



Mkhalele and team of experts mentor newbies

By SUNSPORT REPORTER

NEDBANK is rolling out the second season of the Ring of Steel campaign, which will equip more Ke Yona team players with the skills they require to make the most of their soccer talents – on and off the soccer field.

While the campaign looks at financial and lifestyle management through the careers of Nedbank Ke Yona Team Search graduates, advice and tools offered could be used by anyone else looking to optimise the resources they have.

This year, Bongani Mbuli and Jeremiah Nkwana join Ian Chikohwa, Aubrey Maphosa Modiba as Ke Yona team graduates who will be surrounded by a team of experts to develop their football careers.

The Ring of Steel will offer players talent management, media training, personal branding and social media advice, image consulting and financial skills which will be provided by a team of experts, such as Glyn Binkin (agent), Mo Nassuirio (financial advisor), Helman Mkhalele (mentor), Andre Arendse (mentor), Abubaker Frizlaar (style and image) and Boity Thulo (social media advisor).

Binkin is arguably South Africa's top football agent and returns to guide the players, while soccer heavyweights Helman Mkhalele and Andre Arendse will draw from their expertise in the game.

Boity takes on the mantle of guiding the four Ke Yona Team Search graduates through the personal branding and social media tightrope, and Frizlaar's expert knowledge of style will ensure graduates look good, while Nassuirio's extensive financial planning background will prepare the players with sound financial advice for the future.

"I guess you can say I'm one of the lucky ones to have been one of the first beneficiaries of the Ring of Steel.

"The sessions I had with Bra Helman and Mo last year gave me a lot to think about and I can safely say I made better and more calculated choices since then, and am looking forward to more engagement opportunities with them," said Chikohwa, Ring of Steel beneficiary and AmaTuks player.