



# **KEYNOTE**

***BUILD UPWARD MINDSET***



**JABU ZWANE**

PROPOSED FOR:  
***CONFERENCES***

PROPOSED BY:  
*JABU ZWANE*

*"Changing lives, one thought at a time"*



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## BUILDING AN UPWARD MINDSET

In today's fast-paced and ever-changing business environment, professionals, executives, and leaders are constantly faced with unprecedented challenges and pressures. "Build an Upward Mindset" is a transformative keynote designed not only to navigate these challenges but also to transcend them, fostering a culture of resilience, innovation, and collective success. This keynote is structured around five pivotal steps: Wake Up, Rise Up, Armour Up, Keep Up, and Team Up. Each step is a building block towards cultivating an upward mindset, essential for personal and professional growth

- **Entertainment:** Engaging stories, real-life examples, and interactive elements that make the learning process enjoyable and memorable.
  - **Educational:** Providing actionable insights, frameworks, and strategies that can be applied immediately to personal and professional life.
  - **Motivational:** Motivational stories and language to cultivate a mindset of creativity, innovation, adapting and agility for challenges in the sphere of operation.
  - **Inspiration:** Sharing inspirational success stories and case studies that ignite a passion for excellence and continuous improvement.
  - **Provocation:** Challenging conventional thinking and encouraging attendees to question their existing beliefs and approaches, fostering a mindset geared towards innovation and growth.
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- **Wake Up:** Self-Awareness and Recognition of Potential - Understanding the importance of self-awareness in recognizing one's own potential and limitations.
  - **Rise Up:** Overcoming Challenges with Resilience - Strategies for developing resilience to bounce back from setbacks and view challenges as opportunities for growth.
  - **Armour Up:** Building a Toolkit for Success - Equipping oneself with the necessary skills, knowledge, and attitude to navigate the complexities of the business world.
  - **Keep Up:** Sustaining Momentum and Staying Motivated - Techniques for maintaining focus, energy, and motivation in the face of adversity and routine.
  - **Team Up:** Leveraging Collective Strengths for Greater Impact - The power of collaboration, networking, and building supportive relationships in fostering a culture of innovation and success.

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# JABU ZWANE

**MINDSET DEVELOPMENT SPECIALIST**

## ABOUT JABU ZWANE

I am an Executive, Keynote Speaker, Executive Coach and Facilitator specialising in Mindset Development, Leadership, Effective Communication, Emotional Intelligence, Conflict Resolution, High-Performance, Diversity and Inclusion.

## CLIENTS INCLUDE

BMW GROUP SA, Accenture, VW South Africa, Standard Bank, Distell, FNB Digital, MTN, Tshwane University of Technology (TUT), BIC South Africa, Bidvest McCarthy Group, SARS, Wellspan Health USA, Transnet, Capitec, CRU International, Rose Petals Pakistan and more.

## EXPERIENCE

Facilitated various workshops for over 50 companies over 10 countries, 3 continents, including multi-nationals and institutions of higher learning. Awarded Global Leadership Coach of the Year 2023/24 by

- Founder of The Mindset Development Institute. Developed over 40 mindset models for critical thinking in personal development, leadership, entrepreneurship, relationships, effective communication and high performance, since 2019.
- Associate Partner for Sewells MSX International as a Leadership, Emotional Intelligence, Conflict Resolution and Effective Communication facilitator since 2021.
- Diversity and Inclusion Facilitator, and thought leader at The Lenses Group South Africa since 2018, a USA based organisation.
- Director and Board member at Square Feet: A multi-platform property tech group of companies.
- Consulting Sales and Marketing director at Preferential Technologies, since June 2023
- Professional Speakers Association of Southern Africa vice-president, for 2023 -2024 term, EXCO member and professional member since 2020.
- Co-founder: African Business Leaders Club, a Networking group for business leaders from various African countries.
- Motivational Speaker on INX Prime TV SHOW, Motivational Monday.

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