



Emmanuel Machaba Profile

Sir Manu, as he is affectionately known in his professional capacity, carries a tenure of more than 20 years in the legal field. Having held roles from Litigation Public Officer, Forensic Investigator to Senior Public Prosecutor, Manu is a well-grounded expert in legalities. In his private capacity, he provides legal advice to individuals as well as SMMEs on various aspects ranging from Labour, IP, Criminal, Commercial, Negotiation and Cyber Security.

In his time providing this service, Manu found himself growing a passion for providing Sales Coaching to SMMEs. He has strategically linked his skill for negotiations & love of coaching and established a technique of delivering coaching that consists of critical functions such as Sales-Pitch Presentation Skills, Pitch for funding Skills, Business Conflict Negotiations & Resolutions, Business Strategy & Model, Business Performance Analysis, Presentation & Business Writing Skills, Hiring, Growth Plans, Networking skills, Due diligence, and Marketing Skills.

Manu provides online Sales Coaching workshops as part of our Founders Circle initiative. These workshops involve live, and hard-hitting engagements, one on one sessions and practical assignments aimed at providing the participants with the opportunity for interpretation and application of the subject matter delivered within the workshops.

Alongside his recent journey into Sales Coaching, Manu also publishes informative online coaching videos on topics such as:

- Creating Value Proposition Developing a Sustainable Competitive Advantage
- Negotiations 101
- Business Conflict Negotiations, Management, and Resolution
- Human Centred Design Thinking
- Interpreting Non- verbal communication
- Funding Pitch Techniques

Sir Manu's passion, drive and contagiously positive attitude makes his coaching approach truly impactful to all SMME's.

Emmanuel Machaba Fast Facts

Position: Sales Coach: Development Services

Nationality: South African

Languages: English, Sesotho, Sepedi

Qualifications:

- B. Iuris Degree (UDW)
- Excel with Business (UK)

Expertise/Key Skills:

- Business Futures: Sustainable Business Through Green HR
- Successful Negotiations
- Negotiating and Drafting Commercial Contract
- Leading Strategic Innovation
- Evidence and Data Collection for solving problems
- Human Centred Design Thinking
- How to choose the right business problems to solve
- Introduction to Cyber Security
- Understanding Diversity and Inclusion
- Business Futures: Understanding Omni Channel Retailing and Supply Chain
- Entrepreneurship: From Idea to Action