have changed, how do we make this more equitably for women? Because then this woman still needs to rush home and attend to her kids and all of that, she is the one who is waking up at 3am to finish off her work because she left work early, and all of those things because everyone else was leaving at 8. The men can sit there and work until 7, you rush home at 6 but you have to wake up at 3am to make sure that you finish the work. It's really just unfair and I believe that we need to be talking about these things, debating about them all the time until we find a solution that is equitable. Because women have something to contribute. When we don't allow them to make that contribution, countries will suffer. When you don't develop all of your population, countries will suffer because this economic growth that we are talking about, is going to take everyone within the country to make sure that it comes about, and if you don't develop those women, how is it going to happen? I mean I look at a situation where young professional women are opting to sit on boards at a younger age, because it gives them the kind of flexibility that they need to be able to spend more time with their children. What that does is it takes them out of operational management, you know.</p>
DR. MALKA	<p>So it lessens their experience and exposure to the real issues that are happening on a day to day?</p>
Nonkululeko Gobodo	<p>Exactly. And my view is when those kids are grown at that time, remember you progress in your career, and at a later age that's where you play a bigger role of leadership and all of that, but you have the back up of this experience to be able to do that. When they don't have that back up of the experience, what kind of leaders are they going to make later on? And these are the things that keep me awake at night. We need to solve these problems.</p>
DR. MALKA	<p>The points that you have raised are highly important, I am looking at how our dynamics are changing how we are viewing the roles that we are going into and to do things in the right way or rather not the right way but in the right order of events, that you got a solid foundation to sustain you through your career and that platform to then reflect back on should you want to come on and become a board member.</p>
Nonkululeko Gobodo	<p>And I think that women are so talented and they bring a different element in the workplace, that the world is missing out because we are not allowed to be ourselves. You know you are only acceptable if you sort of play in the boys club, if you don't play in the boys club, you are seen to be weak. But we are different and we bring a different flavour to the workplace and we miss out on just allowing women to be themselves; but my view is that we don't have to wait for them to give us permission to be ourselves. We need to begin to carve that space where we can be ourselves in the workplace because I think when we do they will begin to see what they have been missing all along.</p>
DR. MALKA	<p>And you think that's one of the ways that women can benefit themselves in the future of carving out that identity in the workplace, of bringing their whole selves into the workplace and playing their own role, their own character as opposed to trying to be somebody else.</p>
Nonkululeko Gobodo	<p>Which a man don't have to, I mean the job is tough enough, can you imagine if we are working very hard to fit into a role that has been sort of carved for you whereas men they don't have to, they just come they can be themselves and we sort of allow them to be themselves and I think we need to demand to be allowed to be ourselves. But also we don't have to wait for them. I think I have tried very much to be myself and then you realize how sometimes people are so intimidated and overwhelmed by the largeness of your personality that you bring and when they talk or maybe complain about you, you realize that you</p>

	were just being yourself you are being natural just like the next person is. But because they don't expect women to be, but we shouldn't stop, we shouldn't stop until they get used to the fact that we bring our whole selves.
DR. MALKA	No I think that is very important on the traits that you bring to the business. We will be right back after this.
AD BREAK	
DR. MALKA	Today we are talking to Mrs Nonkululeko Gobodo. She is the Executive Chairman of Sizwe Ntsaluba Gobodo, the largest black audit and accounting firm and the fifth largest in South Africa. We would love to receive your comments on Twitter @womanytalk . We were talking about the need for women to take ownership, but sometimes having that desire, having that conviction isn't enough. Sometimes we need legislative support. And I raise that issue because South Africa's Women Empowerment and Gender Equality Bill is currently undergoing consultation and review and its principle aim is about being able to promote equality for women across the board. As somebody who has sat on boards of listed companies as well as State Owned companies, what do you think about legislation in relation to be able to close some of the gaps that we have talked about, whether it is promotion, equal pay, position?
Nonkululeko Gobodo	Again we cannot wait for society to understand the need to promote women and I support using legislation to sort of force the issue. I hope that we will not have to do that for long, but unless those opportunities are created for women, I mean if we have to sort of enforce that onto society, then so be it because I don't see men willingly opening those doors for women. And if governments do not you know take the responsibility to make sure that there's equal opportunity for everyone, equal pay for the same work and all of those things, it is not going to happen and women deserve their place in the sun also. There is no reason why they should be struggling whilst men are just having pretty, you know. So I support the fact that we need to have those quotas to make sure that we develop our own people. Because when we have more and more women in leadership, then it will be easy for them to open opportunities for others. So at that time I suppose it will be necessary to force issues. I know people don't like it.
DR. MALKA	It almost provides a snowball effect because you can see examples of success for women, you can appreciate the work that's gone into it, you can see they have the competence and it opens more opportunities for other women.
Nonkululeko Gobodo	Exactly, exactly. That's why I am saying it would be sad though that in turn as time, we still need to do that, you know. Because at that time it will be glaringly obvious to everyone that it was necessary.
DR. MALKA	I agree with you. Ms Gobodo we are coming to the end of our show. In closing the discussion, can you please use this platform and send a message of hope to all those women in African that due to circumstances, gender equality may not be first on their agenda, but rather daily the struggle of taking care of their family, raising children and putting food on the table for them, is a more pressurising reality.
Nonkululeko Gobodo	I would just say that we need to change that because if as women leaders right now, I mean if you are a mother at home, you are a woman leader, you know. Your children are looking up to you as the first leader they see. They, if children do not see us take those important roles, then they think that as a girl as a little girl growing up in that family, that is your lot in life. So we do need to provide that kind of leadership that would encourage other women. My own children, I mean my daughter - I have got one daughter, my daughter knew that she could do anything. She runs her own business today because she was raised by a mother who ran her own business. My son ran his own business because he

	<p>was raised by a mother who I was a role model for them also. And I would say to them that, let's not allow the stereotypes. Let's not allow the sort of mould that we were carved into to define who we are, let's define ourselves who we are and let's create those role models for other women and little girls out there. And I want to say to them that there is nothing that they cannot do. They are just as gifted and talented as anyone else and we will prove to the world that women deserve also their place in the sun.</p>
DR. MALKA	<p>Thank you very much for that inspiring message. It's been wonderful having you on our show today, to hear the insights and I am definitely inspired and I can understand your talent for motivating people to move beyond and to continue developing, rejuvenating themselves and the brands of their company and we look forward to being able to hear more about how your firm advances into the continent.</p>
Nonkululeko Gobodo	<p>Thank you so much Doctor for having me, I really enjoyed this.</p>
DR. MALKA	<p>You have been listening to Womanity – Women in Unity on Channel Africa, the voice of African Renaissance and we have been talking to Ms Nonkululeko Gobodo she is Executive Chairman of Sizwe Ntsaluba Gobodo. The largest black audit and accounting firm and the fifth largest in South Africa. Tune in to the show next week when we talk to Zahara, award winning South African singer, songwriter, poet and brand ambassador for the Nelson Mandela Children Hospital.</p>
<p>END OF PROGRAM</p>	