



# RADICAL **LIFE** TRANSFORMATION

LIBERATING | INFLUENTIAL | FUTURISTIC | ENLIGHTENING

Founded in the midst of a global pandemic...

PROFESSIONAL  
CAREER | LIFE | FINANCIAL  
COACHING



## COMPANY PROFILE

Prepared By: Cohen Appanah



# Visit our Website...

**WE PROVIDE PROFESSIONAL CAREER, LIFE AND FINANCIAL COACHING SERVICES FOR YOUTH BETWEEN THE AGES OF 13 AND 25 YEARS.**



**[www.radicallifetransformation.co.za](http://www.radicallifetransformation.co.za)**

# About Radical Life Transformation

Radical Life Transformation is an organization founded by Cohen Appanah focused on **career, life and financial** coaching. The organization was founded due to the **evident gap** in society where many youth choose incorrect career paths; make wrong life decisions and poor financial choices that **significantly impact their future**.

The level of career and financial literacy is a major cause for concern as youth are not exposed to **sound career and financial management advice** from a young age. This results in them earning money but having no clear direction on how to manage it effectively. This is when individuals and organizations step in to lure young employees into making **unwise financial decisions** that rob them of their finances through **high fees and self-gain**.

Radical Life Transformation aims to alleviate this challenge by **providing coaching** to youth about the many **career, life and financial decisions** that can be made and suggests the best ways in which to deal with them. The coaching provided is **guaranteed** to ensure that youth are well equipped to take care of their career, life and finances.

# Our Vision and Mission



Founder and CEO: Mr. Cohen Appanah

Est: 2020

B-BBEE Status: Level 1 Contributor

## Vision and Mission Statement

### Vision

To improve the lives of others on a global level through education and awareness on career, life and financial principles.

### Mission

To engage, impact, empower and uplift youth with the essential skills to lead personal change and transform the world.

# About the Founder & CEO:

Cohen Appanah is a determined, resilient, and highly motivated professional. His ultimate goal is **to improve the lives of others through education and awareness in the form of coaching**. Being a coach and a mentor is a passion for Cohen as it grants him the opportunity to live a life of higher purpose and fulfilment.

He holds a Degree in Engineering and his Master's in Business Administration (MBA). He also holds two Post Graduate Diploma's in Project Management and Business Management. He is registered with two professional bodies namely ECSA and SAIEE. Cohen is a Certified Professional Life and Mindfulness Coach who is also a registered member of COMENSA (Coaches and Mentors of South Africa).

Cohen Appanah has a burning **desire to positively impact the lives of the youth** to ensure a better future for all.

## Major Accomplishments:

- Master's Degree (MBA) with "Cum Laude" and placed in Top 7% at age 27.
- "Best Leader" in a Management Development Programme at age 28.
- Management Position overseeing ±100 staff at age 28 being the youngest Manager in the Team.
- Published a research article at age 29 in the Journal of Management and Administration (JMA). A study on Millennials.
- Certificate of Merit – Strategic Leadership (GIBS).
- Strategic Challenge Winner Award – Leadership Acceleration Programme (GIBS).
- Senior Management Position overseeing ±140 staff at age 31 being the youngest Senior Manager in the Team.
- Distinction Pass – Executive Development Programme (EDP) at Wits Business School
- Distinction Pass – Business Development Management (University of Cape Town)



# What do we offer and to who?



## TARGET MARKET:

- Youth who are deciding which career path to choose and require advice.
- Youth who want to be financially smart and manage their money effectively.
- Youth who want to get ahead in life and retire earlier rather than later.
- Youth who would like to open businesses and become financially independent.
- Youth who want to create a better future for their families.
- Youth who want to make a difference in the world!



## SPECIFIC SERVICES:

- Coaching Webinars (Online)
- Coaching Workshops (Contact)
- One-on-one Coaching Sessions
- Group Coaching
- Corporate Coaching
- Telephonic Advice



# What topics do we cover?



## TOPICS:

- Short, Medium- and Long-Term Strategic Goal Setting
- Personal Vision and Mission Statements
- Financial Planning and Management (Budgeting Best Practices)
- Investing (Stocks, Bonds and Index Funds)
- Entrepreneurship and Intrapreneurship
- Starting a Business
- Retirement Planning
- Career Advice (CV Writing, Self-Marketing, and Interview Tips)
- Time Management
- Leadership Skills
- Finding Purpose and Meaning in Life
- Building Confidence and Self-Esteem
- Overcoming Failure
- Improving Communication Skills
- Forming Strategic Relationships
- Principles of Happiness
- How to Practice Mindfulness
- Purchasing Property and Cars
- Appointing a Coach or Mentor
- Stress Management
- And many more...



# We offer FREE resources and Certificates of Attendance for all Events

Depending on the specific service we provide, we are also able to include some of the following in our offerings:

- Certificates of attendance.
  - Post-service advice.
- Lifelong personal budget templates.
- Personal time management planning tools.
- Access to a network of professionals.
- And many more...







Please feel free to contact us:



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