

economy and to have a better relationship with money, thereby, empowering a greater confidence in all of life,” says Sydney Mbhele, Sanlam’s chief executive of Brand.

Together with their creative agency partner, King James Group Africa, Sanlam set out to redefine the essence of what makes them tick—and to match this with the inherent challenges and opportunities surrounding them. “Sanlam has always had this notion of empowerment at its heart – we’re going back to our roots of empowerment and articulating this in a more purposeful way,” says Mbhele.

“Ensuring the previously marginalised have access to well-functioning financial infrastructure is paramount,” he continues. “By imprinting ‘Live with confidence’ in the DNA of every aspect of our business, from the financial adviser’s meeting with a client to the development of new offerings, we will empower generations to be financially confident, secure and prosperous.”



Sydney Mbhele

“ *Noticed something a little different around here? It's more than a motto. It's a promise to every man, woman and child to help you find your financial confidence. Start here: <https://t.co/Hpv0z5TFoN#LiveWithConfidence> pic.twitter.com/0GdoBt0NT0— Sanlam (@sanlam) [March 30, 2021](#) ”*

Far from empty rhetoric, Sanlam’s confidence in the very people it seeks to embolden is made all the more sincere by its own track record — having invested R630m in the communities it operates in, in the last 10 years alone, through its Sanlam Foundation. It has also contributed over R5bn to relief and rejuvenation efforts to revive African economies during the Covid-19 crisis.

For more, visit: <https://www.bizcommunity.com>