



 **vodacom**  
**vision**  
**2030**

Connect for a better future

# Communication toolkit for managers

Equip yourself with our comms toolkit – your guide to bringing our Game Plan to life for every team member. This is your chance to amplify Vision 2030, inspire collaboration, and make sure everyone feels part of the journey.

# How you can bring Vision 2030 home

Bring your team along on our Vision 2030 journey with clarity and purpose. This toolkit is designed to help you explain and embed our game plan in a way that's simple and impactful. It includes:

▶ **THE GAME PLAN – OUR STRATEGY ON A PAGE**

A snapshot of our Vision 2030 for quick reference

▶ **VISION 2030 NARRATIVE**

A concise, two-paragraph story to introduce our strategy to your team with ease



# THE GAME PLAN

We connect for a better future

## THE WHY

Empowering people

Protecting the planet

Maintaining trust

## THE WHAT

**MONETISE DATA**  
... to sustain our market leadership

**ACCELERATE ENTERPRISE**  
... to deliver double-digit growth

**TRANSFORM HOW WE WORK**  
... to enhance our customer experience

**What it means:** Grow beyond mobile – turning data into value-added solutions

**What it means:** Digital innovation – leading with technology that solves real problems

**What it means:** People power – success through our empowered team

## THE HOW

**How we'll do it:**

- Use data and AI to create customised solutions that enhance customer experience
- Deliver seamless home and family solutions
- Ensure affordable connectivity for all
- Build smart loyalty programmes that reward customers

**Your role:** Listen to customers, champion their needs, and find ways to delight them every day

**How we'll do it:**

- Expand data capacity and smartphone access
- Grow our fintech reach
- Build Internet of Things ecosystems and cloud solutions
- Support digitalisation in small businesses and government

**Your role:** Embrace new tools, suggest improvements, and help customers adopt digital solutions

**How we'll do it:**

- Invest in skills development and training programmes
- Create innovation opportunities for everyone
- Simplify processes to focus on what matters

**Your role:** Share ideas, develop your skills, and collaborate across teams to solve problems

## Spirit of Vodacom

## UNDERPINNED BY

Create the future

Experiment, learn fast

Earn customer loyalty

Get it done together

# A brief summary to introduce our strategy to your team



**Vision 2030** embodies our purpose: connect for a better future by **empowering societies, protecting the planet** and **maintaining trust**. Our ambition is to continue to lead in connectivity and accelerate growth by **monetising data, accelerating enterprise (beyond mobile)** and **transforming how we work** to better serve our customers.

This vision **belongs to all of us**, driving us to **champion customer needs, embrace innovation** and **collaborate across teams**. We aim to become South Africa's leading provider of connectivity and digital services by living our Spirit of Vodacom: Create the future; Experiment, learn fast; Earn customer loyalty; and Get it done together. Each of us has a role to play.

