



WOMEN'S MONTH 2020

Phenomenal Woman Profile



The Role of Hard Work and Dedication in the Achievement of Success

There is no shortage of quotes and memes that talk about hard work and success and what it takes to reach one's goals. If one person could be identified as the epitome of the many messages that share focus on this important message, then Dr Esme Coetzer would be this person.

Dr Coetzer, who is 51 years of age, joined Eskom 30 years ago as a clerk, but as a result of hard work, determination and the sheer will to succeed, in 2019 achieved a Doctorate in Business Leadership (Personal Branding) from Unisa. Dr Coetzer is a member of the EWSETA Accounting Authority (Board) and her wealth of experience in both the energy sector and many facets of HR is of tremendous value to the EWSETA Board.

"Shortly after joining Eskom in 1990, I started studying part-time and completed my BA Honours Degree in Psychology in 2003," comments Dr Coetzer "and I went on to complete my Masters Degree in Business Leadership in 2007, having written a thesis on Operational Performance Excellence."

Dr Coetzer's professional achievements echo what she has achieved academically. After ten years as a clerk and then secretary at Eskom, in 2000, she went on to become a Graduate in Training before moving through the ranks as an Advisor, Senior Advisor and Chief Advisor. In her current role as a Senior Manager for Eskom's Academy of Learning, that is accompanied by Executive accountability, Dr Coetzer is responsible leading the Functional Faculty.

Eskom is a prime example of the important role that an employer can play in the life of an employee who has study and self-improvement aspirations. It is thanks to Eskom's further study scheme that Dr Coetzer has been able to undertake studies that have seen her achieve a Doctorate.

"The EWSETA has a critical role to play in meeting the skills needs of South Africa's energy sector and with my long tenure in both the sector, as well as in human resource development, I believe that I can assist the EWSETA in meeting its important skills development mandate," continues Dr Coetzer.

Dr Coetzer's extensive experience in performance excellence and improvement, leadership and talent management will without any doubt prove invaluable to the EWSETA as it embarks on its new 5-year strategy launched on 1 April 2020. Her integrity, accountability and passion for performance excellence will serve the EWSETA well.

As a woman on the Board, Dr Coetzer believes she has a responsibility to other women by the example she sets, and to serve as mentor and coach for other women.

Her approach to life is based on 'live and let live' and she describes herself as someone who is sincere in heart, but strong on performance. When it comes to quality versus quantity, Dr Coetzer firmly believes that less is more.

She describes having raised two wonderful sons that have pursued careers within ministry and who have a heart and passion for serving the under privileged as one of her greatest achievements. But, she does admit that balancing her personal life with a demanding professional life, has been one of her greatest challenges. Dr Coetzer's practice of starting and ending her day in prayer has been an important factor in managing the many aspects of her rich life.

"When people reflect on my legacy, I want to be remembered as someone who has lived life to the fullest, shown gratitude for all the wonderful gifts and opportunities received, made a contribution to society and who has served and trusted God wholeheartedly," concludes Dr Coetzer.