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ON THE COUCH WITH: MultiChoice MD Katlego Arnone

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Not a new comer to the entertainment industry, Katlego Arnone, whose leadership career spans over 18 years, is the first woman Managing Director (MD) at MultiChoice Botswana.

Speaking from her office at MultiChoice Headquarters at Riverwalk mall this past week, the effervescent Arnone said she relishes her new role at MultiChoice, which she assumed in September last year.

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Arnone said she was particularly excited to be a part of an African-bred business that was proud to propel its communities to great heights. "I am most excited to be working with a vibrant team of young professionals," she said. She also noted that leading

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the Botswana fragment of the company presents her with an opportunity to contribute exponentially to the emerging industries centred on television and entertainment.

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"In line with the business' purpose of enriching lives, I advocate for interaction with the clients on a more social level, understanding their challenges and providing possible solutions to those challenges," she said, noting the 'Realeboga' Funeral benefit scheme where the company assists with funeral expenses in cases where the primary subscriber passes on.

Realeboga Funeral Scheme

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"This initiative addresses a specific need that has been realised by the company and is a specific product for the Botswana," she said.

Her approach to the company's 'enriching lives' slogan is not structured around wealth creation but the creation of stories that resonate with the viewers. Arnone was responding to the query, "Should Batswana expect a beneficiation drive such as the South African initiative, 'Phuthuma Nathi' where the public was offered a market share in the company.

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Though she could not talk much about shareholding of the company, she insisted that the Botswana ecosystem of close to 350 certified and equipped installers was flourishing.

Arnone, whose role includes a sharp focus on customer service and reshaping the business to improve on customer experience, said MultiChoice has presented her with an opportunity to shape future leaders of Botswana through programmes such as the DSTV Eutelsat Star awards.

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continental winner after scooping top Honors in the competition's Essay category.

Developing talent

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A highly experienced, successful and well-regarded business leader with over 22 years of relevant experience in Botswana, Congo-Brazzaville, Uganda, Zambia and Namibia, Arnone listed amongst her career milestones as contributing to the growth of entrepreneurs and some people in middle management. "I ensure that I develop talent where ever I land, those are the seeds I plant," she said.

According to Arnone, her deployment to Botswana will not be different as she is keen on seeing improved local participation in the provision of content across the various MultiChoice platforms. She cited the recent Botswana MultiChoice Talent Factory (MTC) Masterclass conducted by Creative Consultant, Creative Director and Industry Expert Allison Triegaardt, who believes Batswana should seize their unique stories and tell the world their stories.

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As the first woman MultiChoice Botswana MD, Arnone's inclination to empower and encourage women participation in the corporate sector is rightly placed, revealing that she is constantly let down by the way Batswana women sell themselves short.

Women empowerment

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She advised that there was a need for women to determine their return on investment on the energy they invest in all aspects of their socialisation, whether business or leisure.

The theme of women empowerment and women in leadership rang throughout the interview as she believed that she was a beacon for other women as a woman heading a cohort of males and females in the ITC

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cohort of males and females in the ITC sector.

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The MD, who holds an MSc in Leadership and Change Management from Leeds Metropolitan University and a B.Com Management from the University of Botswana, plans to focus on identifying opportunities for MultiChoice to amplify its position as a satellite TV customer service provider in Botswana.

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