



NONKOSI
CREATIVES

NONKOSI CREATIVES COMPANY PROFILE

Empowering Talent, Inspiring
Innovation to Unlock Potential and
Become the Best Version of Yourself

PRETORIA, SOUTH AFRICA
+27 68 7655 634
WWW.NONKOSICREATIVES.CO.ZA

2025

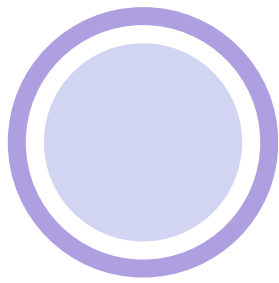
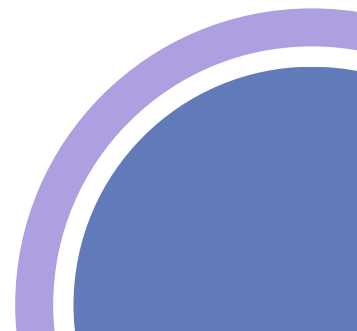


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About Us

Founded in 2023 and headquartered in Pretoria, South Africa, Nonkosi Creatives is a people-first human capital agency that fuses strategic human resources with bold creativity to empower talent, inspire innovation, and unlock human potential. We don't just consult, we co-create, working alongside our clients to reimagine what inclusive, thriving workplaces can be.



We are redefining how talent is nurtured, leadership is cultivated, and organizational culture is transformed. We bring a fresh, visionary perspective to human capital development, grounded in real-world experience and a passion for impact. Our services are designed not only to meet your people needs but to elevate them, building workplaces where individuals, teams, and organizations can become the best version of themselves.

With a track record across financial services, public sector, FMCG, ICT, and automotive industries, we bring deep cross-sectoral insight, agility, and cultural fluency into every engagement. Whether you're a corporate leader, mid-sized enterprise, or purpose-driven entrepreneur, Nonkosi Creatives is your strategic partner in growth, empowerment, and innovation.

What Sets Us Apart

- Deep cross-sector expertise across financial services, public sector, FMCG, ICT, and automotive industries.
- Creative, inclusive, and research-informed approach to human capital strategy, operations and transformation.
- Female-led and black-owned with a strong lens on social impact and equity.
- An impactful voice in Diversity, Equity, Inclusion & Belonging (DEIB), people development, and inclusive leadership.
- Human-centred methodology rooted in authenticity, self-mastery, and cultural intelligence.
- Platform-based ecosystem including events, thought leadership, and The Diversity Roundtable Podcast.

Our Mission

➔ Mission

With the tagline – **“Empowering Talent. Inspiring Innovation. Unlocking Potential. Becoming the Best Version of Yourself.”** – our mission is to be a catalyst for human potential and workplace transformation across Africa and beyond. We are committed to empowering individuals and organizations through bold, people-centred strategies that ignite purpose, accelerate growth, and cultivate inclusive leadership.

We believe that the workplace is not just a space for productivity, it's a platform for possibility. That's why we design and deliver solutions that are rooted in authentic connection, creative problem-solving, and emotional intelligence, creating environments where people are not only seen and heard, but truly valued and empowered to lead.

Our mission is clear:

- To empower talent with the tools, mindsets, and platforms to rise with confidence and clarity.
- To inspire innovation through transformative learning experiences, inclusive cultures, and future-focused leadership.
- To unlock potential by aligning personal mastery with organizational vision.
- To help individuals and teams become the best version of themselves – professionally, emotionally, and collectively.

We champion a new era of human capital, one where diversity is celebrated, leadership is redefined, and every voice matters. Through our work, we seek to support resilient organizations, elevate emerging leaders, and amplify the untapped brilliance that lies within our continent's most valuable asset: its people.



Our Vision & Core Values

➔ Vision

To embrace collaboration by supporting Africa's talent for transformative human capital development – where talent thrives, inclusion is lived, and innovation powers sustainable leadership.

At Nonkosi Creatives, we envision a continent where organizations no longer view human capital as a cost, but as the most valuable engine of innovation, growth, and social impact.

We are supporting a future where:

- **Talent is nurtured** and celebrated, regardless of background, gender, or generation.
- **Inclusion is not an initiative**, but an embedded, lived experience in every workplace.
- **Leadership is redefined** – not just by hierarchy or title, but by purpose, empathy, and impact.
- **Creativity and culture** are recognized as core business strategies, not afterthoughts.
- **Entrepreneurs, managers, and executives** across sectors are equipped to lead with emotional intelligence, cultural fluency, and resilience.

CORE VALUES



Authenticity – We foster spaces where people show up as their truest selves.



Innovation – We challenge conventional methods with creativity and agility.



Inclusion – We design systems where every voice matters and diversity thrives.



Integrity – We deliver with impact, and transparency.



Collaboration – We co-create with our clients for impact that lasts.



Meet The Founder



Nqobile Pamela Xaba

Nqobile Pamela Xaba is a purpose-driven human capital strategist and leadership consultant with over 20 years of cross-sector experience spanning financial services, public sector, FMCG, automotive, and ICT industries. She is an impactful voice in the fields of organizational culture, inclusive leadership, and people transformation.

As the Founder of Nonkosi Creatives, Nqobile has built a bold, human-centred consultancy that empowers organizations and professionals to lead with clarity, courage, and community.

Under her leadership, Nonkosi Creatives has become a partner to corporates, entrepreneurs, and changemakers seeking authentic, future-focused HR solutions that bridge purpose with performance.

A graduate of GIBS Business School, Nqobile holds formal qualifications in Business Administration & General Management, with awards in Strategic Marketing, and Building Self-Mastery. Her academic foundation is amplified by a deep, intuitive understanding of human behaviour and workplace dynamics — enabling her to unlock the potential of teams and individuals at every level.

Nqobile's work is grounded in her belief that "when we centre humanity in leadership and strategy, we build institutions that are both powerful and people-affirming." Whether delivering transformational keynotes, leadership immersions, or designing DEIB programs, she brings empathy, strategy, and presence to every engagement.

➔ Key Expertise

- Leadership Development & Culture Transformation
- Diversity, Equity, Inclusion & Belonging (DEIB) Strategy & Training
- Women Empowerment & Advancement Programs
- HR Strategy, Talent Acquisition & Coaching
- Facilitation of Human Capital Events & Strategic Dialogues
- Keynote Speaking, Panel Moderation & Podcast Hosting

"My mission is to elevate leadership and culture through conversations that matter, strategies that inspire, and experiences that shift mindsets. Because leadership isn't a title, it's a daily act of humanity." — Nqobile Pamela Xaba



Our Approach

We believe people drive organizational transformation. With authenticity, creativity, and impact, we deliver human capital solutions that create lasting value, nurture talent, and shape diverse, African-rooted organizational cultures.

**Understanding
Your Business**

**Creative
Execution**

**Data-Driven
Optimization**



**Continuous
Improvement**

Our Services

We design and deliver integrated people solutions that bridge business transformation, soul, and inclusive leadership. Our service portfolio is grounded in evidence-based practice, deep facilitation expertise, and a strong understanding of the evolving African and global workplace.



➔ Leadership, Culture & Employee Experience Journey

We believe that thriving workplaces are built on self-aware leaders, engaged teams, and a strong, values-aligned culture. Our solutions are crafted to cultivate high-performance environments that prioritize psychological safety, collaboration, and purpose.

Offerings include:

- **Coaching & Self-Mastery Programs:** Individual and group coaching rooted in emotional intelligence, clarity of purpose, and leadership presence.
- **Team Dynamics & Performance Culture Workshops:** Custom-designed sessions to unlock team cohesion, communication, and collaboration.
- **Employee Engagement & Measurement:** Practical strategies and tools to understand how employees feel, align their experience with company values, and drive performance.

➔ Diversity, Equity, Inclusion & Belonging (DEIB)

We support organizations in embedding equity and belonging at the heart of their culture, strategy, and daily operations. Our approach goes beyond compliance or checkbox exercises—we focus on meaningful change that's sustainable and measurable.

We equip leaders and teams with the awareness, language, and tools needed to foster environments where every individual feels seen, heard, and valued—and where everyone has a fair opportunity to thrive and contribute.

Offerings include:

- **Inclusive Leadership & Unconscious Bias Training:** Practical, scenario-based sessions to build inclusive leaders across all levels.
- **DEIB Strategy Development:** Comprehensive, data-informed roadmaps for companies committed to driving real inclusion and equity.
- **Belonging Workshops & Inclusion Toolkits:** Interactive, emotionally engaging experiences that translate insight into action.



Our Services

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➔ Strategic Talent Solutions

From recruitment to retention, we help organizations attract and develop talent through innovative, culturally relevant approaches.

Offerings include:

- **Competency-Based Recruitment Models:** Tools and training to align hiring with core capabilities and company culture.
- **Talent Mapping & Succession Planning:** Forward-looking solutions to build internal pipelines and future-proof your workforce.
- **Employer Branding Consultation:** Positioning organizations as employers of choice through compelling narratives and employee value proposition.

➔ Women Empowerment Programs

We are committed to advancing gender equity and leadership representation. Our women-focused programs uplift, mentor, and accelerate high-potential professionals across industries.

Offerings include:

- **Career Acceleration Workshops:** Equipping women with tools for influence, resilience, and leadership.
- **Mentorship Networks & Coaching:** Facilitated circles and one-on-one coaching to build confidence and career clarity.
- **Gender Equity Consulting:** Supporting organizations in designing inclusive policies and enabling systems for advancement.



➔ Professional Speaker & Facilitator

Our founder and facilitators bring depth, presence, and inspiration to every engagement — transforming events and meetings into moments of clarity and motivation.

Offerings include:

- **Speaking Engagements:** Powerful storytelling, audience connection, and message delivery that resonates.
- **Leadership Summits & Strategic Roundtables:** Thoughtfully curated sessions that combine strategic focus with human connection.
- **Corporate Masterclasses & Internal Conferences:** Engaging, practical learning experiences designed around your business objectives.

Value-Add Services

Our value-add services are designed to spark meaningful dialogue, elevate human potential, and transform the way organizations and individuals connect, lead, and grow. These offerings go beyond traditional HR solutions — they are immersive, future-focused experiences that foster belonging, innovation, and strategic collaboration across industries and communities.

➔ Curated Human Capital Events

We specialize in crafting memorable, human capital experiences that blend intellectual depth with emotional resonance. Our events bring together diverse stakeholders from executives to entrepreneurs, creatives to change agents, to engage in courageous conversations and co-create new possibilities for Africa's future of work.

Our approach includes:

- Expertly facilitated dialogues grounded in research and real-world relevance
- Inclusive formats that prioritize participation, lived experience, and co-learning
- Custom event design for leadership teams, sector summits, and industry showcases

Key themes include:

- Navigating intersectionality and identity in leadership
- Building inclusive brands and business ecosystems
- Strategies for entrepreneurial resilience and legacy-building

Other signature formats include:

- Nonkosi Women's Network Experiences: From coaching circles to leadership masterclasses, these gatherings inspire community-building, sisterhood, and influence

➔ The Diversity Roundtable Podcast

The Diversity Roundtable is more than a podcast — it's a growing movement of introspection, innovation, and influence. As a powerful storytelling platform, it brings underrepresented voices to the forefront while equipping listeners with fresh perspectives on workplace culture, leadership, and systemic change.

Featured Conversations Cover:

- Cultural identity, heritage, and belonging in the workplace
- Inclusive leadership practices in African and global contexts
- Resilience, mental health, and personal transformation
- Future skills, innovation ecosystems, and the digital economy
- This podcast is fast becoming a go-to platform for HR leaders, entrepreneurs, and purpose-driven professionals who care about creating inclusive and future-ready workplaces.
- It is available on Spotify, Apple Podcasts, YouTube, and Amazon.



Target Market Positioning

We partner with forward-thinking professionals and organizations who are ready to challenge the status quo, invest in their people, and lead from a place of authenticity, inclusion, and innovation. Our ideal clients are not just looking for tick-box training or off-the-shelf HR strategies — they are committed to transformative growth, culture reinvention, and inclusive leadership.

We proudly serve:

Large Corporates

With complex structures, evolving talent needs, and multi-generational workforces, we help corporates build inclusive, agile, and values-driven cultures that empower leadership at every level.

Medium-Sized Companies

We provide custom HR frameworks, leadership development programs, and DEIB strategies to help them mature their people practices while sustaining their unique culture.

Public Sector Institutions

We support municipalities, state agencies, and educational bodies in designing impactful people strategies, advancing gender equity, and cultivating inclusive service cultures that reflect the communities they serve.

Startups & Entrepreneurial Ventures

We equip founders and scale-up teams with leadership coaching, talent acquisition support, and culture building tools to grow strong internal ecosystems that are both agile and people-first from the start.

Key Stakeholders We Engage With:

- **Middle and Senior Managers:** The heartbeat of organizational culture, they are crucial change agents. We help them lead with confidence, emotional intelligence, and strategic clarity.
- **HR Executives & DEI Leaders:** We co-create policies, programs, and interventions that move the needle on engagement, retention, and belonging.
- **Talent Acquisition Professionals:** Through inclusive hiring strategies and targeted sourcing models, we help organizations attract and retain high-potential, diverse talent.
- **Women in Leadership Pipelines:** Our women empowerment programs are tailored to support emerging and established female leaders on their path to influence, impact, and elevation.
- **Innovation, Culture & Transformation Teams:** We bring fresh insights and facilitation excellence to help internal culture teams drive alignment, storytelling, and engagement across the organization.

Awards & Recognitions

➔ GIBS Business School

Nqobile Pamela Xaba proudly graduated from the prestigious Gordon Institute of Business Science (GIBS), one of Africa's foremost business schools. Her academic journey culminated in notable accolades for excellence in **Strategic Marketing and Building Self-Mastery**, reflecting her commitment to continuous personal and professional growth.

This achievement not only symbolizes her dedication to mastering the art and science of leadership but also coincides with the second anniversary of Nonkosi Creatives, underscoring a period of remarkable growth and impact for both Nqobile and her company.

Her GIBS education has been pivotal in sharpening her strategic vision and deepening her ability to create innovative, human-centred leadership solutions — skills that have been instrumental in positioning Nonkosi Creatives as a transformative force within the human capital landscape.

➔ Advisory Roles in Academia

Beyond her entrepreneurial and consulting work, Nqobile actively contributes to shaping the next generation of leaders through her role on the **Advisory Board for the Department of Business Management at the Central University of Technology (CUT)**.

Her advisory contributions ensure that emerging business professionals are equipped not only with technical knowledge but also with a deep understanding of inclusive leadership, strategic human resource management, and organizational culture transformation.

➔ Additional Recognitions and Industry Acknowledgements

While continuously expanding her professional footprint, Nqobile Pamela Xaba has also been recognized through invitations to speak at conferences and panels on leadership, diversity, and workplace transformation.

She has been featured in publications and media platforms such as **Topco Media, CHRO South Africa, and Isolezwe Intandokazi**, highlighting her role as a thought leader and changemaker in the human capital space.

Client Testimonials

HR Director, FMCG
Company

"Nqobile brought a rare blend of empathy and expertise to our leadership program. She helped our managers become more emotionally intelligent and effective."

Organizational
Development Lead,
Built Environment &
Construction Sector

"Working with Nonkosi Creatives was a turning point in our employee experience journey. Their approach to culture building is not only practical but incredibly inspiring."

Program Participant,
Public Sector

"The women empowerment masterclass was transformative. I walked away with clarity, confidence, and a renewed commitment to my leadership journey."

Entrepreneurship
Coach & Client

"As a speaker, Nqobile commands the room with grace, truth, and intellect. She is exactly what South African business needs right now."

Executive, Automotive
Sector

"Nqobile's facilitation style is inclusive, strategic, and incredibly effective. She helped us realign our HR priorities with our broader organizational goals."

Talent Acquisition
Manager, ICT Company

"Our talent acquisition strategy shifted after partnering with Nonkosi Creatives. They understood our industry and culture, and helped us attract top-tier diverse talent."

CONTACT US

 www.nonkositcreatives.co.za

 info@nonkositcreatives.co.za

 +27 68 7655 634

THANK YOU

At Nonkosi Creatives, we are on a bold mission: to centre humanity in leadership, to cultivate cultures of belonging, and to unlock the untapped brilliance within individuals and organizations across Africa.

Your belief in our vision, your participation in our programs, and your willingness to be part of our story have fuelled our growth and deepened our impact.

Thank you for walking beside us — for contributing to spaces where inclusion is not just spoken about, but lived; where leadership is not performative, but intentional; and where innovation is not only embraced, but humanised.

As we look ahead to the next chapter, we remain committed to building ecosystems of empowerment, nurturing meaningful collaborations, and continuing to reimagine what leadership and culture can look like in Africa and beyond.