

STATEMENT OF CAPABILITY

1. Background

Dr Nik (Nikolaus Eberl, PhD) holds a PhD from the Free University of Berlin (Germany) and a Postgraduate Diploma from The Johns Hopkins University, Bologna Center. After completing his post graduate degrees, he joined the University of KwaZulu Natal as a lecturer and conducted extensive research on the leadership legacy of the famous Zulu King Shaka.

2. Reinventing Customer Experience

As a result, Dr Nik authored “The Seven Secrets of IziCwe: Conquer Life!”, a uniquely South African Life Skills Program, and “a must for anyone who wants to overcome career and personal challenges!” (**The Business Day**).

The sequel, “The IziCwe Code: Internovate or Die!” (featuring the innovation strategies of Emperor Shaka) was introduced to the international media at the **Global Leaders’ Summit**, sharing the platform with leadership gurus Tom Peters, Rudy Giuliani and Michael Porter.

Subsequently, Dr Nik was tasked to head quality assurance and customer service at Africa’s leading IT Company, Business Connexion. Over the past ten years, Dr Nik has developed a uniquely South African formula for inspiring employees to search for new ways to deliver world class customer service, named ‘**The IziCwe Code**’

which has been implemented successfully by Clients such as Metropolitan, DBSA, Nelson Mandela Foundation and Cableways Cape Town (who were voted one of the **Seven New Wonders of the World** - and a Mining Supplier who has credited The IziCwe Code for having grown his Business 10X).



3. Reinventing Destination Branding

As a customer experience specialist, he was called upon to head the Net Promoter Scorecard research project on South Africa's Destination Branding Success Story during the 2010 Soccer World Cup™, and he is the co-author of South Africa's World Cup Brand Ambassador Program. At the same time, he authored the Business Day's World Cup Column as well as co-anchored CNBC Africa's weekly Business 2010 show.

Dr Nik's work has received acclaim from a number of eminent South African leaders:

- "We share a vision for the development of leaders and strongly believe in building the capacity of people and society at large." (John Samuel, CEO Nelson Mandela Foundation)



- "A uniquely South African formula for mustering the will to succeed and conquer life!" (Herman Mashaba, Founder of Black Like Me)
- "The Seven 'Miracles', not even Secrets of IziCwe will unravel your life. A Must for all Organisations!" (Dr Snowy Khoza, Development Bank of Southern Africa)
- "The authors of The IziCwe Code have thrown down the gauntlet. It is up to us to take up the cudgels to unearth pearls of wisdom from other great Africa Leaders." (Reuel Khoza, Chairman Nedbank, NEPAD Business Group, President: Institute of Dir)
- "Using the analytical tools contained in the passages taken from The IziCwe Code, we can say that the brand image of a democratic South Africa conveys a credible promise of vibrant and limitless possibilities for a better life for all ... When our country meets

this expectation, we will be able further to build our brand image, enlarging the 'corner of the consumer's mind', the identification with 'the brand character', that constitutes 'the most valuable real estate in the world.' "President Thabo Mbeki, South Africa, Letter to the ANC: The New South Africa)

4. Reinventing Sales & Marketing

During his work for the World Cup Visitor Engagement Program, Dr Nik experienced the power of social networking for engaging both visitors and the residents of the hosting nation, and subsequently went to design a Customer Engagement Program, that has been applied successfully at global companies such as IBM and Deloitte.

Called the Social Selling Success System, this program allows sales & marketing professionals to build profitable relationship on the world's largest professional network, LinkedIn. The success stories and case studies are featured in his Social Selling book, The Meerkat Method. In terms of social networking, for the past twenty years, Dr Nik has been building brand communities both online and offline, first in the student community arena where he helped the European Union to build the first Paneuropean Student Network, and then in the Sporting arena where he helped multinational brands to build Fan Communities such as the Bafana FAN Club for South Africa and currently the FAN World Cup™.

5. Reinventing Sports (Disruptive Innovation)

As part of the SAP Startup Accelerator, Dr Nik is currently uberizing the sport of soccer by building the FAN World Cup™, the World's Social Soccer League.

Dr Nik has been featured extensively on the following channels:



Past Projects Undertaken

- **Ideas Management Programs:**
 - More than 4,000 employees at **Metropolitan Insurance South Africa** who employed our services and utilised our Intellectual property and methodology over a five year period throughout at their headquarters in Cape Town as well as at all their branch offices throughout the country.
 - **OUTCOME:** improved Customer Retention by 20% and entrenched the Sikunye Value System across business units with more than 4,000 staff
 - More than 2,500 employees at **Eskom's North West Region** which was successfully completed over a two year period.
 - **OUTCOME:** Reduced Health & Safety Incidents by 60% and saved R15m
 - Various Business Units at the **Development Bank of Southern Africa (DBSA)**; in particular the Eastern Cape Unit, which included auditing key stakeholders on their perceptions about services delivered by the DBSA and designing a strategic plan for improving service delivery to those stakeholders.
 - **OUTCOME:** Improved Employee Commitment Levels from Reluctant to Active Compliance and enhanced the Brand Image of the DBSA Eastern Cape Unit
 - Dr Nik conducted the Ideas Management Program for Cape Town Cableways in 2013 to engage every Cableways employee in delivering the vision, mission and values of the organisation. Applying The IziCwe Code Framework and the Ideas Management System, this program was extremely well received by the client.
 - **OUTCOME:** Won numerous awards for service excellence (and was voted one of the Seven New Wonders of the World recently)
- **2010 Soccer World Cup™ Brand Ambassador Program:**
 - Dr Nik produced the official Brand Ambassador Manual for the 2010 World Cup™ on behalf of South African Tourism.
 - **OUTCOME:** Converted 500,000 Employees in the South African Hospitality Industry to Brand Ambassadors and achieved the highest Net Promoter Score (92%) of all World Cup Hosting Countries to date (voted by the visitors on whether they would recommend Destination SA back home)

▪ **Strategic Innovation Programs**

- SAN Contracting: Conducted Strategic Alignment Workshops for Management and Staff to communicate the new Strategy and harness ideas on how to implement the new strategy and grow the business
 - OUTCOME: Grew the Business 10x over 10 Years (from R60m Turnover to R600m p.a.)
- EAAB (ESTATE AGENCY AFFAIRS BOARD): Dr Nik was retained to implement a turnaround strategy for the organisation, focussing on streamlining work processes online, employee motivation, HR policies and procedures and performance management.
 - OUTCOME: Helped establish the MyEAAB Online Portal and significantly improved the turnaround time for issuing FFC certificates to the South African Estate Agency Industry
- MAMELODI HOSPITAL: Service Delivery & Innovation Program, resulting in the client being being awarded the following:
 - OUTCOME: Mamelodi Hospital was awarded “the most improved hospital in Gauteng” in 2006
- BLACK LIKE ME: Strategic Management Workshop, designing a new strategy for growing the business and retaining existing business
 - OUTCOME: New Strategy rolled out successfully
- WEIGH-LESS: Internalising the Brand, designing a strategy with the board and senior management to grow market share and adopt new technologies.
- TOURISM ENTERPRISE PARTNERSHIP (TEP): Conducted a nationwide Roadshow on “How Germany won the World Cup of Destination Branding – and how South Africa shall clinch this Title in 2010”
- GAUTENG TOURISM: Conceptualised and hosted the first ever FAN World Cup on 30 June 2010 in Johannesburg to promote the new brand of Gauteng Tourism to the international media and the visiting fans from 31 countries

Activating Media Advocacy:

- In the run-up to the FIFA World Cup™, Dr Nik has advocated South Africa's brand image positively in the Print, TV and Radio media, specifically in the following media:
- BUSINESS DAY: The World Cup Column
 - bi-weekly, from 11 May 2007 to 30 July 2010, 52 editions
 - estimated PR value: R1,825,000
 - see <http://www.businessday.co.za/Search/Content.aspx?q=eberl&page=1>
- CNBC AFRICA: The World Cup Business Show
 - weekly from 15 July 2008 to 30 July 2010, 104 editions,
 - estimated PR value: R2,548,000
 - see <http://www.youtube.com/watch?v=0-gs7KMFFZk>
- BIZCOMMUNITY.COM: The World Cup Opinion
 - regularly from 2 November 2007 to 15 August 2010, 65 editions
 - estimated value: R 487,500
 - see <http://www.bizcommunity.com/Profile/DrNikolausEberl>
- CARTE BLANCHE: Various Features regarding the 2010 FIFA World Cup™ on the award-winning Documentary Channel
 - 5 features between July 2007 and August 2010;
 - Reaching an estimated 1.2 million South Africans
 - See <http://www.youtube.com/watch?v=WPDp-u8kK90>
- SABC / ETV / BBC: Regular Commentary on the Nation Branding Aspects of the 2010 FIFA World Cup™ and South Africa's state of readiness
 - See <http://www.youtube.com/watch?v=4LUWTMjNPIU>
- NATION OF CHAMPIONS BOOK: Compiling the above, prefaced by SAFA President Kirsten Nematandani and Minister of Sport Fikile Mbalula

Activating Tourism & Hospitality Engagement:

- **World Cup Roadshow:** On behalf of the Tourism Enterprise Partnership (representing Hospitality Service Providers in SA), Dr Nik conducted a roadshow on “How Germany won the World Cup of Nation Branding”, reaching
 - Close to 2,500 hospitality service providers
 - Across all 9 FIFA World Cup™ Hosting Cities
 - See <http://www.youtube.com/watch?v=V3cUIklsECE>
- **Brand Ambassador Program:** On behalf of South African Tourism (SAT), Dr Nik conceptualised and produced the Welcome Guide, reaching
 - Close to 500,000 South African service employees in the Tourism & Hospitality sector in order to
 - Become Brand Ambassadors by understanding the Do’s & Don’ts of interacting with World Cup Visitors and
 - Converting Visitors to Brand Advocates for Destination South Africa (Result: Achieved the highest Net Promoter Score of all FIFA World Cup™ hosts of converting 92% of Visitors to Brand Advocates for Destination South Africa)
- **World Cup Scorecard:** Dr Nik developed the Scorecard for the South African Football Association, tracking and measuring the
 - Ten Determinants of delivering SAFA’s Brand Promise of “hosting the most successful FIFA World Cup ever” over a period of four years and thus
 - Demonstrating to the global media and the FIFA Family that this event surpassed the key benchmarks set by hosting predecessors.
 - See <http://www.youtube.com/watch?v=yPQuLQbQJio>
- **Confederations Cup Scorecard:** Dr Nik developed the Confed Cup Scorecard for the South African Football Association, tracking and measuring the
 - Ten Determinants of delivering SAFA’s Brand Promise of “hosting the most successful FIFA Confederations Cup ever”
 - See <http://www.youtube.com/watch?v=OljONDb5Mcl>

Activating FAN Engagement:

- **Bafana FAN Club:** In the run-up to the FIFA World Cup, Dr Nik was commissioned by SAFA to set up the official Bafana Fan Club and got almost one million official Bafana supporters to pledge their allegiance online (<http://www.iol.co.za/sport/make-it-a-million-say-fan-club-organisers-1.487087>).
- **FAN World Cup™:** On the 30 June 2010, Dr Nik held the inaugural FAN World Cup™ in South Africa. For the first time in the history of the FIFA World Cup™, football fans were given an opportunity to pit their skills on the field of play and compete for their very own World Cup, (<http://www.businessday.co.za/Articles/Content.aspx?id=113609>).
- **Endorsed by SAFA** (South African Football Association) and approved by FIFA, the 2010 FAN World Cup™ was held on 30 June 2010 in Johannesburg, South Africa (www.fanworldcup.org; see <http://www.youtube.com/watch?v=fK0BPb5Sw9Q>).
- **World Cup FAN Documentary:** On behalf of the South African Football Association, Dr Nik produced the TV documentary “Miracle of Mzansi” (screened on SuperSport 3, May 24-28, 2010), showcasing Bafana’s Road to Glory in the run-up to the 2010 FIFA World Cup™ (<http://www.youtube.com/watch?v=wulJBa9c6tY>);
- **Global FAN Awards:** Dr Nik hosted the inaugural Global FAN awards on 10 July 2010 (according to the FAN Scorecard, published on CNBC’s Business 2010 Show), attended and addressed by the SAFA President (<http://www.youtube.com/watch?v=KVrW3qixzVE>)

Activating Corporate Engagement:

In the run-up to the FIFA World Cup™, Dr Nik published a number of World Cup related books in order to engage the corporate sector of South Africa and rally business behind the goal of hosting the best World Cup ever:

- **World Cup Legacy:** The World Cup Legacy Book, prefaced by SAFA Vice-President Mwelo Nonkonyana, positioned the Legacy of the FIFA World Cup positively by steering the media debate towards recognizing the inspirational legacy components of this event and especially the socio-economic development areas, thereby contributing to building SAFA's image as a thought leader in nation building and grassroots development.
- See <http://www.youtube.com/watch?v=yliqcZbmQo4>
- **The Alchemy of Miracles:** Subtitled 'Why Underdogs Triumph', this Book, prefaced by SAFA President Kirsten Nematandani, received high acclaim by then Bafana coach Carlos Alberto Parreira and contributed to the national upswing of positive sentiment towards the national team in the run-up to the FIFA World Cup, including the Church Campaign that Dr Nik assisted the South African Sports Coalition of Churches (SASCOL) with (which reached almost 10,000 churches across all denominations).
- See <http://www.youtube.com/watch?v=2sQVmn68bWk>
- **How Germany won the World Cup of Nation Branding:** Analysing the Nation Branding Model that Germany applied for hosting the 2006 FIFA World Cup™ and drawing relevant lessons for South Africa's brand promise of hosting the most successful FIFA World Cup™ ever
- See <http://www.youtube.com/watch?v=ATnbWGm8cbs>

Keynote Addresses:

- **Nation of Champions: Together We Can!** Keynote Address at the National Alignment Conference, reaching
 - 1,250 Key Stakeholders in the 2010 FIFA World Cup™
 - Building a Public Private Partnership to host the Best World Cup ever (<http://nation-of-champions.org/>)
 - See <http://www.youtube.com/watch?v=DH87Bjf95Go>
- **How Germany won the World Cup of Nation Branding:** Keynote Address at the National Tourism Conference, reaching
 - 750 Key Stakeholders in the South African Tourism & Hospitality Sector
 - Building a Public Private Partnership to host the Best World Cup ever
 - See <http://www.youtube.com/watch?v=-xd9XRlxnek>
- **Motivational Intelligence: The Secret of World Champions:** Keynote Address at the Destination Branding Conference, reaching
 - 500 Key Stakeholders in the South African Destination Branding Sector
 - See <http://www.youtube.com/watch?v=wSHttBhjNRs>