

86^{of} 100Zanele
Luvuno

Here to be Adaptable

Beyond Limits: How Zanele Luvuno turned her talent into a commercial advantage.

For more than two decades, Zanele Luvuno built her reputation in executive talent and leadership alignment. She understood people, how they performed and what made the right leader fit the right environment. Yet, she knew her own ambitions stretched beyond advising businesses – she wanted to build, invest and operate businesses herself.

Making that move was not straightforward. Without a formal commercial qualification, Zanele found that success in one field did not automatically mean she would be taken seriously in another. Rather than accepting those boundaries, she began identifying exactly what she could bring to every

commercial deal and backed herself to earn an equal place at the table. What she discovered was that her previous career was not something she needed to move away from; it was one of her greatest advantages.

Years spent evaluating executive capabilities had sharpened Zanele's ability to recognise patterns in human behaviour and understand how people align with business requirements. She has also built an extensive network that gave her access to the skills needed to drive businesses and raise capital when required.

Over time, her commercial ventures expanded into hands-on retail operations, commercial property transactions and cross-border expansion projects for clients entering African markets. Her understanding of people remains central to how she approaches business, particularly when considering the human dynamics that can determine whether a venture succeeds or stalls.

That journey became the catalyst for her book, *Beyond Limits*, which explores human insight, commercial resilience and adaptability at a time when artificial intelligence is changing the workplace.

For Zanele, career reinvention is no longer only relevant when someone wants to leave an organisation or change industries. As technology reshapes the skills businesses require, employees and executives also need to learn how to pivot within the roles they

already occupy. Her view is that people need to understand the capabilities they possess that technology cannot simply replicate and learn how to use them differently.

"You do not need a conventional background to command a commercial seat at the table," Zanele says. "When you identify the unique human capabilities that technology cannot replace, back them with absolute self-belief and the core skills to drive that capability, you stop asking for permission and start defining your own value."

Today, as an author, investor and enterprise strategist, Zanele is taking that thinking beyond her own career and helping others navigate their own pivots. Her journey shows that changing direction does not always mean starting again. Sometimes the experience that built one career can become the advantage that makes the next one possible.

Your
story
matters

