



EXECUTIVE LEADERSHIP
CORPORATE PARTNERSHIP PROPOSAL



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Executive Leadership & Performance Programme

A structured three month engagement that equips senior leaders with the mental resilience, physical performance and disciplined habits required to lead at the highest level.

3

MONTH MINIMUM
ENGAGEMENT

R5 000

PER EXECUTIVE
PER MONTH

1:1

EXECUTIVE
COACHING

20 MIN

INTRODUCTORY
SESSION

Prepared by Moetivation (Pty) Ltd

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**01** Introduction

An integrated approach to executive performance.

Moetivation (Pty) Ltd develops high performing leaders through a unified methodology that combines leadership development, executive performance, physical conditioning, nutrition, recovery and accountability. Our mission is to empower executives to operate at their highest level, professionally and personally.

Our approach is informed by qualified expertise in personal training and mindset mentoring, translating both disciplines into structured, evidence informed strategies that drive sustainable behavioural change, sharper decision making and effective organisational leadership.

Leadership Development

One on one executive coaching and group leadership sessions focused on clarity, decision making and high trust dynamics.

Executive Performance

Personalised training, nutrition strategy and recovery protocols that sustain energy and focus at executive intensity.

Accountability

Two weekly progress reviews and 24/7 direct support to keep leaders on track between sessions.

What follows

This proposal outlines the programme structure, investment, leadership delivery, founder credentials and supporting clinical expertise that underpin the Moetivation engagement.

**02** Programme Overview

What every executive receives.

Executive Coaching

One on one leadership coaching tailored to each executive's role, goals and challenges.

Physiotherapy Sessions

Two dedicated sessions with our clinical physiotherapy partner for movement assessment, injury prevention and recovery guidance.

Fitness Programming

Personalised training programmes designed around schedule, capability and performance targets.

Nutrition Strategy

Personalised nutrition plans and ongoing guidance to support energy, focus and long term health.

Accountability

Two weekly progress reviews, structured check ins and continuous direct support throughout the engagement.

24/7 Support

Direct access to the Moetivation team between sessions, every day of the engagement.



03 Three Month Structure

How the engagement unfolds.

The programme runs on a three month minimum contract. Each month builds on the last, moving the executive from assessment, into rhythm, and finally into measurable leadership outcomes.

1	2	3
Assessment & Foundations • Leadership assessment • Executive coaching session • Fitness assessment • Physiotherapy session • Nutrition strategy	Rhythm & Accountability • Executive coaching • Accountability review • Team leadership workshop	Outcomes & Roadmap • Performance review • Leadership roadmap • Physiotherapy session • Final assessment

Outcomes leaders can expect

Sharper decision making	Higher physical resilience
Improved accountability and follow through	Stronger team and organisational alignment
Sustainable energy and focus	Confident, considered leadership presence

**04** Investment

Transparent, accountable, executive grade.

R5 000

per executive, per month

Three month minimum contract

Engagements run for a minimum of three months to allow meaningful change to take hold.

One on one executive coaching

Personalised leadership coaching sessions with the founder throughout the engagement.

Personalised fitness and nutrition

Bespoke programming and ongoing nutritional guidance built around each executive.

Two weekly accountability reviews

Structured progress check ins so leaders stay on track between sessions.

24/7 support

Direct access to the Moetivation team every day for questions, adjustments and guidance.

Clinical physiotherapy expertise

Recovery and injury prevention support through our clinical partner, including two dedicated sessions.

Pricing may be adjusted depending on the number of participating executives and broader organisational requirements.



05 Founder & Chief Executive

Mohamed (Moe) Cassim

Founder of MOETIVATION (Pty) Ltd



Mohamed (Moe) Cassim is a renowned fitness, lifestyle and mentoring expert with over 24 years of experience in the industry. As the founder of MOETIVATION, he is dedicated to transforming lives through a holistic approach to well being, emphasising both physical fitness and mental resilience.

Moe is a nationally recognised motivational speaker and holds a degree in BA Psychological Counselling, which enables him to mentor individuals towards a positive mindset and personal growth. He is the host of The MOEtivation Show on Hilal TV (DStv 347) and is actively involved in mentorship initiatives. His contributions extend to key national programmes, including the SA Presidency's "What About the Boys" initiative and collaborations with the Turkish Embassy. Additionally, he has been honoured as one of UNISA's "30 Voices for 30 Years of Democracy", highlighting his impact in the space of personal and community development.

FEATURED CREDENTIAL

Recognised by the University of South Africa in their 30 for 30 alumni feature.

In a feature published by UNISA, Mohamed is profiled as part of a celebration of thirty alumni who have used their education to transform lives. The article highlights how his journey through UNISA shaped the integrated leadership and performance philosophy that underpins Moetivation today, and how that philosophy now informs his executive coaching, group leadership work and physical performance methodology.

[Read the UNISA feature →](#)

unisa.ac.za/corporate/Alumni/.../How-Moe-Cassim-s-Unisa-journey-empowered-him-to-transform-lives

**06** Clinical Physiotherapy Partner

Ziyaad Mohammed

Physiotherapist, Wanderers Sports Medical Centre

Ziyaad qualified with a Bachelor of Science in Physiotherapy in 2007 and completed his community service at Helen Joseph Hospital in Johannesburg. He then worked in hospital practice dealing with ICU, pulmonology and orthopaedics among other clinical areas.

In 2009 he joined a sports and wellness centre alongside Dr Abraham, then sports physician at Kaizer Chiefs. Ziyaad has worked with multiple PSL soccer teams as well as the national under 17 football team.

He is now based at the Wanderers Sports Medical Centre, where he sees a wide range of patients, from neurological rehabilitation cases through to amateur and elite athletes competing at national and international level.

Movement & Mobility

Functional assessments to identify limitations that compromise executive performance.

Injury Prevention

Targeted protocols that protect leaders from the physical cost of sustained intensity.

Corrective Exercise

Specific exercise prescriptions that restore quality of movement and recovery capacity.

Recovery Guidance

Practical recovery routines that support energy, focus and long term resilience.

**07** Leadership Talks & Engagements

Trusted across boardrooms, classrooms and corporate stages.

Moetivation delivers leadership talks for executive teams, corporate audiences and public stages, locally and internationally. Engagements include corporate leadership workshops, partner brand keynotes and international conference appearances.



Corporate leadership workshop, Johannesburg



Be At My Best corporate engagement



KFC Mini Cricket partner keynote



International engagement, Istanbul

**08** Underprivileged School Talks

Giving back where it matters most.

Beyond the boardroom, Moetivation invests time in under resourced schools across South Africa, delivering motivational talks that inspire learners to dream bigger, build self belief and recognise that their circumstances do not define their potential. These engagements are offered as part of our commitment to community upliftment and long term social impact.



Classroom engagement, Gauteng township school



Learner motivational session

Every learner reached is a future leader empowered. Corporate partners are welcome to sponsor school engagements as part of their CSI programmes.

**09** Testimonials

Client Testimonials.

I started my journey with your male mentorship and motivation programme in August 2025, and I can honestly say it has been life changing.

Through our many one on one sessions, you have helped me regulate myself, better understand and work through past trauma, and taught me healthier ways to process my emotions and navigate life's challenges.

The mentorship has also had a profound impact on my business life. The guidance and perspective you have given me around important business decisions have come to fruition and benefited both myself and my family in ways that are difficult to put into words.

Becoming part of Moetivation has completely changed my outlook on health, discipline and personal growth. The 5am to 6am sessions create an environment that is so much more than a gym. The people there have become a close knit support system of brotherhood, encouragement and accountability.

Thank you for creating a space where men can be vulnerable, heal, grow and become better versions of themselves.

Zaheer Ali

Founder, Zali Safari

Moetivation. The most appropriate name for a business with the mindset of its owner. Moe's positivity and wit, his understanding of people's struggles, emotions and mindsets, and most of all his strive to help people deal with life's challenges and find peace and happiness, is what makes him special.

These are the luxuries that I enjoy every day by training with him. It is an honour to know a person of his calibre with so much insight. Thank you for all the great talks and laughs.

Leila Sarang

Sarang Telecoms

**09** Testimonials

Client Testimonials.

In a role as demanding as procurement at Samsung, the pressure never really lets up. Over the past 13 years, Moetivation has been a constant anchor for me, not just in the gym, but in how I show up mentally every single day. There have been seasons of work that would have tested even the most seasoned professionals, periods where deadlines, negotiations, and the sheer weight of responsibility made it difficult to find balance.

What got me through those moments was not simply willpower. It was having the right structure in place for both my physical fitness and my mental approach. Moetivation gave me that structure, consistently and reliably, year after year. It has helped me build the kind of discipline and resilience that does not just belong in the gym. It carries over into every boardroom, every high-stakes decision, and every moment where I needed to perform at my best.

This is not a wellness programme in the traditional sense. It is a performance system built for people who operate at a high level and refuse to leave anything on the table.

Zahir Cajee

*Procurement Manager, Samsung
13 years with Moetivation*

Stress is part of life that we simply cannot escape, especially when running your own business in this current economy. Knowing and training with Mo helps me ride the waves of life and its challenges.

Thank you for being a friend, always lending an ear, putting things in perspective for me and making me realise that there is always a solution to everything. Never let your talent go wasted. Let others benefit by it.

Sameer Sarang

CEO, Sarang Telecoms



Client Testimonials.

A decade. That is how long Moetivation has been part of my professional journey, and I can say without hesitation that it has played a significant role in shaping the leader I am today. What began as a personal commitment to my own fitness and mindset quickly evolved into something far greater.

The growth I experienced was so tangible that I wanted my entire team to have access to the same tools and philosophy. We brought Moetivation in to run dedicated workshops for our sales team at Itec Tiyende, and the impact was felt across the board. The team came away sharper, more energised, and better equipped to handle the intensity that comes with working in a high-performance sales environment.

Focus improved, pressure became more manageable, and there was a noticeable shift in how the team carried themselves both individually and collectively. If you are a leader who takes the development of your people seriously, Moetivation is one of the most valuable investments you can make, not just in yourself, but in everyone around you.

Zain Cassim

*General Manager: Sales, Itec Tiyende
10 years with Moetivation*

As a CFO, your mind is your most valuable asset. The decisions you make, the pressures you absorb, and the pace at which you are expected to operate demand a level of mental and physical resilience that most people underestimate. Over the past 9 years, Moetivation has helped me build that resilience in a way that no other programme has come close to.

On the physical side, the training has been exceptional, tailored specifically to my goals, including preparing my body and my focus for golf, which has become an important outlet and passion for me. But it is the mindset development that has truly set Moetivation apart. There were periods during these years where the workload became overwhelming, where the stress of running finances at this level felt relentless.

Moetivation gave me the tools to navigate through those moments without losing clarity, without burning out, and without losing sight of what matters. Nine years on, I am fitter, sharper, and far more equipped to handle whatever comes my way. This is executive wellness done the right way, with real results that show up in your life and in your work.

Raees Darsot

*CFO, Dursots Foods
9 years with Moetivation*

**09** Testimonials

Client Testimonials.

I will be completely honest. I came into this programme during one of the most turbulent and challenging years of my career. The stress I was experiencing was unlike anything I had faced before, and there were moments where I genuinely did not know how I was going to find my way through it. The weight of responsibility, the relentless pace, and the mental toll it was taking on me had reached a point where something had to change.

Moetivation came into my life at exactly the right time. What it gave me was not just a fitness routine or a motivational talk. It gave me a complete framework for managing myself under pressure. The tools I gained through the programme helped me rebuild my mental strength, restore my physical energy, and find a sense of groundedness that I had lost.

Looking back now, I can say with full sincerity that I am not sure I would be standing where I am today without the support and structure that Moetivation provided. One year in and I feel more resilient, more focused, and more prepared for the demands of leadership than I ever have before. If you are going through a difficult season professionally, this programme does not just help you survive it. It helps you come out the other side stronger.

Ismail Ravat*CFO, YCell**1 year with Moetivation*

**10** Partner With Moetivation

Let us build the next generation of your leadership.

We welcome the opportunity to partner with your organisation in developing healthier, stronger and more effective leaders. Engagements begin with a complimentary 20 minute introductory session so we can align on objectives before the programme commences.

Founder & CEO	Mohamed Cassim
Email	Moetivationsa@gmail.com
Telephone	+27 84 786 7000
Website	moetivation.co.za
Programme	Executive Leadership & Performance Programme
Engagement	Three month minimum • R5 000 per executive, per month

MOETIVATION (PTY) LTD

Empowering Leaders. Elevating Performance. • moetivation.co.za