

92 *of* 100**Fatima
Blaauw**

Here to be Influential

Leading with heart:
Transforming careers,
empowering people, and
delivering excellence.

In the fast-paced world of technology and delivery, exceptional leadership is often defined by metrics, milestones, and project deadlines. In the highly-regulated banking world, these demands take on a whole new level.

For Fatima Blaauw, a Technical Delivery Lead at Absa, success is measured by a far more meaningful standard: the growth, confidence, and transformation of the people around her. Fatima embodies the essence of servant leadership, consistently putting others first and enabling individuals to achieve more than they believed possible.

Known for leading with empathy, authenticity, and purpose, she creates an environment where

team members feel safe to learn, stretch their capabilities, and take ownership of their paths. Her approach extends well beyond standard professional development, it is deeply rooted in genuine care for the well-being and personal success of every person she guides. "Despite the rapid advancements in the world of technology, I truly believe that people are our greatest asset – in the same way we invest in technology infrastructure, we need to always be investing in our people," she says.

Her transformative impact is best captured through the story of a colleague she mentored, who credits Fatima with a life-changing transition from Systems Analyst to a confident, capable Scrum Master. Reflecting on that turning point, her colleague notes, "That shift would not have been possible without Fatima's belief in my potential, her continuous encouragement, and her willingness to invest her own time and expertise in my development."

This is far from an isolated story. Across Absa, numerous careers and personal journeys bear the distinct mark of Fatima's mentorship. By instilling resilience and capability with clarity to her teams, she has empowered colleagues to successfully deliver complex projects and grow into strong leaders in their own right. Her influence creates a powerful ripple effect that reaches far beyond her immediate delivery team, elevating capabilities across the broader organisation. "It is always rewarding to see somebody we invest in and develop, climb the ladder and unlock their talent," she says.

Fatima doesn't simply manage projects – she transforms lives, builds lasting confidence, and shapes the future leaders of South Africa's corporate landscape. Through her unwavering commitment to bringing out the absolute best in others, she stands as a powerful example of leadership driven by excellence and purpose.

**Your
story
matters**

