



# Company Profile

# Company Details

**Legal Name:** Lombaard Executive Coaching Pty Ltd

**Trading As:** Strength Synergy International

**Established:** 2012

**Headquarters:** George, South Africa

**Other Offices:** Johannesburg, South Africa | Cape Town, South Africa

**Website:** [www.strengthsynergy.net](http://www.strengthsynergy.net)

**Founder & CEO:** Dries Lombaard

**Leadership Team:** Gavin Lund (Johannesburg MD), Pierre Bester (Cape Town MD)

**Team Size:** 12 plus Associates and Coaches Globally.



# About Us

Strength Synergy International is a leadership development and organisational diagnostics firm dedicated to helping businesses create sustainable impact through insight-driven people strategies. We specialise in uncovering how individuals and teams naturally contribute, lead, and engage — using advanced tools like DRIVE, our proprietary energy-mapping assessment, and SG21, our engagement measurement framework.

Our work bridges data and human dynamics. By combining rigorous evaluation models such as the Kirkpatrick Model with practical coaching, behavioural insight, and team engagement diagnostics, we support organisations in developing leadership capacity, aligning culture, and driving measurable results. We partner with clients across industries to not just assess performance, but to unlock the energy behind it.

## Why Our Approach Works

Most organisations focus on skills. We focus on energy, because people perform best when they're aligned to the roles that naturally motivate them. Our work is rooted in real-world insight, global leadership experience, and the belief that growth is only sustainable when it honours both business goals and human potential.

We don't believe in off-the-shelf answers. Instead, we partner with you to uncover the patterns, blockages, and blind spots that affect team dynamics and leadership rhythm, then equip you to shift them.

Whether you're scaling rapidly, navigating complexity, or rethinking your culture from the inside out, we're here to help you do it with clarity, rhythm, and confidence.



# Vision

To redefine leadership by building organisations where human energy is understood, valued, and unleashed — one team, one role, one rhythm at a time.

# Mission

We equip leaders and organisations with the tools, insights, and frameworks to unlock natural energy and strategic contribution through DRIVE profiling, SG21 engagement measurement, and rhythm-based leadership development. From executive coaching to full-scale cultural transformation, we partner with clients to move beyond structure — and into flow.

# Core Values

- **Authenticity** – We honour what is real — in people, teams, and cultures — and resist one-size-fits-all solutions.
- **Impact** – Our work must matter. Whether in coaching, training, or consulting, we pursue tangible, lasting results.
- **Integrity** – We operate with honesty and accountability, always aligned with the deeper purpose of our work.
- **Growth** – We champion personal and organisational growth by tapping into natural energy, not just performance metrics.
- **Courage** – We ask hard questions, challenge assumptions, and lead clients into change — even when it's uncomfortable.
- **Clarity** – We believe that clarity drives contribution. Our work sharpens understanding, strategy, and decision-making.

# Our Service

- Executive Coaching

Tailored one-on-one coaching for senior leaders, grounded in the unique energy dynamics of each leader's DRIVE profile.

- DRIVE Profiling & Role Clarity

We map individual and team DRIVES (Dominant Roles in Various Environments) to bring clarity, precision, and alignment to decision-making, delegation, feedback, and collaboration.

- SG21 Engagement Measurement

Our proprietary engagement survey model, SG21, identifies the root causes of disengagement across seven critical drivers — allowing for targeted, team-level interventions.



- Team Alignment & Culture Strategy

Using DRIVE and SG21 insights, we facilitate workshops and consulting engagements that help teams work better — not just together, but in rhythm.

- Leadership Development

We deliver powerful, modular programs that shift leadership from position-based management to rhythm-driven influence.

- Custom Training & Facilitation

From keynotes to immersive offsite training, we offer custom-designed experiences that engage, challenge, and inspire.

# Solution

## SG21 & DRIVE : Why These Tools Matter

To effectively evaluate Levels 3 and 4 of the Kirkpatrick Model — which focus on behavioural change and measurable results — we use two proprietary tools: SG21 and DRIVE. Each plays a unique role in measuring the impact of leadership development in a way that is both credible and contextualised.

### **SG21: Measuring Engagement That Matters**

SG21 is a proprietary engagement framework developed to assess the actual day-to-day experience of employees across 7 dimensions that directly correlate with performance, wellbeing, and retention:

### **7 Dimensions of Engagement**

- Clarity
- Contribution
- Psychological Safety
- Growth
- Alignment
- Accountability
- Recognition



What makes SG21 different is that it links these dimensions back to the direct influence of leadership, making it ideal for assessing whether manager development has led to meaningful change in the team's engagement and energy. By measuring at two points (immediate post-course and six months later), we're able to track improvement, stagnation, or regression in a team's real-world experience.

# Solution

## SG21 & DRIVE : Why These Tools Matter

### **DRIVE: Understanding the Energy Behind Performance**

DRIVE is a contribution-energy profiling tool that maps out how individuals and teams naturally lead, influence, engage, and execute. With 29 distinct DRIVE types, it provides a deep understanding of each person's working energy and blind spots.

#### **By assessing both the managers and their teams, we can:**

- Identify mismatches between leadership style and team needs
- Explain why certain engagement dynamics exist
- Recommend leadership strategies that align with the natural strengths and sensitivities of each team

When integrated with SG21, DRIVE enables us to interpret engagement data through a human lens — making the results more actionable and tailored.

Together, SG21 and DRIVE allow us to go beyond THE surface-level feedback to uncover what's truly happening inside teams and across behaviour.





# Clients & Case Studies

## Sample of Key Clients

- **ALEC Engineering & Contracting (UAE)** – Full DRIVE implementation, SG21 engagement strategy, and executive training (2023 to current).
- **TARGET Engineering (UAE)** – Leadership and DRIVE-based transformation (2023 to current).
- **Novus Holdings (South Africa)** – Strengths-based Profiling, Coaching and Team Alignment (2017 - current).
- **BASF (Africa, Middle East, Eastern Europe, and Russia)** – Leadership development and OD consulting (2014–2020).
- **RussellStone Holdings (South Africa)** – Strengths-based profiling and OD support (2021–current).
- **First National Bank (South Africa)** – Leadership and team alignment (2014–2019).
- **ABSA Bank (South Africa)** – Management training and development (2018–2022).
- **Servier Industries (Southern Africa)** – Ongoing leadership and team development (2021–current).
- **University of Cape Town** – Graduate School of Business – DRIVE and SG21 adopted as exclusive tools for strengths-based leadership development (since 2020).
- **Multinational NGOs & Ministries** – Cultural navigation and team alignment.

## Notable Impact

- Rolled out SG21 and DRIVE profiling across 3,000+ employees globally.
- Reached 200+ senior leaders with 1-on-1 coaching using DRIVE.
- Delivered award-nominated leadership development programs across Africa and the Middle East.
- DRIVE and SG21 made exclusive tools of choice at UCT's Graduate School of Business (since 2024).



# Approach & Philosophy

At Strength Synergy International, we don't chase trends — we build tools that work. Our approach is grounded in the belief that clarity creates contribution. When people understand their natural energy, when roles are aligned with what's strong (not just what's scripted), and when leadership happens in rhythm — organisations move further, faster, and with less friction.

We don't box people. We decode them.

We don't fix symptoms. We rewire systems.

We don't teach leadership as a theory. We build it as a rhythm — specific, measurable, and sustainable.

## What Sets Us Apart

- DRIVE is not a personality test. It's a strategy lens — mapping the energy behind contribution and identifying where people thrive or drain.
- SG21 isn't a generic survey. It's a diagnostic engagement system that answers the most important question leaders ask: "So what?" It doesn't stop at measurement — it goes right down to the team and individual level, providing leaders with precise, practical levers for action.
- Our Leadership Rhythm Model isn't a framework on paper. It's a pulse leaders carry into decisions, meetings, feedback, conflict, and performance.

**"Real leadership doesn't start with roles. It starts with rhythm."**



# Ready to Get Started?

Dries Lombaard

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