SIMPHIWE MTETWA

BRAND PROFILE

2027

STRATEGY | RESEARCH | CONVENING | PUBLISHING

SOUTH AFRICA

CLARITY FOR COMPLEX SOCIAL CHALLENGES



We help leaders turn social ambition into measurable progress.

WHO WE ARE

Simphiwe Mtetwa is a South African strategy, research, convening and publishing company focused on social impact. For more than a decade, we have helped organisations make clearer choices, strengthen programmes and communicate impact with credibility. We combine sector knowledge, research, editorial judgement and relationships across business, government and civil society.

HOW WE CREATE VALUE

Strategy
Define priorities and turn insight into practical, measurable programmes.

Research
Generate the evidence and sector intelligence leaders need to make confident decisions.

Convening
Bring together capital, influence, expertise and lived experience to enable better decisions and stronger partnerships.

Publishing
Turn complex development issues into clear, evidence-led content across reports, magazines, interviews and digital platforms.

WHO WE WORK WITH

We work with forward-looking leaders who think boldly, challenge established approaches and take considered risks in pursuit of meaningful progress. They understand that impact requires sharper choices, credible evidence, strong partnerships and the courage to act. We connect strategy with implementation, ambition with evidence and visibility with measurable impact.

10+
years of sector experience

6,000+
industry subscribers

ZAR 11.9bn
collective CSI budgets represented

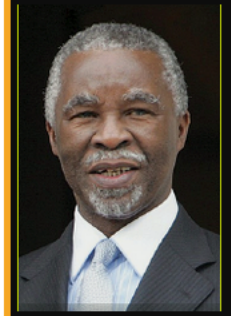


Conversations with leaders shaping what comes next.

Simphiwe Mtetwa engages leaders whose decisions influence business, public policy and social progress. Our conversations span former heads of state, global advocates, university leaders, corporate executives, philanthropists, innovators and cultural figures - people prepared to challenge convention, take considered risks and act on South Africa's most complex challenges.

These are research-led conversations designed to surface judgement, evidence and practical insight: what leaders see, the choices they are making and what must happen next.

LEADERSHIP INTO INSIGHT.
INSIGHT INTO PROGRESS.



Thabo Mbeki
Former President of South Africa



Geraldine Fraser-Moleketi
Leadership and governance



Phumzile Mlambo-Ngcuka
Former Executive Director, UN Women



Prof. Mamokgethi Phakeng
Higher education leader



Trevor Noah
Trevor Noah Foundation

CONVERSATIONS | IDEAS | ACTION

A network of decision-makers and changemakers.

By bringing influential voices into a wider national dialogue, we connect leadership with action - and ideas with measurable progress.



Siya Kolisi
Kolisi Foundation



Pearl Phoolo
Standard Bank



Alef Meulenberg
Rhiza Babuyile



Takalani Netshitenzhe
Vodacom



Steven Zwane
GIBS Business School



Prof. Francis Petersen
University of the Free State



Setlogane Manchidi
Investec



Tebogo Molefe
IDC



Nicole Solomon
AECI



Sarah Hugow
National Lotteries Commission

Influence where decisions are made.

Our audience brings together the people shaping South Africa's social-impact agenda. They commission programmes, allocate capital, lead institutions, build partnerships and turn evidence into action. This gives our work relevance across the full chain of influence - from boardroom decisions to community delivery.

WHO WE REACH

01 Corporate leaders

Executives and decision-makers responsible for strategy, sustainability and social investment.

02 Social-sector leaders

Non-profit executives, philanthropists, fundraisers and leaders of mission-driven institutions.

03 Community changemakers

CBOs and NGOs working across township, rural and emerging-economy contexts.

04 Advisers and builders

Consultants, entrepreneurs and specialists designing the next generation of impact solutions.



AUDIENCE SNAPSHOT

62%	38%	6,000+	3,500	41%
women	men	subscribers	active users	open rate



We turn insight into action.

We help organisations understand what matters, make sharper choices and mobilise the people required to deliver meaningful progress. Our four capabilities work independently or as one connected engagement.

01 Strategy

Clarify priorities, define the value to be created and translate ambition into an actionable roadmap.

02 Research

Generate the evidence, intelligence and sector insight leaders need to make confident decisions.

03 Convening

Bring decision-makers and changemakers together to build alignment, partnership and momentum.

04 Publishing

Turn complex ideas and impact into credible stories, reports and platforms that move audiences.



Services designed to move organisations forward.

We combine strategic judgement, research, editorial craft and design to help leaders clarify their direction, strengthen their programmes and communicate impact with authority.

01 Annual & Impact Report Writing and Design

Evidence-led reports that explain performance, surface learning and present impact with clarity and credibility.

RESEARCH | INTERVIEWS | WRITING | DESIGN

02 CSI Brand Visibility and Thought Leadership

Positioning, content and visibility programmes that help organisations lead important conversations and earn stakeholder trust.

NARRATIVE | CAMPAIGNS | PUBLISHING | EXECUTIVE VOICE

03 CSI Strategy and Programme Design

Practical strategies and programme architectures built around evidence, clear choices, measurable outcomes and delivery realities.

DIAGNOSIS | DESIGN | ROADMAP | MEASUREMENT



Let's shape what comes next.

If you are ready to sharpen your strategy, strengthen your programme or bring an important idea into the national conversation, we would welcome the opportunity to work with you.

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