



A perfect PA

Description

Medscheme's Hassina Muslim has been named the Sanlam Group Senior Personal Assistant of the Year for 2024, coming first out of a group of five finalists.

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The Sanlam Group Professional Secretaries Forum (SPSF) presented the 16th Sanlam Group Personal Assistant of the Year Competition on 18 July 2024 at an event in Cape Town.

This prestigious competition gives recognition to a Junior and Senior PA of the Year in the Sanlam Group.



Hassina with the Senior PA of the Year judging panel.

Launched in 2008 as an initiative to raise the standard of efficiency and effectiveness amongst the Sanlam Group Personal/Administrative Assistants, the competition also serves as recognition for the important and challenging role they fulfil within the Sanlam Group.



Hassina with the Senior PA of the Year finalists.

Hassina, who is PA to Henk Badenhorst, General Manager: Central Operations, expressed her gratitude and said it meant a lot that her performance was acknowledged and recognised.

“My efforts in going the extra mile and always aspiring to make a positive difference are not in vain. I imagine this recognition will create substantial networking opportunities for me to grow, and I hope to motivate and inspire others through my experiences.”

During her time with the company, Hassina has learned that growth is infinite and that if we're challenged every day, we have an opportunity to grow and flourish daily.



Hassina with her team Senior Manager, Verona Wilson.

“In my professional world I believe understanding organisational culture is important to ensure cohesion in reaching our goals. It is key to be cognisant of all stakeholder requirements and it fosters and maintains good relationships so that we succeed in all our endeavours,” she adds.

Henk, who was unable to attend the event but proudly announced the win, congratulated Hassina and encouraged her to “keep on shining”.

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