

84^{of} 100
Bathabile
Magethi



Here to be Redefining

Leading with purpose: Bathabile Magethi is helping people rethink what leadership

Bathabile Magethi believes there is a difference between holding a leadership position and truly leading. As a leadership coach, facilitator and speaker, she has built her work around helping people understand that difference, encouraging professionals to become more self-aware, intentional and purposeful about the contribution they make.

As Founder and Managing Director of Purposefully Branded, Bathabile works with individuals, teams and organisations to strengthen leadership capability and help people translate a sense of purpose into meaningful action.

Her work draws on extensive corporate experience as well as her professional coaching expertise, but her approach to leadership starts with the individual. She believes that understanding who you are, what you value and how you want to contribute can change the way you show up in both your career and the spaces you lead.

This is why Bathabile challenges people to look beyond their job titles. Simply occupying a role is not enough. Leadership, in her view, is about what you bring to that position, the value you add and the impact you have on the people and organisations around you.

Through individual and group coaching, she works with professionals as well as emerging and established leaders. These conversations create room for reflection, helping people develop greater clarity and confidence while becoming more deliberate about the way they lead.

The same thinking runs through her work as a facilitator. Bathabile designs workshops and leadership development programmes that encourage people to participate, reflect and, importantly, put what they have learned into practice. Her approach brings together leadership development, personal mastery, self-awareness, purpose and vision. Her work has reached a broad range of organisations and institutions, including Johannesburg Business School, Absa, MultiChoice, and Sports Medicine Africa amongst others.

Across different sectors, one idea remains central to Bathabile's work: leadership becomes more meaningful when people understand the contribution they want to make. For her, purpose is not something reserved for a long-term career plan or a future leadership position. It can influence the decisions people make every day and how they approach the roles they already occupy.

Through Purposefully Branded, Bathabile is encouraging leaders to think beyond where they sit on an organisational chart and focus instead on how they show up, what they contribute and the kind of impact they want to leave behind.

Your
story
matters

