



**YOURSELF MANAGEMENT**  
Leaders in the African Market

## **Kabelo Ncholo Nominated for the Hennessy Businessman of the Year Award in the Big Time Strategic Group BBQ Awards**

**Wednesday, 18 October 2017** - The Big Time Strategic Group BBQ Awards has announced the finalists of its 13 award categories. Kabelo Ncholo, the founder and CEO of Yourself Management, a through-the-line marketing agency specialising in the African Market, has been nominated for the Hennessy Businessman of the Year Award in the Big Time Strategic Group BBQ Awards 2017.

The Big Time Strategic Group BBQ Awards, South Africa's most prestigious and longest running black business awards ceremony, has celebrated and recognised our champions of transformation for the past 15 years.

As South Africa's premier transformation and empowerment business awards, the BBQ Awards encourage and promote sustainable black business and transformation through recognising good corporate governance, leadership and achievement.

On Friday, 20 October 2017, the Big Time Strategic Group BBQ Awards will be celebrating their 16<sup>th</sup> BBQ Awards at Emperors Palace in Johannesburg. Consisting of 13 categories, these awards are open to individuals as well as black-owned and empowered companies in South Africa.

"It is an honor for me to be nominated for such a prestigious category of Businessman of the Year," says Kabelo. "I didn't expect such recognition because I am playing my part in being a responsible citizen and creating job opportunities while I am pursuing my lifetime goal of leaving a legacy.

"There is a Somalian proverb that goes: 'wisdom does not come overnight,' and I definitely agree with it. It has been a tough journey over the past 15 years, which started at the age of 19 with R350. Today, to have offered full-time employment to over 300 people at the age of 34 years, is humbling and fulfilling. This nomination is motivation for me, more especially as this financial fiscal has been tough and has tested my leadership skills in so many ways."

Baleka Mbete, the Honorable Speaker of the National Assembly, will deliver the opening address at the ceremony, while Minister Jeff Radebe, the South African Minister in the Presidency since 2014, will make the keynote address.

Delegates at the conference can also look forward to some great entertainment from popular singer Vusi Nova.



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This is not the first time that Kabelo has been recognised in the Big Time Strategic Group BBQ Awards. In 2016, Yourself Management was awarded the BBQ Award for New and Innovative Business. Speaking about this accomplishment, he said: “I am very humbled for my organisation, Yourself Management, to be acknowledged by Cape Media in awarding us the BBQ Award for New and Innovative Business, more especially as we are in the marketing industry where we have to be at the forefront of innovation.

“As the founder and Managing Director of Yourself Management, this award means a lot; it encourages and confirms to us that we are on the right path. To all our clients, staff, acquaintances and most importantly our family, you played a huge part in us realising this achievement.”

Kabelo has also been the recipient of numerous other awards. In 2016, Yourself Management was nominated for a Business of the Year Award and received an award for Marketing Agency of the Year in the FNB/Roodepoort Chamber of Commerce and Industry (ROCCI) Business of the Year Awards.

**For more information on Yourself Management, contact: (011) 467 1005 or visit:  
[www.yourselfmanagement.co.za](http://www.yourselfmanagement.co.za)**

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### **About Yourself Management**

Yourself Management is a through-the-line marketing agency started in 2004 that specialises in providing marketing services in Africa. The agency offers clients an integrated approach by using below-the-line (BTL), digital and above-the-line (ATL) marketing methods to reach a wide customer base and generate conversions.

The agency invests in understanding their clients’ brand strategy, which enables it to position their brand accordingly to spark an emotional connection with the African market.

Yourself Management runs an average of 30 campaigns annually and prides itself on being the preferred supplier for some reputable blue chip companies such as Tiger Brands, Nestle, L’Oreal and Platco Digital (eTV) among others.