



**Royal
HaskoningDHV**
Enhancing Society Together

Private sector view to client centricity

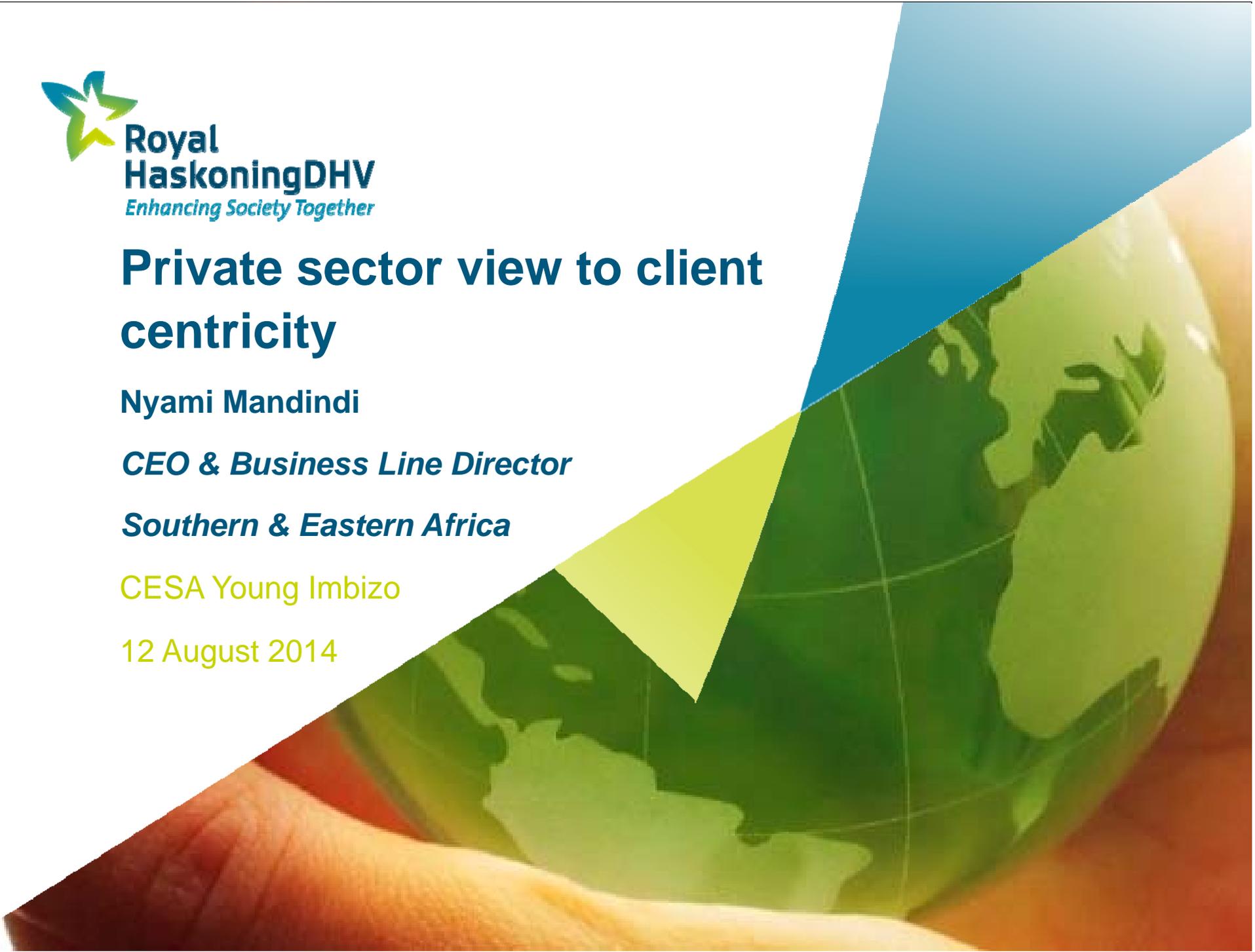
Nyami Mandindi

CEO & Business Line Director

Southern & Eastern Africa

CESA Young Imbizo

12 August 2014



Private sector personality filter



Time is money

Premium for
quality work



Treat you as the
expert

Loyal



Innovation
please

Time is money



Time



Public

...is of relevance but longer term view

less pedantic about time as a key driving element



Private

...IS MONEY
...NON – NEGOTIABLE

Why?

Accountability to board members
Delays may incur costly penalties
Competitor will fill the vacuum & opportunity will be lost

Your competitive edge

Quicker delivery – more points you score
Build perception that you appreciate value of clients' time
Support their mandate for quick decision making & implementation by providing information quickly



Value of work

Value of work



Public

Value of work requested is often underestimated resulting in reduced margins for consultant

Disconnect between value of work and matching fees



Private

Willing to pay a premium

IF...

You demonstrate proactive solution provision and create an advantage in their market

BUT...

You are only as good as your last job!

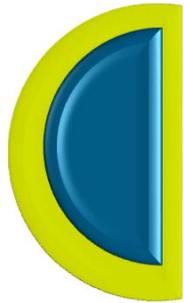
Ensure a quick response in repairing poor project delivery





Tracking progress

Tracking progress

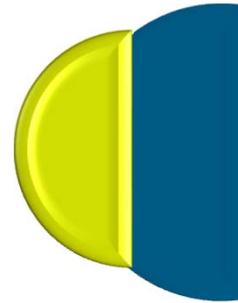


Public

Require ownership of project

Demand step by step consultation

Frequent reviews and meetings



Private

Confident in your technical expertise

Constant report backs will only annoy!





Loyalty

Loyalty



Public

Frequent changes in staff makes it challenging to focus on client care

Client relations are strongly influenced by policy or politics

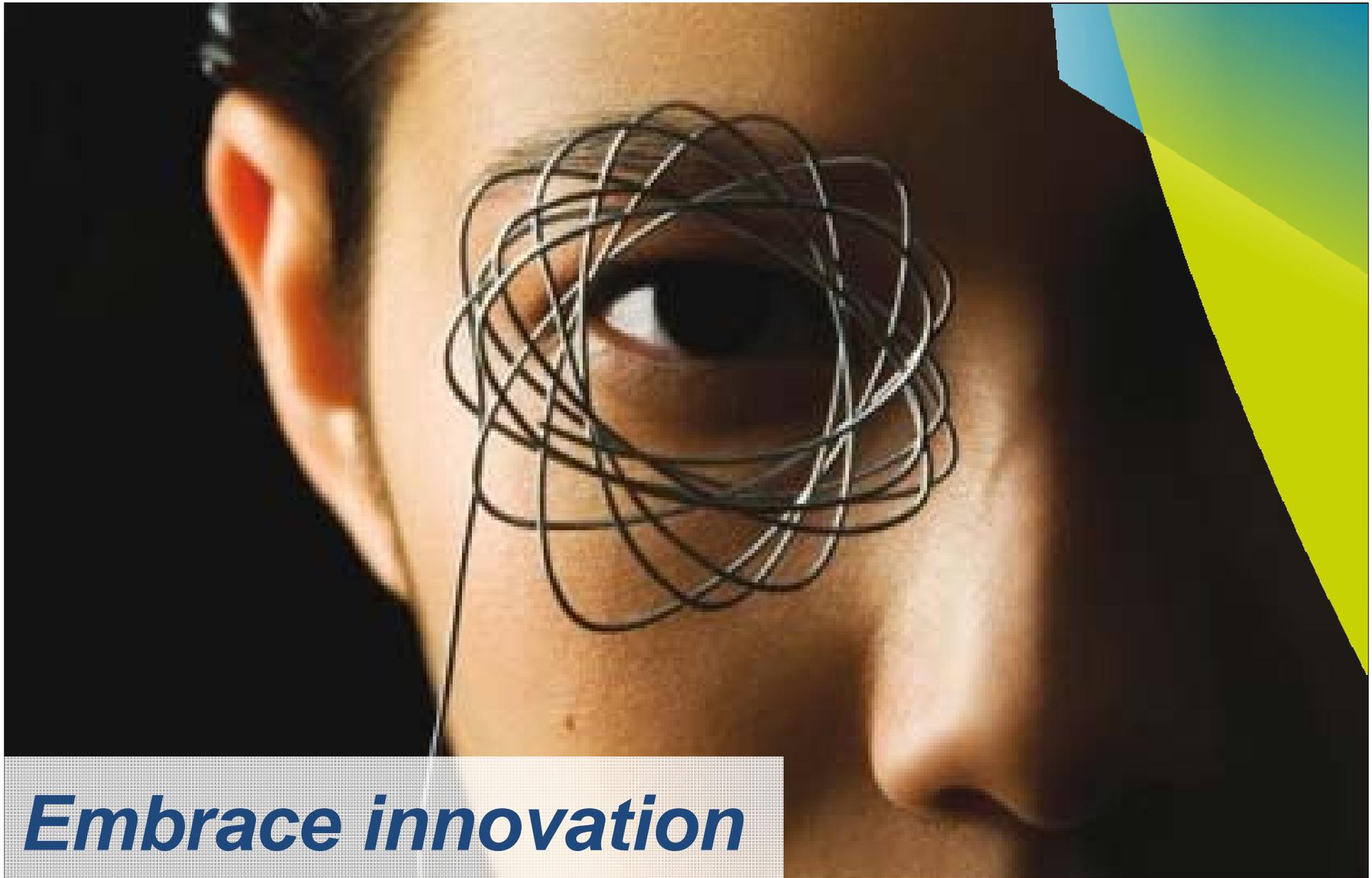


Private

Proven your worth & establish your reputation and your client will support you

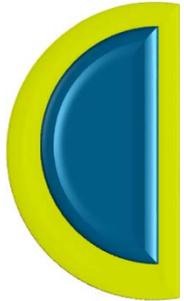
Feel good factor must be cultivated

To disrupt close relations with competitors you need to identify their winning card



Embrace innovation

Conservative



...is of relevance but longer term view

Less pedantic about time as a key driving element

Public

Innovation please.....



...IS MONEY

...NON – NEGOTIABLE

Build the perception that you understand this value

Quicker delivery – more points you score

Private

Leveraging public relation opportunities



Royal HaskoningDHV

Global 36 countries

■ 6,500 professionals

Africa 20+ branches

■ 1,000 professionals



- *Top 10 of independently owned, non-listed companies*
- *Top 40 worldwide*



Africa – anchor offices

**Southern Africa: *South Africa
Mozambique, Botswana,
Zimbabwe***

East Africa: *Tanzania*

West Africa: *Nigeria*



Thank you

