

# GHCM's new MD on the importance of mentorship, youth empowerment

By [Leigh Andrews](#)

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Glasshouse Communication Management's (GHCM) new MD Nkhensani Moyane shares her personal drive for mentorship and inspiring confidence in the youth as they enter the job market.



Moyane

Late in January, it was announced that [Bridget von Holdt](#) had handed over the reins of GHCM, in order to pursue new ventures in the industry. This came after Von Holdt had been at the helm of the PR consultancy for four years.

Nkhensani Moyane now steps into Von Holdt's shoes as GHCM's new managing director, with the aim of attracting more local and international clients alike, which she says would "take Glasshouse to the next level". There are also plans to expand into Africa and to become a **hub for mentorship** within the PR industry.

## Mentorship and inspiration

By no means new to the PR and communications consultancy, Moyane has been with GHCM since its establishment in 2013 following a merger between HMC Seswa Corporate Communications and Inzalo Communication.

Speaking of her career highlights thus far, Moyane says of her five years in the industry, the two things that stand out most are first, working with clients that inspire her on a daily basis with their constant ambition and exciting projects, and second, being mentored by Von Holdt.

Sharing what the GHCM team has learned from Von Holdt and what they will continue to use, Moyane says:

- Nothing is impossible
- There is always a solution
- Dream big
- Be passionate about what you do or go home
- Always give 150%

Moyane is no stranger to giving 150% as she also finds the time to blog beyond her day job. Explaining how this snowballing dominance of social media fits into the communication mix for 2017, especially for brands, she says, "The world has gone digital so it is crucial that social media be part of everyone's communication plans. The trick is to use **relevant platforms that will reach your target audience**, or else you will be all over the place." And when listing a few PR and communications trends we can expect from the coming months, Moyane says to expect video clips in press releases and an increase of using online platforms for publicity instead of print.

Next, on the importance of inspiring confidence in the youth as they enter the job market, as she detailed for our readers in a piece titled, [Tell me and I'll forget; show me and I may remember; involve me and I'll understand](#), Moyane says, "As you know, I am very passionate about the youth and one of the most important things is to empower them. Those of us in the job market know how tricky it can be if you don't have the right guidance. I believe that those of us who have the confidence and the skills should be developing those skills within the up-and-coming youth. It's our duty."

Seems Moyane is off to an inspirational start. [Click here](#) for more on GHCM and be sure to follow their latest updates [on Twitter](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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