



DNA CONSULTING

Supporting change leadership

About us

Enabling leaders and organisations to effect change that sees them thrive

Founded by David Newby in 2000, DNA supports clients around the world. Through our international work in countries as poverty-stricken as Haiti, Niger and Mali and as privileged as the USA, Canada and Israel, we have learnt that the essence of our work is about helping people to listen to themselves, giving them lenses to understand themselves, and offering them tools to find their way forward.

This is seldom achieved by short “hit and run” assignments. Instead, we prefer to engage deeply with clients to help them understand and align their strategy, people and processes. Along the way, they often broaden their thinking, see themselves and others in new ways, and have fresh powerful insights. We pride ourselves on journeying with organisations and individuals for the long term until they achieve the transformation they want, to create the social impact they desire.

Our services

- **Leadership development and support**
 - Professional coaching
 - Life coaching
 - Leadership and executive-level coaching and mentoring
 - Mentoring entrepreneurs
 - Spiritual coaching (also referred to as spiritual direction)
 - Mid-course correction (changes in career paths)

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- **Organisational development and assessment**
 - Visioning processes
 - Strategic planning processes
 - Change management processes
 - Restructuring processes
 - Team building and performance
 - Diversity management
 - Conflict resolution processes
 - Customised 360 assessments
 - Organizational culture and climate assessments
 - Performance Imperative, RISE and OCAT organisational assessments
- **Facilitation**
 - Design and facilitation of workshops and meetings
- **Training**
 - Facilitative leadership
 - Change management
 - Conflict resolution
 - Negotiation skills
 - Mentoring and coaching as managers
 - Non-profit board governance and effectiveness
 - Customised training and development programmes
- **Psychometric accreditations**
 - Insights Discovery Preference Evaluator
 - Strengths Deployment Inventory (Personal Strengths Publishing)
 - Emotional and Social Competency Inventory (Hay Group)

Our team

David Newby has worked in the social sector for over 30 years. He served as a Methodist Minister for 17 years, 15 of which were in Central city churches in Johannesburg and Cape Town. He has a history as a social activist and was involved in the End Conscription Campaign, Gun Free South Africa and the District Six Museum. Since 2000, David has worked as an organizational development consultant to clients in the social sector across the globe.

He is also a visiting lecturer at USB-ED, the public executive development company within the University of Stellenbosch Business School (USB) where he presents courses for leaders of non-profit organisations.



Alison Newby is passionate about learning and co-creating personalised learning experiences in individual coaching or groups. She has strong personal skills and calmly invites leaders to grapple with the interface between the known and the yet-to-be-experienced aspects of leadership learning. She has worked in the social sector for 20 years adding value to value-based organisations.

She is a member of HPCSA with a background as an allied health professional where her interest in neurology and psychology was born. For five years, she managed her own professional business while qualifying as a leadership coach in 2006. She then initiated the start-up of an NGO procuring open labour market employment for people who had intellectual disabilities.



In 2008 she became the Director of a Cape Town based nonprofit, Work4You. She led the organisation in the initiation phase to the development phase and gained first hand leadership experience in the not for profit arena. Her fascination centred on what stops worthy people from thriving in value-based organisations. For the past 11 years, she has broadened her work path into organisational development with a focus on the inner dimension of leadership development. Alison is also a visiting lecturer at USB-ED.

As an accredited executive coach, she has challenged directors, managers and other leaders to question and understand their pre-conceived perspectives of self, others and their organisations, and done so in unlikely ways. Alison is excited about integrative leadership which serves the purposes of both the leader and the organisation in a seamless way. She believes creative thinking thrives where there is alignment between purpose and identity.

Lesedi Makhurane is a scientist-practitioner and world-class facilitator (qualified and accredited) with extensive experience locally and abroad. He brings a rigorous, attuned and attentive change philosophy and learning approach to facilitation that is underpinned by explicit reflective practice, research, his signature presence and a broad repertoire.



He has helped clients and partners to decode their realities by seeing themselves 'as they truly are,' so that they can reconstruct more empowering and embracing perspectives – and processes – that more congruently align with their purposes and aspirations.

Lesedi has experience of facilitating processes in a wide variety of contexts and situations involving various levels of complexity and ensures he consistently works across diverse platforms. These include facilitating board strategic formulation sessions; multi-stakeholder dialogues, transformation and culture change processes, conflict resolution situations, team development sessions and processing issues requiring catharsis, emotional resolution and resilience.

Paul Durrant is a purpose-filled leader with strong interpersonal and organisational skills. With a solid values-based approach, he is passionate about helping other leaders grow and to navigate change positively and intentionally, especially in the social sector.



Between 1994 and 2011 he started and led several internet-related businesses in South Africa and the UK. In 2011, he applied himself to a whole new environment when he felt called to make an impact of a different kind. He joined Habitat for Humanity South Africa as National Director, and it was here that his passion for the social sector, transformation and people development was really ignited.

Paul is passionate about servant leadership. He enjoys working with leaders to bring understanding and solutions in the midst of confusion, conflict or significant change. His keen eye for detail combined with expansive vision helps in crafting strategy and in business planning.

Associates – From time to time, as needs dictate, we also work in association with other consultants with whom we have developed relationships and trust over the years.

Client portfolio

International NGOs and faith-based organisations

- ChildFund Zambia
- Christ Church Jerusalem and CMJ
- Habitat for Humanity South Africa
- REPSSI
- RIATT
- Scripture Union International
 - Scripture Union Africa Region
 - Scripture Union South Africa
- UNICEF
- World Vision International
 - World Vision Africa Hope Initiative (Regional HIV and AIDS team)
 - World Vision Africa Regional Office
 - World Vision Canada
 - World Vision Food Programme Management Group
 - World Vision Global Health and Nutrition Team
 - World Vision International Department of Governance
 - World Vision Senegal, South Africa, Tanzania and Zimbabwe
 - World Vision Southern Africa Regional Office
 - World Vision West Africa Regional Office

South African NGOs and faith-based organisations

- Christian Literature Fund
- Early Learning Resource Unit
- Gun Free South Africa
- Home from Home
- Investments for Africa
- Learn to Earn
- Little Stream Conference Centre
- My Child has Cancer Trust
- Oranjekloof School Appeal Trust
- Pinotage Youth Academy
- Scripture Union South Africa
- SEED Educational Trust
- South African Christian Leadership Assembly (SACLA)
- Stepping Stones Children's Centre
- The Warehouse Trust
- Work for You
- Wortelgat Outreach Trust
- You and Your Money

Private sector

- Deloitte South Africa
- Digicape
- Johnson Crane Hire
- Metropolitan Life Asset Managers
- PetroSA
- Santam
- Syntell
- The Futures Group

Government

- South African Department of Health
- South African Provincial Administration of the Western Cape
- Swedish Local Government Association

Education

- University of Stellenbosch
 - Faculty of Theology
 - Stellenbosch University Sport Performance Institute (SUSPI)
 - University of Stellenbosch Business School Executive Development (USB-ED)
- University of the Western Cape

- De Kuilen Primary School
- East Metropole Education District
- George Whitefield College
- Get Smarter (University of Cape Town)
- Groote Schuur High School
- Pat Kelly Bible College
- Rondebosch Boys' High School
- Rondebosch Boys' Preparatory School
- Rustenburg Girls' High School
- St Joseph's Marist School

Churches

- Christ Church Kenilworth
- Kenilworth Methodist Church
- Sea Point Congregational Church
- St George's Anglican Church
- St John's Church
- St John's Parish