

SVETLANA DONEVA, 32

THEN: CNBC Africa Cape Town
executive producer

NOW: **Communications manager at NGO
Ilifa Labantwana, Cape Town**

'The 10 years I spent as a journalist were amazing, but when I turned 30 my career path changed as I sought a new challenge.

Reporting on business meant I learned a lot about our economy. But when I applied to work for a children's NGO and landed the job, my understanding of economics changed and I grasped that early childhood development is one of the major factors in alleviating poverty. One of the motivations for my career is to feel that my work is making a meaningful difference to the world and that I am challenged to do this. And managing communications for Ilifa Labantwana, a national early childhood development programme, means I get to do both. I am continually learning about the field, how to frame complex neuroscience stories and communicate the importance of early childhood development for our society.'

DRESS, PLEATS PLEASE ISSEY MIYAKE; JACKET R1 249
TOPSHOP



'Opening my own hair salon was a blessing as I was finally able to get in touch with my creative side'

BOTLHALETSO TSHETLO, 41

THEN: Financial professional

NOW: **Owner of ethnic hair products Hairtural and Hairtural Studio salon,
Johannesburg**

'I was diagnosed with rheumatoid arthritis while working for a stock-broking company. As I underwent a lot of treatment, I decided to take time out. Without a job, it took me a while to accept my situation because so much of my identity was attached to my career. Opening my own hair salon was a blessing as I was finally able to get in touch with my creative side; something I had suppressed while studying economics and working in the corporate world. My love for doing hair and the frustration of not finding suitable products for my and my daughter's hair resulted in me creating products for ethnic hair. This journey - and reaching my dreams - inspired me to embark on 38 random acts of kindness before my 38th birthday. I crocheted and baked for people and even paid for someone else's parking. This made me realise how blessed I am and that I have everything I need.'

TOP AND DRESS, PLEATS PLEASE ISSEY MIYAKE; RINGS, BOTLHALETSO'S OWN