

PSP

ICON



PROFESSIONAL PEOPLE – TRUSTED RESULTS MANAGEMENT CONSULTANTS

PHILOSOPHY OF EXCELLENCE

Since 1999, PSP Icon has provided expert consulting advice to many prestigious blue-chip private sector companies. "We believe that our vast experience and ability to work in partnership with our clients puts us in a position where we earn the right to do our next project," says Marius Rezelman, Managing Director and Co-Founder of PSP Icon. This philosophy is evident in the fact that PSP Icon has an enviable client list, including companies such as Standard Bank, Old Mutual, Oceana Group, Gold Fields, Brandhouse, provincial government departments, and 15 higher education institutes. Graeme Prevost, the other Co-Founder, is convinced that the quality of deliverables speak for themselves: "PSP Icon is a unique brand that attracts a healthy blend of experienced management consultants with years of experience as well as newly qualified, top-of-the-class university graduates."

TRANSFORMING THE LANDSCAPE

PSP Icon is a proudly South African company and believes that every project it completes makes South Africa better. "If we're about making businesses perform better, then it means those organisations should have better results. We believe in South Africa and want it to perform to its true potential," says Graeme. "But we also know that we need to change to reflect the true identity of South Africa." PSP Icon is a proud Level 4 B-BBEE contributor and achieved a 125 percent B-BBEE procurement recognition rating from the Emex Trust B-BBEE Verification Agency. Furthermore, PSP Icon was recently recognised by Impumelelo for their contribution to B-BBEE business development.

MAKING WAVES IN THE PUBLIC SECTOR

PSP Icon has expanded its public sector service offering. Having worked in higher education for over 11 years, the PSP Icon team are familiar with the dynamics of the public sector sphere. Since 1994, government has increased its involvement in the functioning of higher education institutions. "This involvement impacts on institutional autonomy and universities have not adequately prepared for the magnitude of the change that has been imposed on them," says Marius. Recently PSP Icon compiled a Provincial Position Paper on the feasibility of establishing a higher education institute in the Northern Cape. The Premier of the Northern Cape, the Honourable Mrs Hazel Jenkins, chaired the Provincial Summit where this report served as the discussion framework. PSP Icon worked with a government department to bring about a complete shift towards customer service and compliance. "As a

result of accountability to the public, we understand that decision making can become difficult, but we are convinced that our combined understanding of responsive and profitable businesses and the various legislative frameworks assist us in designing unique solutions that can make the public sector more proactive and dynamic," says Marius.

ATTRACTING NEW SKILLS

The ability to attract and retain creative and skilled consultants has a developmental angle. Zuku Nozuko Calana first came into contact with PSP Icon at a project management training session presented by PSP Icon. "After the three day session I was hooked on PSP Icon," says Zuki. "I knew that I had to join this group of dynamic thinkers." Zuki is now a consultant within PSP Icon and is enjoying her learning curve with the Cape Town based company. In her first eight months she was deployed with larger project teams to clients such as Gold Fields, The National Institute of Higher Education (NIHE), and the Natal Joint Municipal Pension Fund. "I have received excellent guidance from my PSP Icon colleagues and have truly learnt the meanings of quality and client commitment – never mind all the exciting tools and methodologies that they use!"



Zuku Nozuko Calana - consultant at PSP Icon

FAST FACTS

- Public and private sector management consultants
- 54% permanent women staff
- 125% B-BBEE procurement recognition
- Level 4 BEE contributor
- Cape Town based with an African footprint

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Directors: G Prevost (Mobile: +27 82 785 7184 Email: gp@psp-icon.com)

M Rezelman (Mobile: +27 83 300 1405 Email: mr@psp-icon.com)

E Van Branningen (Mobile: +27 83 709 0393 Email: evb@psp-icon.com)