



JOSS DU TREVOU

Business Coach

joss@grow-za.com

Joss has been a member of EO since 2017 and has spent three years on the board, including most recently, as President of the JHB Chapter. He is also an ICF accredited Executive Coach and has mentored coaching students at UCT Business School's Centre for Coaching.

▶ ABOUT JOSS

Joss has rich corporate experience, coupled with entrepreneurial exposure and experience in running and scaling a business. Joss's internationally ICF-accredited coaching qualification provides him with a framework to transfer his skills and experience to his clients in both a professional and empathetic way; whilst his accumulated years of experience has equipped him with incredible interpersonal, sales, and negotiation skills.

Joss's broad range of skills is underpinned by his passion for the growth, learning, and personal development of others, supported by his coaching and various community leadership roles.

▶ JOSS'S CREDENTIALS:

Joss joined his family business, Ecomotel 10 years ago, taking over the role of Chief Executive from his father - a position he still holds today. During his tenure, Joss has expanded the hotel group from 3 to 6 branches, increased annual turnover to over R30 million, and grown the staff complement to over 80 staff. He also put in place the systems, processes, and leadership team that now allows the business to run well on its own.

Before joining Ecomotel, Joss acquired 18 years of corporate experience, the majority of which was in investment banking. He worked at the local branches of two internal banks - French Societe Generale, and Dutch Bank ABN AMRO; and spent 10 years at local banking groups, Nedbank and ABSA, primarily in client-facing roles.

At ABSA, Joss took on a leadership role within the corporate banking division serving as General Manager: Head of Corporate Gauteng Coverage, where he was responsible for 12 direct reports and a balance sheet of approximately R15 billion. He was promoted to lead Absa's Corporate Coverage team, where his role included overseeing the merger of Absa's Corporate team with their Investment Banking teams and, thereafter, took up the role of COO for Absa Capital's CIB Coverage team reporting to the Head of Corporate Banking.

▶ HOW JOSS CAN HELP YOUR BUSINESS:

Joss has an innate passion for strategic thinking and combines his knowledge, exposure, and experience in the corporate, entrepreneurial, and coaching spaces, to assist businesses and their owners to reach their full potential. He leads and coaches with a deep understanding of what is needed to motivate and drive winning teams, applying a structured - yet practical - approach to the execution of strategy, and encourages courageous conversations in managing conflict.

Joss specialises in assisting family-run businesses and business leaders alike, to make the shift from being involved in the day-to-day operations of the business, to focusing on growing and scaling their businesses and succession planning.

**WE HELP GROW YOUR BUSINESS,
PEOPLE AND PROFITS.**

About Us

Since 2009, GROW has been working with ambitious business owners, leaders, and their teams to build and scale businesses.

GROW's Business Coaching is designed to help business owners let go of the reins and harness the full potential of the people they lead; ensure business strategies are successfully executed through the provision of ongoing support and tech-enabled learning; and to build healthy, high-performing teams who play to their strengths and remain collectively accountable for achieving the goals and ambitions of the business.