

Tendai Luwo

Business Growth Strategist | Founder | Speaker | Author



ABOUT TENDAI LUWO

Strategy starts with *identity*.

Tendai Luwo will tell you that the biggest lie in business is that strategy is about what you do. He's spent twenty years proving it's really about who you are.

He grew up professionally in the middle of Africa's digital revolution — helping build the brand infrastructures of MTV Base, Big Brother Africa, Idols South Africa, and Mzansi Magic at the exact moment the internet was rewriting the rules. He watched which brands made it through and which ones didn't. The difference, almost every time, was identity.

In 2015 he went out on his own, building David & Langton into a strategy consultancy that works across hospitality, golf, media, tech and lifestyle — advising the kind of companies that want to be impossible to ignore. That's also the title of his book: a playbook for founders who'd rather be clear than clever.

He talks about belief systems in business, the psychology of brand-building, why most companies are competing on the wrong things, and what it actually looks like to build something that lasts.

Based in Johannesburg, he is also building something he considers equally ambitious: a family legacy, alongside his wife and three sons.



20+ years
building brands
and businesses



Experience across
Africa's media, tech &
lifestyle landscape



Author of
Impossible to Ignore



Husband.
Father.
Building legacy.

Ideas that shift *thinking*. Conversations that shift *outcomes*.



Impossible to Ignore

Most businesses aren't losing because of bad execution. They're losing because no one knows who they are. This talk gives founders and executives a practical framework for building a business that stands out — not by being louder, but by being clearer.



From The Inside Out

Every lasting business achievement begins with an internal shift that never shows up in the strategy deck. From The Inside Out is about the inner work, the belief systems, identity and conviction that must be established before any outer success becomes sustainable. This is Tendai's most personal talk, and consistently his most requested.



The Prodigy Blueprint

When Tendai's son became a junior African golf champion in just 3 years after picking up a club, the lessons they both took from that journey stretched far beyond the golf course. This talk unpacks what it actually takes to develop excellence, the patience, the belief, the long-term thinking and the willingness to get out of your own way.



Tendai is available for keynotes, executive workshops, panel discussions and intimate leadership sessions.

All topics can be tailored to your audience and context.



Clarity *before* momentum.



Strategy Consulting

For companies at an inflection point, whether that's a rebrand, a growth challenge, a positioning reset or a market entry, Tendai works directly with founders and executive teams to bring clarity before momentum.



Workshops & Executive Sessions

Tendai designs and facilitates working sessions for leadership teams who need more than a keynote, they need a room that actually shifts. Sessions draw on the framework's from his speaking topics and are built around the client's specific context.



Advisory

For a small number of founders and executives, Tendai is available in an ongoing advisory capacity as a thinking partner for the decisions that don't fit neatly into a board meeting or a management team conversation.



Engagements are considered on a case by case basis.
To explore whether there is a fit, reach out directly.



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Tendai has the ability to *captivate* the audience with his in-depth insights and vast industry experience. A seasoned professional who is articulate, knowledgeable and genuinely *adds value*.

— Sibonginkosi Milalazi,
Head of Content, Smart Procurement
(Speaking at the Institute of Marketing
Management Annual Conference)

Get in touch

Whether you are considering Tendai for a speaking engagement, a consulting brief or an advisory relationship — the first step is a conversation.

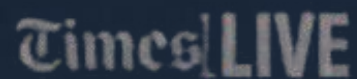


hello@tendailuwo.com



tendailuwo.com

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