

The Feature.za

OCTOBER 2023

MAGAZINE

CONQUERING

HIGHLY
COMPETITIVE
ENVIRONMENT

KEEPING UP WITH

PRETTY
NXUMALO

fifty

MOST
MEMORABLE
WOMEN AWARDS
2023

NOMINATIONS ARE OPEN

FEATURING

JAYLENE
RAMALATSO

LEARNING MORE ABOUT

MAKGOTSO
MPHAHLELE

PROPERTY & INVESTMENT GURU

WENDY LINDA

-----MEET THE *Creatives*



Miriam Dube
Editor in Chief



Stills by Tom
Photographer



Senyeki Makola
Copy Designer

Contributors



Kgopotso Boshomane
Food o' clock



Olwethu Mokoenyane
Interview Segment

The Feature.za
NON-PROFIT DIGITAL MAGAZINE

TO CONTACT US, CLICK ON THE RESPECTIVE ICONS BELOW:



THE FEATURE MAGAZINE IS A NON- PROFIT ORGANIZATION
COPYRIGHT © THE FEATURE 2019. ALL RIGHTS RESERVED

CONTENTS

2

EDITOR'S NOTE

Editor's Opening Message

3

WENDY LINDA

Construction Maestro

9

10 INTERESTING FACTS ABOUT 'WENDY LINDA'

14

OCTOBER INTERVIEW

Jaylene Ramalatso

Pretty Nxumalo

Makgotso Mphahlele

20

MENTAL AWARENESS

22

COPING IN A HIGHLY COMPETITIVE ENVIRONMENT

25

FOOD O'CLOCK

Win with The Feature Magazine



MIRIAM DUBE

EDITOR'S NOTE



WANT TO CONTACT
OUR EDITOR?

SEND US AN EMAIL



Editor@thefeature.co.za
www.feature.co.za

Can you feel it? The world's energy is slowing down as we ease into a new year, embracing a well-deserved rest. We are gradually becoming the individuals we were always meant to be, shedding the versions of ourselves that no longer serve us. Our team brainstormed tirelessly to determine what to do for this month. This will be our final standard issue, featuring articles and interviews, as we are getting ready to end the year with a bang.

In September, we celebrate the work we have accomplished since the beginning of the year and express our gratitude for joining us on this journey. We hope you have had a fantastic year and we thank you for celebrating our birthday with us.

This month, we want to express our gratitude for everything you have done for us, from engaging with our content to sharing it with others in our country. October is dedicated to providing you with content that reflects the values we live by: excellence, serving the people, and being relatable.

Throughout the year, we have worked hard to bring you engaging content and contribute to making South Africa a better place. Once again, we thank you for honoring us with the opportunity to walk this path with you. We wouldn't be where we are today without our dedicated audience, who fill us with love and laughter.



fifty
MOST
MEMORABLE
WOMEN AWARDS
2023

**NOMINATIONS
ARE OPEN**

SHINE YOUR SPOTLIGHT ON
THE MOST MEMORABLE
HEROINES

NOMINATE NOW!


The Feature.za

WENDY LINDA

When one thinks of the construction industry, the typical image that comes to mind is a man leading the way. However, Rider Levett Bucknall, a major player in the construction industry, has found that women actually make up over 10% of the national workforce in this field. This statistic is surprising considering that women make up more than half of South Africa's population. Despite the historical lack of representation, a new wave of women is making their mark in the construction world. One shining example is Wendy Linda, a 29-year-old mother who comes from a lineage of powerful women. Wendy has faced many challenges in her life, but she has always remained independent and determined. She is a successful businesswoman in the property development and investment industry, specializing in green buildings that are constructed in a sustainable way. Wendy's company stands out from the rest by prioritizing environmentally friendly practices. She believes in preserving the planet and utilizing its resources responsibly.

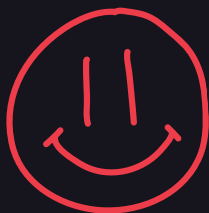
Wendy's journey to success has been filled with diverse experiences, from working in insurance to becoming a franchise principal. She has always been welcomed into the real estate industry as a young black woman, which is a positive sign of progress. Wendy's role as a mother has grounded her and motivated her to work even harder. Each day is different for Wendy, as she tackles various tasks and deals with different clients. She always starts her day by tackling the most important task, demonstrating her determination and focus.



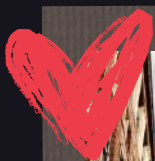


Wendy's moment of realization came when she started working at CFS and engaged with other professionals in the industry. She knew she had chosen the right path and was willing to learn and grow. Wendy's vision for the future includes building more green buildings in South Africa and raising awareness about sustainability. She also wants to make a difference in her community by providing assistance to children with poor eyesight through her foundation.

Wendy believes that consistency, perseverance, and planning are key to achieving success. She encourages others to find their passion, stay focused on the bigger picture, and seek guidance from a higher power. Wendy's story is an inspiration to anyone who wants to turn their dreams into reality and make a positive impact on the world.



MEET WENDY



NYC is my favourite
place on earth



TEN INTERESTING THINGS ABOUT ME

- I used to be a pageant queen
- I don't cook at all
- I enjoy public speaking
- If I had to change my profession I would be an athlete, a sprinter to be specific
- I believe in marriage, and cannot wait to be blessed with my own
- If I could study any subject I did in school it would be life science
- This is my first magazine cover

I PREFER TEA OVER
COFFEE

FUN FACTS

I AM AN INTROVERT

October 2023
INTERVIEW
SEGMENT



JAYLENE RAMALATSO

OLWETHU MOKONENYANE



OCTOBER INTERVIEW SEGMENT



JAYLENE RAMALATSO

The fast-paced world we live in can often leave us feeling overwhelmed and unable to meet its expectations. However, instead of succumbing to this pressure, many women have chosen to embrace it and create their own realities. Jaylene Ramalatso is a shining example of the power that women possess when they take control of their lives. Born and raised in Johannesburg, she jokingly claims to have no home, but it is her close-knit family that supports and inspires her to reach new heights.

Jaylene is an entrepreneur who dominates the digital marketing field. She entered this industry during the lockdown period, driven by the need to make ends meet and a sense of purpose. Digital marketing has been on the rise due to increased internet usage and the desire to directly target consumers. Jaylene is the founder of House of Intelligence, her digital marketing agency, and the co-founder of Sorted Digital Assistance. However, she also emphasizes the importance of digital literacy and education in this field.

For Jaylene, her brand and businesses are defined by their digital nature and a hint of nomadic spirit. She believes in self-funding and putting in the necessary effort to achieve success. Her personal brand is centered around being a resource and providing knowledge and assistance to others. Her companies aim to help businesses improve their operations and establish meaningful connections with their customer base. Jaylene's versatility and diligence have been well-received by the public.

Her business acumen has earned her recognition, including an award from She Leads Africa in the Top 50 under 30 mogul category. This acknowledgment has affirmed her belief that she is on the right path. Her vision for herself and her businesses revolves around stability and growth in specific markets, as well as providing the best service to clients.

Jaylene's message is clear. Show up every day and give your best effort, taking goals and objectives one day at a time. Be proactive and willing to adapt when things don't go as planned. Most importantly, build a community and network with others, as growth cannot happen in isolation.

PRETTY NXUMALO

OLWETHU MOKONENYANE

PAGE 12



OCTOBER INTERVIEW SEGMENT

PRETTY NXUMALO

In a world where platforms like Instagram and TikTok celebrate the beauty of natural hair, there is a growing demand for products that embrace Afrocentrism and the love for hair. The perception that natural hair is messy or unmanageable is slowly fading away, revealing the true beauty that African hair possesses. African hair defies gravity and maintains its shape regardless of manipulation, embodying the strength and power of African women. Pretty Nxumalo recognized this and turned it into a brand. When asked to describe herself, she proudly identifies as a goal-driven Black youth.

Pretty's journey in the business world began at the age of 13 when she started doing people's hair. After becoming a qualified beauty specialist in 2016, she dedicated herself to tending to the hair of various women, helping them feel good about themselves and embrace the natural beauty of African hair. Despite facing challenges along the way, Pretty finds inspiration in her clients, who are the driving force behind her journey and the positivity she experiences in the beauty industry. Building a loyal client base, Pretty's work ethic and commitment are adored by her clients, who appreciate her wisdom gained from years of cosmetology.

Understanding the intimate relationship between a client and their hairdresser, Pretty honors her clients and their unique needs. She knows that versatility is key to thriving in the beauty industry, which is why she has expanded her body of work to include a salon and a retail brand called Sonwa Hair Care. These organic and homemade products are specially formulated for different hair textures and conditions, providing solutions to common hair problems. Pretty finds joy in being able to provide services and sell products, as it allows her to address and solve problems in real-time.

For Pretty, good hair is healthy and nourished, capable of withstanding the elements while enhancing the wearer's beauty. The name "Sonwa" is derived from "sonwabile," meaning happiness. Pretty understands that when people have issues with their hair, they tend to cover it up with weaves or wigs because they lack a solution. Her goal is to provide that solution and empower individuals to embrace their natural hair without the need for cover-ups.

Registering her businesses and products in 2021 was a significant milestone for Pretty, and the positive reception from her target markets has reinforced the importance of her work. She envisions expanding her business beyond national borders and becoming a household name in stores. However, she emphasizes the importance of building a strong foundation before rushing into international markets, expressing her love for her South African people.

To aspiring entrepreneurs, Pretty's message is clear: find something you truly love and educate yourself in that industry. Passion and knowledge are the keys to success, allowing individuals to thrive and make a meaningful impact in their chosen field.

MAKGOTSO MPHAHLELE

OLWETHU MOKONENYANE



OCTOBER INTERVIEW SEGMENT

MAKGOTSO MPHAHLELE

In African tradition, gatherings are seen as opportunities for the community to come together and celebrate the beauty of human existence. However, the arrival of the pandemic brought devastation to those working in the hospitality and entertainment industries. Yet, the indomitable human spirit refuses to be extinguished. It adapts and shines brighter than ever, as exemplified by Makgotso Mphahlele. She describes herself as a dedicated and ambitious individual, driven by her passion for business and her desire to create unforgettable experiences for those she helps.

"When I embark on something, it's always fuelled by love. I have a deep love for exploration, and I pride myself on being honest. That's who I am," she chuckles.

Makgotso acknowledges that her past has been marked by pain and disappointment. However, instead of allowing these experiences to break her, she used them as fuel to strengthen herself.

"The disappointments and pain I've endured have shaped me into who I am today. Many people have let me down, both in business and in life. But instead of crumbling, I grew stronger. As they say, before we rise, we must first fail... That's what shaped me."

Her business, Baroka Catering and Events, serves as a grounding force during challenging times, fuelled by her unwavering passion for the hospitality industry. Founded in 2019, Baroka Catering and Events was born from Makgotso's entrepreneurial mindset and her education in Events Management at Varsity College. However, in her mind, it is more than just an event; it is an experience. Makgotso customizes each event to match her client's vision, avoiding generic and predictable gatherings.

Additionally, her portfolio extends to the cosmetics industry with Luma, as well as marketing and public relations consultancy. Every experience in her field reinforced her belief that she should have her own companies. Despite being busy, Makgotso remains committed to making a positive impact on her homeland. When asked how to make the world a better place, she boldly asserts that South Africa can improve by creating honest opportunities for all and giving back to the community.

For Makgotso, her greatest achievement is the culmination of all her hard work, from organizing events to providing consultancy services.

"My biggest milestone so far is having the business I've always dreamed of and being recognized in boardrooms. That's what makes me proud of myself," she declares.

Looking ahead, Makgotso envisions growth and increased customer engagement for both her events and cosmetics ventures. She aspires to see her cosmetics in stores and establish Baroka events as a luxury brand.

To those reading this article, Makgotso imparts a powerful message that ignites the fire within.

"Every moment is an opportunity for self-improvement because no one else can save you. As a country, we are responsible for our own destiny. So, let's strive for greatness and never give up on ourselves," she states confidently.



In today's fast-paced and demanding world, mental wellness has become a crucial aspect of overall well-being. This is particularly true for modern career women who often find themselves juggling multiple responsibilities and facing unique challenges. Mental wellness is essential for maintaining a healthy work-life balance, achieving personal and professional goals, and nurturing meaningful relationships. Let's explore the importance of mental wellness for the modern career woman, discuss the challenges they face, and provide strategies to promote and maintain mental well-being.

Mental wellness refers to a state of emotional and psychological well-being, where individuals are able to cope with stress, maintain a positive mindset, and effectively manage their emotions. For the modern career woman, mental wellness is crucial as it directly impacts their ability to perform well in their professional roles, maintain healthy relationships, and find fulfillment in their personal lives. However, the demands of a career, societal expectations, and the pressure to excel can often lead to stress, burnout, and mental health issues.

What can we do?

1 Balancing Work and Personal Life:

One of the primary challenges faced by modern career women is the struggle to balance their work and personal life. Long working hours, demanding deadlines, and the constant need to prove oneself can lead to neglecting personal relationships, hobbies, and self-care. This imbalance can have detrimental effects on mental wellness. For instance, neglecting personal relationships can lead to feelings of loneliness and isolation, while neglecting self-care can result in increased stress and decreased overall well-being.

3 Overcoming Gender Stereotypes:

Another challenge faced by modern career women is the pressure to overcome gender stereotypes and societal expectations. Women often face biases and discrimination in the workplace, which can negatively impact their self-esteem and mental well-being. Overcoming these challenges requires resilience, self-confidence, and a strong support system. By challenging stereotypes and advocating for gender equality, career women can create a more inclusive and supportive work environment, promoting their own mental wellness and that of their colleagues.

In conclusion, mental wellness is of utmost importance for the modern career woman. Balancing work and personal life, coping with stress and pressure, and overcoming gender stereotypes are some of the challenges they face. However, by prioritizing mental wellness and implementing strategies such as maintaining a work-life balance, developing healthy coping mechanisms, and challenging gender biases, career women can promote their own mental well-being. It is essential for organizations and society as a whole to recognize and support the mental wellness of career women, as it not only benefits individuals but also contributes to a more productive and inclusive workforce. By nurturing mental wellness, modern career women can thrive both personally and professionally, leading fulfilling and successful lives.

2 Coping with Stress and Pressure:

Modern career women often face high levels of stress and pressure in their professional lives. The need to meet deadlines, handle challenging projects, and navigate office politics can take a toll on mental health. Without effective coping mechanisms, stress can lead to burnout, anxiety, and even depression. It is crucial for career women to develop healthy strategies to manage stress, such as practicing mindfulness, engaging in regular exercise, and seeking support from friends, family, or professional counselors.





COPING IN A HIGHLY *competitive environment*

In today's highly competitive work environment, coping with the pressures and demands can be a significant challenge. The constant need to excel, meet deadlines, and outperform colleagues can take a toll on mental health and overall well-being. Coping effectively in such an environment is crucial for maintaining mental wellness and achieving success.

Coping in a highly competitive work environment is the ability to manage stress, handle pressure, and maintain a positive mindset amidst intense competition. The demands of such an environment can lead to increased stress levels, burnout, and mental health issues. However, with the right coping strategies, individuals can navigate these challenges and thrive in their professional lives.

1

Balancing Work and Personal Life:

One of the key challenges in a highly competitive work environment is the pressure to constantly exceed expectations. This can lead to unrealistic goals and a constant feeling of inadequacy. To cope effectively, it is important to set realistic expectations for oneself. This involves understanding one's limitations, focusing on personal growth rather than comparison with others, and celebrating small achievements along the way. By setting realistic expectations, individuals can reduce stress and maintain a healthier perspective on their work.



2

Developing Resilience:

Resilience is a crucial trait for coping in a highly competitive work environment. It involves the ability to bounce back from setbacks, adapt to change, and maintain a positive mindset. Developing resilience can be achieved through various strategies such as practicing self-care, seeking support from colleagues or mentors, and cultivating a growth mindset. By building resilience, individuals can better handle the pressures and challenges of a competitive work environment, reducing the risk of burnout and mental health issues.

3

Prioritizing Work-Life Balance:

Maintaining a healthy work-life balance is essential for coping in a highly competitive work environment. The constant drive to succeed can often lead to neglecting personal relationships, hobbies, and self-care. However, neglecting these aspects of life can have detrimental effects on mental well-being. To cope effectively, individuals must prioritize their personal lives and engage in activities that bring them joy and relaxation. This can include spending quality time with loved ones, pursuing hobbies, and taking regular breaks from work. By prioritizing work-life balance, individuals can recharge, reduce stress, and maintain overall mental wellness.

Coping in a highly competitive work environment is a significant challenge that can impact mental well-being. Setting realistic expectations, developing resilience, and prioritizing work-life balance are key strategies for effectively managing the pressures and demands of such an environment. It is important for individuals to recognize the importance of mental wellness and actively implement coping strategies to maintain their well-being. Organizations also play a crucial role in creating a supportive work culture that promotes mental wellness and provides resources for employees to cope with the challenges they face. By prioritizing mental wellness and implementing effective coping strategies, individuals can navigate a highly competitive work environment and achieve success while maintaining their overall well-being.



FOOD 'O' CLOCK

Are you ready to spice up your cooking game and get creative in the kitchen? Join us for a one-of-a-kind virtual cooking challenge where we're turning the ordinary into the extraordinary with weird ingredients!

How to Participate and Win

1. Follow us on Instagram: [@thefeaturemagazine_](#)
2. Prepare a dish using one or more of the weird ingredients listed.
3. Snap a mouthwatering photo of your creation.
4. Tag us on Instagram with your photo and use the hashtag #WeirdIngredientChallenge.
5. Get creative with your caption to describe your unique creation.





Theme:

Main Course

Food Items:



Week 1 : Gem Squash

Week 2 : Cherries



Week 3: Zucchini

Week 4: Radish



