

# + Private Property

People Connect Conference

+

CONNECT + ALIGN + ENGAGE



**2** COLLABORATE  
EXECUTING COMMON GOALS TOGETHER



# Introduction

Founded in 1998, Private Property was South Africa's first property brand of its kind. Underpinned by its pioneering spirit, the business has grown into a leading property portal that connects people to the heart of property.

At the helm is CEO Amasi Mwela, who has a clear vision for the future. He believes that embedding a purpose-driven culture ensures an open and dynamic organisation.

This approach has led to Private Property establishing itself as a frontrunner in its field with the largest social community for real estate in the country, supported by a commitment to continually adapt to industry trends.

To retain its competitive edge, and following two years of remote work, Private Property organised a company-wide event to create an opportunity for its people to Connect, Align and Engage as a business. This event aimed to support strategy execution and alignment and deliver a meaningful and rewarding experience for its people that would build relationships and inspire brand passion and commitment.

As Private Property's trusted partner in Culture Development and Strategic Projects, 2Collaborate was approached to run the company's 2022 People Connection Conference.

*"Thank you, Team Private Property, for your endless energy, openness and commitment to making a difference in the lives of our customers daily. We have something really special here. A big thank you also to the 2Collaborate team for such a well executed culture and values session."*

**Amasi Mwela, former CEO**

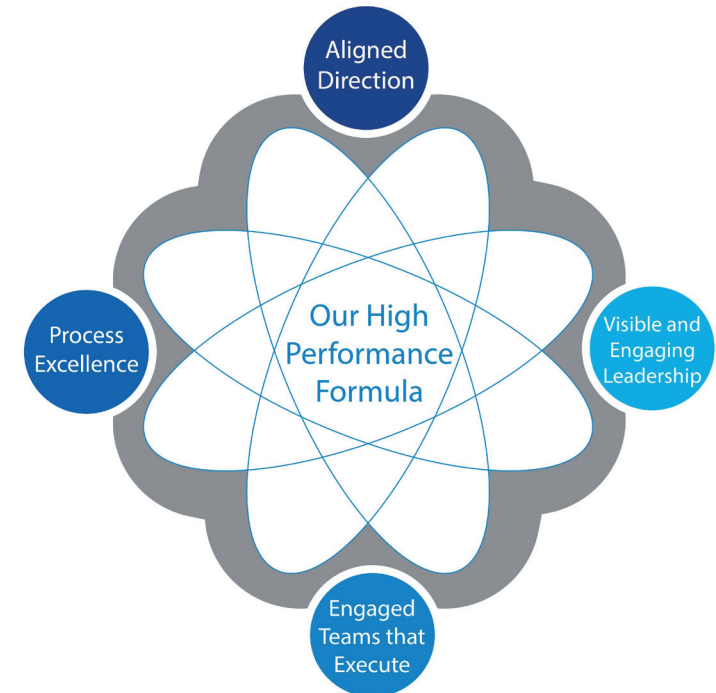


# Our Contribution

Combining our business and brand expertise, the 2Collaborate team set out to conceptualise, design and implement an event that would deliver on Private Property's business needs and create a lasting impression among its people.

Drawing on our tried and tested High Performance Formula, we developed a game plan to help Private Property strengthen their winning culture and up their performance.

An important component of events is the use of themes to create memorable experiences and embed key learning principles. Given the strong parallels between sports and business performance, South Africa's formidable Springbok 7's Rugby Team were selected to inspire the theme for the Conference. Using lessons from this exceptionally successful team, we crafted a range of culture and performance improvement processes, immersive activities and memorable touch points.



*"It's been a real privilege for us to be part of this Conference. The energy and enthusiasm shown by all staff in co-creating their future was BEYOND inspiring. Private Property has something special and different as a business and we are honored to be their partners in performance."*

**Hennie Brittz, Event Manager and Lead Facilitator**





# The Game Plan

CONNECT



ALIGN



ENGAGE

Spread over 3-days, the game plan rolled out in three phases; Connect, Align and Engage.

Day one kicked off with a formal dinner and awards evening hosted by South African comedian, Rob van Vuuren. Amasi set the scene with a warm welcome and was joined by the chairman of the board to present the Awards Ceremony.

To ensure an unforgettable and energising start, great care was taken of all the logistical, technical and branding arrangements. The special moments were captured by a professional photographer and shared with employees as a reminder of the unifying occasion. The evening went off in style and employees enjoyed the opportunity to connect, celebrate the year's achievements and have some fun.



# The Game Plan

Everyone arrived bright and early the next morning to delve into a day of collaboration. To enhance participation and engagement the venue was set up with a centre stage, multiple digital screens and small group tables. Hennie Brittz, 2Collaborate's lead facilitator, opened the floor with a welcome, run-through of the day and some ground rules for maximum participation.

From here, employees received quick access to Mentimeter, an audience engagement platform, and a restricted conference WhatsApp group to facilitate collaboration. Supported by our video, audio and lighting team, Private Property was ready to embark on a two-day journey of aligning their strategy, values and performance.



CONNECT



ALIGN



ENGAGE

The programme started with Amasi sharing an overview of business strategy for the next 3-years. To align Private Property's purpose to their strategic intent, employees were asked to brainstorm new purpose statements in their groups. Each group had an opportunity to share their thinking and the ideas were captured and shared with Exco to deliberate and announce the new statement at the end of the Conference.

Using insightful lessons on Culture from the 7's Rugby Team, employees unpacked Private Property's values. They discussed how well they lived these values and how to better bring them to life in their teams.

This alignment process and group activity was facilitated by 2Collaborate strategy expert, Tjaart Minnaar.

The day ended on high note with a full enactment of a 7's Rugby Tournament. Six teams were randomly selected and divided into four pools. Guided by 2Collaborate's Coaches, the teams went head-to-head in a series of 'minute to win it' games that fuelled a demonstration of values in action, teamspirit and lots of laughs. Following the pool stages, we hosted the quarterfinals, semi-finals and grand final.





# The Game Plan

CONNECT



ALIGN



ENGAGE

The last day started with an inspirational talk on a 'Winning Mindset' by guest speaker, Joshua Oupa. Drawing on his experiences as a successful engineer, entrepreneur and mindset coach, Joshua shared insightful tips on how to 'reconstruct' your life by transforming your mindset. He masterfully demonstrated that to win in life and at work, employees need to bring their 'A game' - both individually and as a team.

At this point people were asked to move into their functional teams and discuss the business principles shared over the two days. Under the direction of 2Collaborate's table facilitators, teams explored how the business strategy would play out in their functions and what each of their roles are. They also spoke about the effectiveness of their team meetings and how to improve them.

Having conducted an Employee Engagement survey earlier in the year, the Executive Team wanted to provide feedback to the business and talk about the areas being addressed over the year.

Following this, we opened the floor to all staff, encouraging them to ask their 'burning questions'. Questions that were gathered anonymously on Mentimeter throughout the conference were also consolidated. These questions were then posed to the Executive Team, who provided clarity where needed and engaged in candid and open conversations.

This open, positive and collaborative conversation was deeply valued by employees, many of whom mentioned how "awesome" and "reassuring" it is to have a transparent and accessible leadership team.

The conference concluded with an inspirational message from Amasi that included the new purpose statement.

*"It's an honour to work with the 2C team. Whenever we partner on projects, there are two things that stand out - their passion and excellence. They run like a well-oiled machine and their levels of commitment and dedication always show. Thank you for helping us make our Conference a success, we love working with you."*

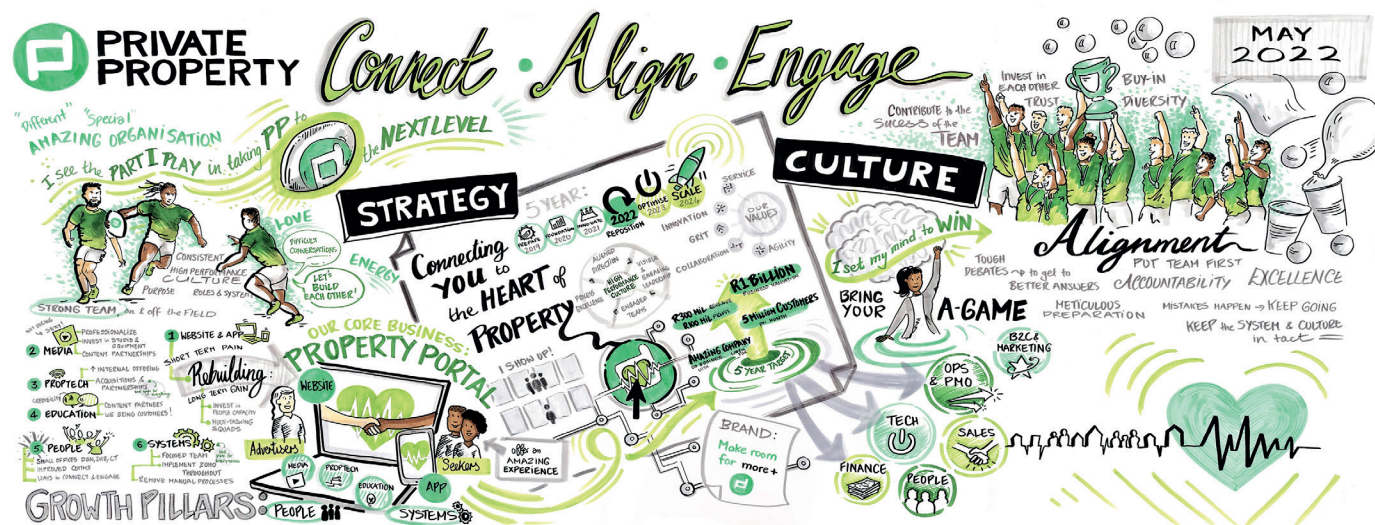


Tevin Wilson, former People Manager

## The Results

Employees left the Conference with renewed energy, a winning mindset and a better understanding of where the business is headed. The culture, values and performance lessons created strategy alignment around common goals and refocused people's contribution to where it matters most. Ultimately, the Conference delivered an experience that was greatly appreciated by the employees, as attested to by one of the staff members:

*"I really appreciate the feedback that we've received from the CEO of where we are and where we are going. It's definitely enhanced my understanding of what is needed from us to take the company forward."*



Throughout the Conference, graphic harvester, Sonja Niederhumer, captured key takeouts to create a beautiful visual illustration of the experience. This graphic was then printed onto a desk pad and gifted to employees as a reminder of the culture, vision and values that they committed to building together.