

# CKNIVAS

## INSIGHT

Preferred word which best describes you?

Energetic and enthusiastic.

Did success come easily?

No success comes easy. But I don't see it as work, rather as living, because I'm doing what I love.

What do you rate as your greatest achievement?

That I had the opportunity to be born into a family that always allowed me to pursue my own goals and supported every new endeavour with enthusiasm and pride.

What makes you laugh?

Silliness.

Are you easily influenced?

No. Never

What possession do you treasure most?

Nothing material. I've got all the unnecessary material possessions, but they don't compare to my enthusiasm and energy for life, teaching and dreaming.

Are there enough hours in a day?

I feel like a cheat because I'm always an hour or so indebt.

Can you play a musical instrument?

The only instrument I play is my discord voice in the shower

What are you currently reading?

Everything about brands and branding, but fiction.

What is your motto?

Success is a continual state of becoming, where the goal is always ahead and never behind – George Bernard Shaw.

What's the most valuable lesson you have learnt?

Everything you want to be and achieve is possible and up to you.

What is your greatest talent?

Simplifying big ideas and bringing energy to any situation.

Which talent would you most like to have?

Clinton's chutzpah (charm). Mandela's common touch. And Mother Theresa's selflessness.

What is the quality you most admire in others?

Ability to balance work and play equally hard. I confuse the two.

What do you see as your greatest weakness?

I'm obsessive compulsive and a detail freak, and it tires everyone around me.

Are you positive about South Africa?

This is the only country in the world where everything is possible and where we are writing history with every step we take and every decision we make.

What would you like to know about the future?

If what we're doing today makes a bit of a difference to what the future will be like.

How would you describe perfect happiness?

Doing what you love, where and when you want to, with whom you want and being paid commensurately.

Best advice?

Live every day as if it's your last. It could be. And Everything you do is your signature and your legacy. Write your own history.

## Thebe Ikalafeng B.Sc, MBA, CM(SA)



This man has been ranked as one of the country's top 10 thinkers in marketing and branding. He has also held top marketing positions in the SA and USA, and was previously awarded the IMM medal for "Marketing Organisation of the Year" during his tenure as executive director of Nike Africa. He has also been described as "terminally stylish" and voted the country's best dressed man by "Fairlady," and one of the top 5 best dressed men by GQ.

NOT FOR SALE TO PERSONS UNDERS THE AGE OF 18.