

❤️ #DoingSomethingGreat

Unleashing The Greatness from Within.



THIS MONTH'S NEWS AND UPDATES:

**Building successful
brands by
delivering great
integrated
customer
experiences**



Unleashing the greatness from within

Doing Something Great (DSG)

Great /gret/

Adjective - of an extent, amount, or intensity considerably above average.

DSG stands for Digital Solutions Group, but we also believe it is about Doing Something Great.

(-; live up to my name and I bring you lots of joy

Why 'great' instead of 'good'?

For us, the difference between good and great lies between the way you execute on your vision or strategy. It is about going the extra-mile and doing things that are way above good.

I have always believed that as a person, you are only as good as your last performance and success requires relentless focus on execution.

At DSG, we like to apply our digital know-how to create positive social, economic and educational impact.

Over the years some of the most fulfilling work we have been involved in has been for 'great' rather than profit.

"Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline."

— Jim Collins, Good to Great: Why Some Companies Make the Leap... and Others Don't

I have personally had the pleasure of working with the Nelson Mandela Foundation as their ICT strategist from 2005 and we created a text to screen application, using the 46664 short code, which raised a considerable amount of money for the foundation.

The strategy worked as everyone wanted to see their name on the big screen at the concert behind their favorite stars.

We also worked with United Against Malaria on an e-commerce facility for the selling of bracelets as well as mobile learning throughout Africa alongside Nandos, Standard Bank, DSTV and MTN and the results achieved way exceeded expectations.

Our passion also lies in education and making the internet more accessible and more affordable for all.

DSG's impact sourcing solution, in partnership with the Maharishi Institute drives the education and skills development of South Africa's youth workforce while simultaneously reducing youth unemployment, a glaring concern in the country and even more so in a post-pandemic economic climate.



Our Doing Something Great Values:

Communication

We are committed to honest and open communication through accessibility, information sharing and freedom of expression.

Continual Improvement, Growth and Development

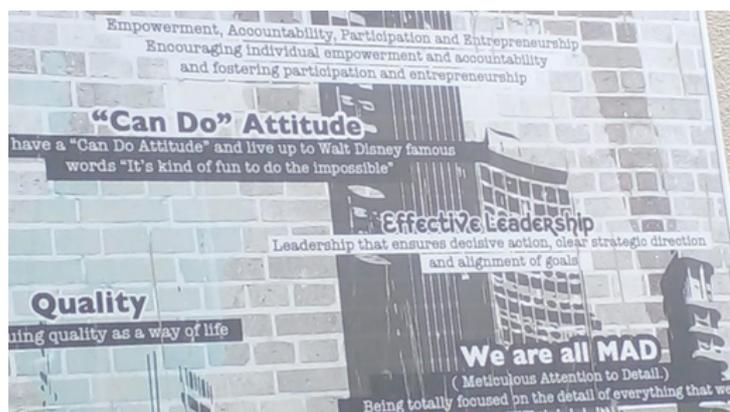
Encouraging continual improvement to the benefit of customers and the Group by creating an environment for all individuals to develop to their fullest potential.

Customer Service

A total focus on customer needs to meet or exceed their expectations at all times

Empowerment, Accountability, Participation and Entrepreneurship

Encouraging individual empowerment and accountability and fostering participation and entrepreneurship.



"Can Do" Attitude

We have a "Can Do Attitude" and live up to Walt Disney's famous words "It's kind of fun to do the impossible".

Equal Opportunity

Promoting equal opportunity without any exclusion.

Integrity, Professionalism and Ethics

Consistently conducting ourselves in an honest, professional and ethical manner

We are all MAD (Meticulous Attention to Detail)

Being totally focused on the detail of everything that we do.

Respect, Dignity and Trust

Valuing and respecting individuality, upholding human dignity and nurturing trust.

Synergy and Teamwork

Harnessing the strength of each individual and the unit to provide superior value to the benefit of customers.

Madiba Way

Living up to the legacy of Nelson Mandela and his values (Freedom, Tolerance, Generosity of Spirit, Peace , Forgiveness , Justice, Equality for All)

Effective Leadership

Leadership that ensures decisive action, clear strategic direction and alignment of goals.

DSG takes pride in applying its digital know-how and creativity to social causes. Over the years, we have collectively learned through some of the most fulfilling work that sometimes one has to do good rather than focus only on profits.

Please visit our website for more information on some of our Corporate and Social Contributions:

<https://dsg.co.za/corporate-and-social-contributions-page/>



The innovation led to a very successful IPO and we raised 42.5 million pounds for 20% of iTouch and used the capital raised to open offices in UK Australia, New Zealand, and Israel.

Unfortunately, the famous dot com crash led to my management team and I decided to do a management buyout in 2001 and refocus our business on Africa.

We paid great “school fees” and gained some amazing experiences from the roller coaster ride but we realized that adoption will take some time and therefore decided to take our unique skills and not just focus on e-commerce but provide unique solutions in the digital arena which led to the foundation of Digital Solutions Group (DSG).



One of the biggest lessons I've learned about being an entrepreneur is that you must fail to succeed.

And while at this stage in my entrepreneurial journey we had faced a handful of hurdles, I was fortunate enough to be surrounded by a team of innovative thinkers, who were resilient and had the vision needed to grow the business.

Africa needs innovation, and it is up to us to bring innovations to life and be part of the change.
"If you don't like change, you're going to like irrelevance, even less" – General Eric Shinseki, Chief of Staff. U.S. Army

Amongst a selection of key learnings together with life experience, my journey has taught me that it is better to be a soldier in the field than a critic on the stand. And, to do something great means just that: doing.

No matter how one may measure the reward, reaping the many benefits from acting, showing up, and making an impact is what an entrepreneurial spirit is all about.

I will share more details about the journey my team and I had in future newsletters so please share this with whomever you feel could benefit and please also remember to join us for an interactive virtual discussion titled “It's time to get personal with your marketing.”

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I hope to see you on the 9th of June!

♥ [hashtag#DoingSomethingGreat](#)

