



# Wes Boshoff

(+27) 82 850 2950



[wes@imaginethinking.co.za](mailto:wes@imaginethinking.co.za)



Wes Imagine Thinking



[wes.imaginethinking.co.za](http://wes.imaginethinking.co.za)

## CAREER PROFILE

10 years' experience as a Cultural Strategist, Leadership Facilitator, Personal and Team Development Coach and International Speaker. He has worked across Hospitality, Retail, Medical, Construction, Education, Technology, Real Estate, Business Services, Health and Wellness, Manufacturing, Recruitment, Banking, NPO's, Government, Religious Organizations, Innovation Hubs, Leadership Events, Entrepreneurs and Students.

Focusing on Developing Organizational and Team Culture, Strategy Facilitation and Development, Sales and Marketing Strategy, Service and Hospitality Implementation, Leadership Thinking, Personal and Professional Coaching as well as Mind-to-Market Development.

## CAREER HIGHLIGHTS

Keynote Leadership Speaker at The Facilitation and Development of Coordination Mechanism for Effective Humanitarian Response for the South Sudan Government in partnership with The UN DP, UN HCR and UN OCHA. This event supported over 200 South Sudanese Government Leaders with Leadership skills and development tools and education in a war-torn climate.

He was the Team Leader and Strategist for the build of Mini Cooper for the Virgin Mobile Flagship Store Launch, which was entered into the Guinness World Records. The Mini Cooper was to be showcased at the Launch event opened by Sir Richard Branson of Virgin International.

Writer and Contributor for Entrepreneur Magazine, HR Future Magazine and Les Nouvelles Esthetiques Magazine, his various articles were published to discuss Leadership, Entrepreneurship, Strategy and Culture issues aimed at professionals in business.

International Speaker – USA, UK, Kenya, Mozambique, Tanzania, Angola, Rwanda, South Sudan, Zambia. Speaking to and Motivating people at various levels to continue to not just focus on their core business but to also find and focus on their cause business, their reason for their results!

## PROFESSIONAL EXPERIENCE

---

**Mind-to-Market:** Assisting start-ups and long running businesses to effectively conceptualize and realize their brand, business, product or service, moving it from their mind to their market.

**Coaching:** Personal or Professional development based on a 3 to 6-month program designed to achieve the goals and vision through strategic thinking and practical real-world actions.

**Strategy Facilitation:** He facilitates the design and simplification of layered business strategy for best return on investment and effective market positioning, including strategic partnerships and networks.

**Organizational Culture:** Defining and refining people culture to achieve a strong sense of belief, belonging and behaviour. Focusing people toward checking in, not just clocking in.

## ADDITIONAL SUPPORTING INFORMATION

---

“Wes is an intellectual powerhouse with a unique ability to combine creativity, out the box thinking and precise direction in professional coaching. Best investment I have made to date!”

**Nikki Williamson, TrueNorth Recruitment**

“Wes is a surprise package! Unorthodox, dynamic and great to work with. I have known Wes for years and was unsure how my team would receive him, he was a hit and we will be using him again”

**David O'Brien – Blind Designs**

“Wes is truly dynamic. He draws in his audience and encourages creative out the box thinking whilst inspiring many “Aha” moments”

**Des Morris – CM Labor Solutions**

“Wes has been a true game-changer in the services he provides in strategy facilitation, coaching and motivation. I commend Wes for his professionalism, sharp acumen, dedication to delivering excellent service and for effective feedback”

**Mamcy Letuka – Altron Bytes Managed Solutions**

“Wes engages the mind and challenges thinking in a way that motivates. A great coach and great with teams”

**Eben Uys – Mad Giant**

“Wes has the insane ability to unpack the essence of your business into a single sentence that resonates with employees and clients alike”

**Reinette Oelofsen-Muller – Wire Giraffe**

“Our experience with Wes was outstanding. He understood our issues and led the group expertly. All members of the group learned from the experience both from an individual and group perspective”

**Adrian Plantema – Aquamarine Murray and Roberts**

“Motivational, adaptive, challenging, passionate, questioning, direct, reflective – Wes personifies unlocking the potential that the millennial generation offers in the coming future”

**Peter Griffiths – AAD**

“He allows you to see challenges from a completely different perspective and then assists in helping you develop unique methods to overcome them and grow. What makes Wes different, his ability to listen, understand and apply methodologies that are tailored for specific organizations”

**Dave Hawkins – BMS**