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Vusi Thembekwayo Reveals CEO Mindset Secrets for Building Multi-Generational Legacy Businesses

JOHANNESBURG, SOUTH AFRICA - August 6, 2025 - In a recent interview with Rolling Out, celebrated venture capitalist, motivational speaker, and best-selling author Vusi Thembekwayo broke down the essential elements of a successful CEO's mindset, sharing transformative insights on leadership, capital deployment, and succession planning. Thembekwayo's message centered on empowering a new generation of leaders to build businesses that transcend their founders and create lasting, multi-generational wealth.

Thembekwayo highlighted the crucial distinction between a CEO's role and that of a general manager. "The role of a CEO is very much about creating options, not just choices," he explained. By framing strategic options for market entry, technology implementation, and competitive advantage, a CEO enables their team to make informed decisions that drive the business forward.

A core tenet of his philosophy is the importance of succession. Thembekwayo stated, "Success without a successor is a failure." He emphasized that a key responsibility for leaders, particularly within communities of color, is to build a pipeline of capable successors who can not only take over but also go on to found their own successful ventures. This approach, he argues, is fundamental to creating enduring institutions that stand the test of time, much like "JP Morgan Chases and Warner Brothers."

The interview also delved into the strategic deployment of capital. Thembekwayo advised that capital's purpose is "accumulation" of customers, market share, and competitive advantage. He outlined a strategic approach of balancing "offense" (investing for growth) and "defense" (protecting current business) based on the economic climate.

On the topic of continuous learning, Thembekwayo underscored the need for a disciplined "mental diet" for success. This includes being an industry expert, studying history to gain perspective, and staying on the cutting edge of technology. He challenged leaders to pick up a "shovel" more often than a "microphone," reinforcing the importance of diligent work and constant learning in a rapidly changing world.

Thembekwayo's insights serve as a powerful guide for aspiring and current CEOs, encouraging them to think beyond short-term gains and focus on building a legacy that will empower future generations.

About Vusi Thembekwayo:

Vusi Thembekwayo is a globally renowned entrepreneur, venture capitalist, author, and business speaker. He serves as the CEO of MyGrowthFund Venture Partners, and Executive Chairman of Thembekwayo Legacy Group. His work is dedicated to inspiring

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and developing the next generation of African leaders and entrepreneurs. His upcoming book, "Underdogs," is set to launch in September 2025.

Among his global awards and achievements, he was most recently an honoree at the 9th EMY Africa Awards in 2024, and received the African Achievers Award for Leadership Excellence at the British House of Lords in 2024. He was also named GQ Business Leader of the Year in 2019.

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