



MADELEIN

Business Coach

COACHING QUALIFICATIONS

QUALIFIED SA Business Coach

01 Aug 2024

OTHER QUALIFICATIONS

Business Accountant (SAIBA: 2017)

26 Mar 2025

Tax Practitioner (SAIT: 2016)

30 Sep 2016

Senior Bookkeeper (ICB: 2012)

26 Nov 2009

Financial Clerk (ICB: 2006)

03 Jan 2005

COACHING SPECIALTIES

- Legal & Statutory Compliance Coaching
- Risk Management Coaching
- Financial & Tax Compliance Coaching
- Ethical & Sustainability Compliance

COACHING PASSION

I am passionate about empowering business owners. Over the past 20 years, I have realized that many business owners and young entrepreneurs launch their ventures with enthusiasm but find regulatory requirements challenging. Unfortunately, non-compliance is not an option, as authorities impose strict penalties for violations. My coaching addresses this knowledge gap by breaking down complex compliance concepts into manageable steps. I help them understand their obligations, make informed decisions, mitigate risks, and position themselves for long-term success. A unique aspect of my coaching approach is fostering self-reliance among business owners. I aim to train and guide them so they can confidently manage their compliance responsibilities without unnecessary reliance on external advisors.

WORK EXPERIENCE

I am a qualified Business Accountant and Registered Tax Practitioner with more than 20 years experience in the financial industry. I have dedicated my career to helping small businesses and young entrepreneurs navigate the complexities of financial regulations and compliance requirements. My primary focus has been on ensuring businesses remain tax-compliant while also equipping them with the knowledge to manage their finances independently. I have worked extensively with various clients, offering a full suite of services that include tax planning, bookkeeping, financial reporting, and regulatory compliance. I take pride in making compliance less daunting for entrepreneurs, allowing them to focus on growing their businesses while I ensure their financial health remains intact.

COACHING EXPERIENCE

I only recently completed my Business Coaching Accreditation but have been coaching and mentoring clients for many years. My coaching experience has allowed me to introduce training programs and mentorship opportunities that provide clients with practical skills and insights tailored to their industry. Through coaching, I have realized that many entrepreneurs struggle not because of a lack of talent but due to limited financial knowledge and confidence. My mission is to bridge this gap by providing not just compliance support but also the tools and mindset needed for long-term success. Coaching has become a natural extension of my work, reinforcing my commitment to fostering self-reliance and business growth among my clients.



Successful Businesses use Business Coaches
QUALIFIED SA BUSINESS COACH



SMART TOOLS FOR SUCCESSFUL COACHES



MADELEIN

Business Coach

TESTIMONIAL

I met Madelein when her children joined Pro Deo Academy about 10 years ago. She started assisting me with my bookkeeping and SARS issues shortly after. Since then, she has been my guardian angel and I trust her fully with all my SARS & CIPC matters. Her expertise and guidance have really helped me tremendously over the years. She never hesitates to help, even just with advice, whether for my business or my personal affairs. She really knows her stuff when it comes to bookkeeping, accounting and payroll. Recently she also helped me with registering my company with the Information Regulator and I did not even know I had to do this. Her understanding of financial compliance and business management has been a blessing to me and my business. She takes the time to explain complex financial matters in a way that I can understand, which calms me and I can focus on teaching and not to worry about the Tax Man. She is dedicated and professional about her business and loves what she does – and it shows in how she helps me. I can recommend her and her services to anyone, anytime. Over time she has become like part of the business and a close friend. Marina Wilkinson

Pro Deo Academy (Pty) Ltd

TESTIMONIAL

My siblings and myself inherited a property from our late Father, which was registered in a company. We are not business owners at all and really knows nothing about what where or how. When we approach Mrs Madelein Pretorius all the returns for SARS was overdue and we were in the process of being deregistered on CIPC. She just took it and within no-time issued us with a Letter of Good Standing from SARS and was "In-Business" again with CIPC. We literally gave her statements and receipts in a box and she re-worked it and compiled the Financials from there, filed all the necessary returns and we could breath again. Since then she has been a beacon of light and really saved us from all the worries and stress. Her advice and teachings helps us a lot and we are very grateful for her expertise. Thank you Madelein, we just love you and what you have done for us. The Jansekroos Family

Jansekroos (Pty) Ltd

TESTIMONIAL

Mrs Pretorius has been involved with our NPO since 2017 in various roles. Initially she was approached by our then Chairperson to serve on the Board of Directors in the capacity of Finance Director. She has brought so much knowledge with her and really performed her role to excellence. During COVID-19 our Governance Director sadly passed on, and again Mrs Pretorius stepped up and assume the responsibilities normally residing under the Governance Portfolio until the vacancy was filled at the next AGM. Under her guidance we fulfilled all our compliance requirements (SARS; CIPC; COIDA; Dept of Labour; Information Regulator, etc.). She even presented webinars on POPIA & SARS to the Board of Directors, sharing her wisdom and helping us understand the concepts of the financial world. After a 7-year tenure she resigned from the Board of Directors but even to today, she is still a valuable co-opt member of our team and we still rely on her knowledge and experience a great deal. And to top it all, she is fun to have around and work with.... We appreciate her involvement in our community and our NPO. Mr Nico Vos - Chairperson: Board of Directors.

Eldosec Security Village NPO



Successful Businesses use Business Coaches

QUALIFIED SA BUSINESS COACH



COMENSA Accredited Course



**International Coach Register ISO 17024
Accredited Course**