

# A bank's commitment to transformation and upliftment

**N**edbank Business Banking is committed to the transformation of South Africa and continuously strives to make meaningful contributions to the upliftment of women.

This is according to Kim Tickner, Nedbank Business Banking's head of marketing and communications. "We adopt this approach to our staff, clients and the community alike and the stats add up," she says. "About 60% of our staff are women and half of these are BEE candidates. Among the women in key leadership roles is our MD Ingrid Johnson and we are committed to ongoing investment into people development and coaching as well as earning."

Tickner also points to the bank's Letsema and Graduate programmes which attract and groom future leaders and boasts that over half the candidates are female.

"We have introduced flexible work practices to cater for women trying to balance family and our diversity programmes address barriers with respect to gender and race. While our long term association with the Businesswomen's Association reflects our support for women in business.

"We treat female clients like any others and through our decentralised relationship model we look at individual needs and tailor solutions to these."

She emphasises that the

bank's decentralised, relationship-driven business model allows it to fully understand its clients and their businesses.

Elaborating on the bank's value proposition and business model, she says, "We offer the full spectrum of business banking products and related services including lending, deposit taking, transactional banking, specialised finance, and enterprise development tailored for all business banking clients. While we service clients across all industries, we also focus on franchising, agriculture, wine, tourism, the public sector, financial and legal professionals industry.

"We also offer a world class electronic banking channel and we are the leader in funds

administration through our Corporate Saver solution.

"Most importantly, we cater for their specific circumstances and needs regardless of race or gender. As a recent example of our commitment to transformation for SA, the Hope factory, which designs and produces a range of hand-made corporate gifts, is an enterprise development deal that involves a women-driven business.

At a community level, Nedbank participates in the 'Take a Girl Child to work' initiative and sponsors the Women Corporate Leadership Census. It also participates in the regional business achiever awards to promote, recognise and reward women in business."

