



JUNE 2026
RUSSELLSTONE TIMES
178TH EDITION

“

TRUST IS THE GLUE OF LIFE. IT'S THE MOST ESSENTIAL
INGREDIENT IN EFFECTIVE COMMUNICATION.

IT'S THE FOUNDATIONAL PRINCIPLE THAT HOLDS
ALL RELATIONSHIPS.

”

STEPHEN R. COVEY



CREATE TRUST FAST

Trust is one of the most valuable assets in any relationship, team, or business. It is the foundation of collaboration, credibility, and long-term success.

Creating trust quickly is not about shortcuts. It is about consistently demonstrating integrity, reliability, and genuine care in every interaction. People trust those who do what they say, communicate openly, and follow through on their commitments.

In a fast-moving world, the ability to build trust quickly creates stronger relationships, better teamwork, and greater opportunities. Trust accelerates progress because it reduces uncertainty and allows people to move forward with confidence.

CHALLENGE FOR THE MONTH

This month, challenge yourself to:

- Do what you say you will do
- Communicate clearly and transparently
- Build trust through small, consistent actions
- Look for opportunities to strengthen relationships

Trust is not built through words alone. It is earned through consistent actions, and once established, it becomes one of the most powerful drivers of success.



Why it Matters

Creating trust fast helps us:

- Build stronger relationships
- Improve teamwork and collaboration
- Increase credibility and influence
- Move faster and achieve better results

What it Looks Like in Action

- Following through on commitments
- Communicating openly and honestly
- Taking ownership and accountability
- Treating others with respect and consistency



THE FOUNDATION BENEATH EVERYTHING

Trust is one of those things that is almost impossible to quantify, yet its presence or absence shapes everything we do in business and in life.

I have seen it play out many times over the years. When trust exists between people, real trust earned through consistent action, the speed at which things move is remarkable. Decisions happen faster. Conversations are more honest. Problems get solved before they become crises. There is a kind of invisible momentum that trust creates.

But when trust breaks down, everything slows. Doubt creeps in. People become guarded. Processes that should be simple become complicated. I believe that one of the most underrated competitive advantages a business can have is simply being trustworthy: as an organisation, as a team, and as individuals.

At RussellStone, trust is not just a value on a wall. It is something we work at every day. And like most things worth having, it is not built in grand gestures. It is built in the small moments: a message returned, a commitment honoured, a difficult truth spoken with care.

My encouragement to each of you this month is to focus on the small things. That is where trust is really made.

- written by **Russell du Preez**

CREATING TRUST THROUGH SIMPLICITY

Trust is often built slowly, but RussellStone demonstrates that it can be created quickly through simplicity. In a world overloaded with complexity, people gravitate towards clarity, consistency, and authenticity. RussellStone's approach focuses on clear and simple actions. Simplicity reduces uncertainty, which is one of the primary barriers to trust.

By focusing on what truly matters, RussellStone avoids overpromising and instead delivers small, reliable commitments on a consistent basis.

Simplicity also makes processes transparent and easy to follow, allowing stakeholders to understand decisions without confusion or hidden agendas. Equally important is listening. RussellStone emphasises the importance of putting yourself in another person's shoes by understanding what they want and need.

When people feel heard and see consistent follow-through, trust forms rapidly. Ultimately, creating trust fast is not about shortcuts; it is about removing unnecessary complexity. With simplicity as a cornerstone, RussellStone proves that trust can be both immediate and enduring over time.

- written by **Deon Haasbroek**



HOW ARE THINGS LOOKING IN SOUTH AFRICA'S ENERGY SECTOR?

RussellStone Foods and HolmStone share insights from the industry.



Watch the full conversation [here](#).

12 LESSONS IN LEADERSHIP

**“BE MORE CONCERNED
WITH YOUR CHARACTER THAN YOUR
REPUTATION.**

**CHARACTER IS WHAT YOU REALLY ARE;
REPUTATION IS MERELY WHAT OTHERS
THINK YOU ARE.”**

The legendary basketball coach John Wooden developed the Pyramid of Success, believing that true success isn't winning, but: "Success is peace of mind attained only through self satisfaction in knowing you made the effort to become the best of which you are capable."

The pyramid is built from qualities that create long-term excellence, with each level supporting the next.

1. The Foundation

- Industriousness – Hard work.
- Friendship – Mutual respect.
- Loyalty – Commitment to your team and values.
- Cooperation – Working well with others.
- Enthusiasm – Loving what you do.

2. The Second Level

- Self-Control – Discipline over emotions and actions.
- Alertness – Always learning and observing.
- Initiative – Taking action.
- Intentness – Staying focused.

3. The Third Level

- Condition – Physical, mental, and moral fitness.
- Skill – Constant improvement.
- Team Spirit – Putting the team first.

4. The Fourth Level

- Poise – Calm under pressure.
- Confidence – Earned through preparation.

5. The Top of the Pyramid

Competitive Greatness – Performing at your best when it matters most.

At the very top sits Success. Alongside the pyramid, Wooden emphasised three guiding principles:

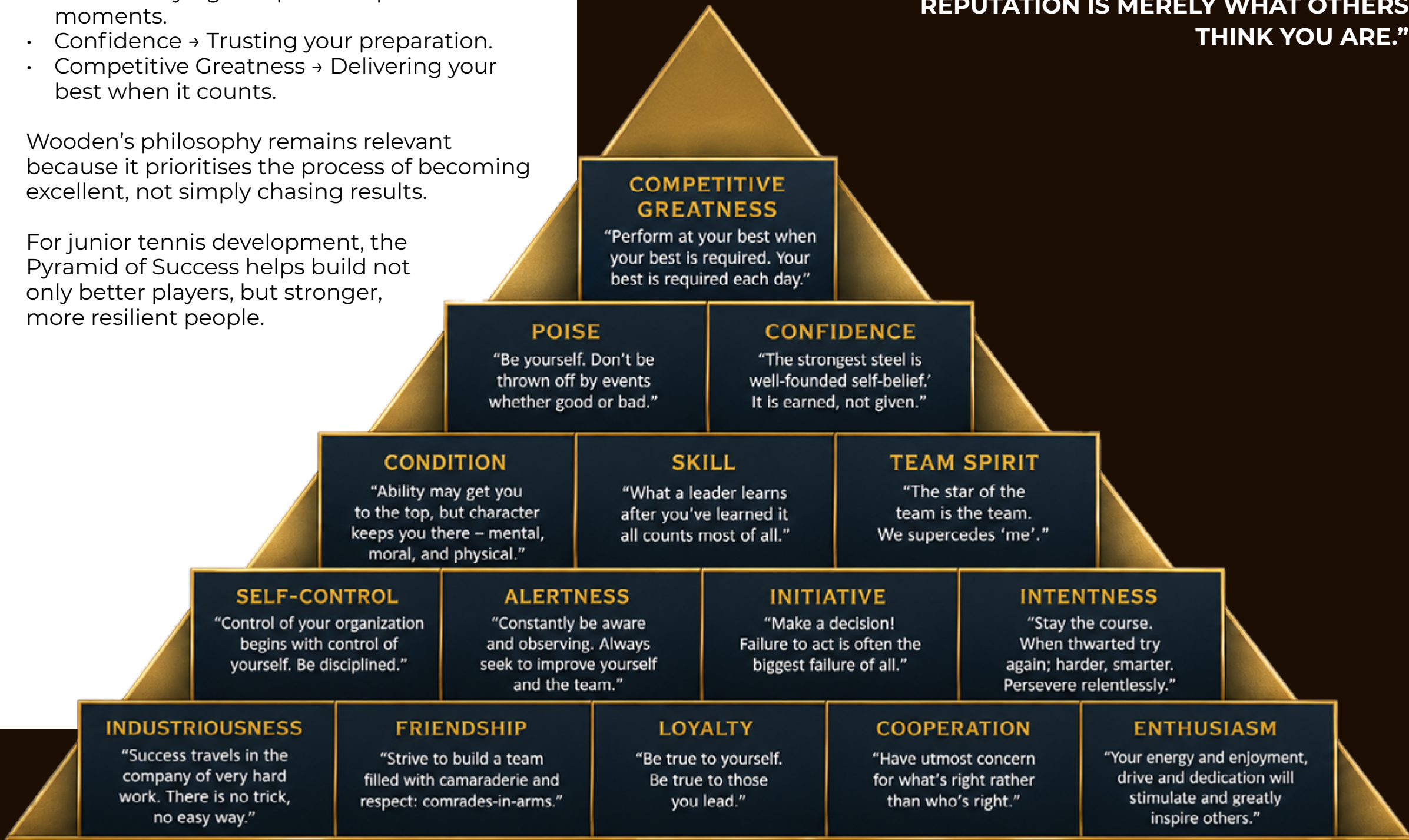
- Faith
- Patience
- Ambition

The Pyramid translates naturally to tennis:

- Industriousness → Daily training.
- Condition → Fitness, recovery, and nutrition.
- Self-Control → Managing emotions.
- Poise → Staying composed in pressure moments.
- Confidence → Trusting your preparation.
- Competitive Greatness → Delivering your best when it counts.

Wooden's philosophy remains relevant because it prioritises the process of becoming excellent, not simply chasing results.

For junior tennis development, the Pyramid of Success helps build not only better players, but stronger, more resilient people.



RUSSELLSTONE GROUP AT THE AFRICA FOOD SHOW

GVI International, HolmStone, RussellStone International Platform and RussellStone Foods recently came together to exhibit at The Africa Food Show, proudly representing the RussellStone Group. The event created a valuable opportunity to connect with key players in the food, agriculture, logistics, and export sectors.

It also allowed the Group to showcase its growing presence across trade, agriculture, energy, food, and international market solutions. Each business brought its own area of expertise, but the shared message was clear: RussellStone Group is building practical platforms that support South African businesses, producers, and exporters.

Thank you to everyone involved in preparing for the event, representing the Group at the stand, and engaging with visitors throughout the show. The Africa Food Show was a strong reminder of what can be achieved when our teams work together with one purpose and one message.

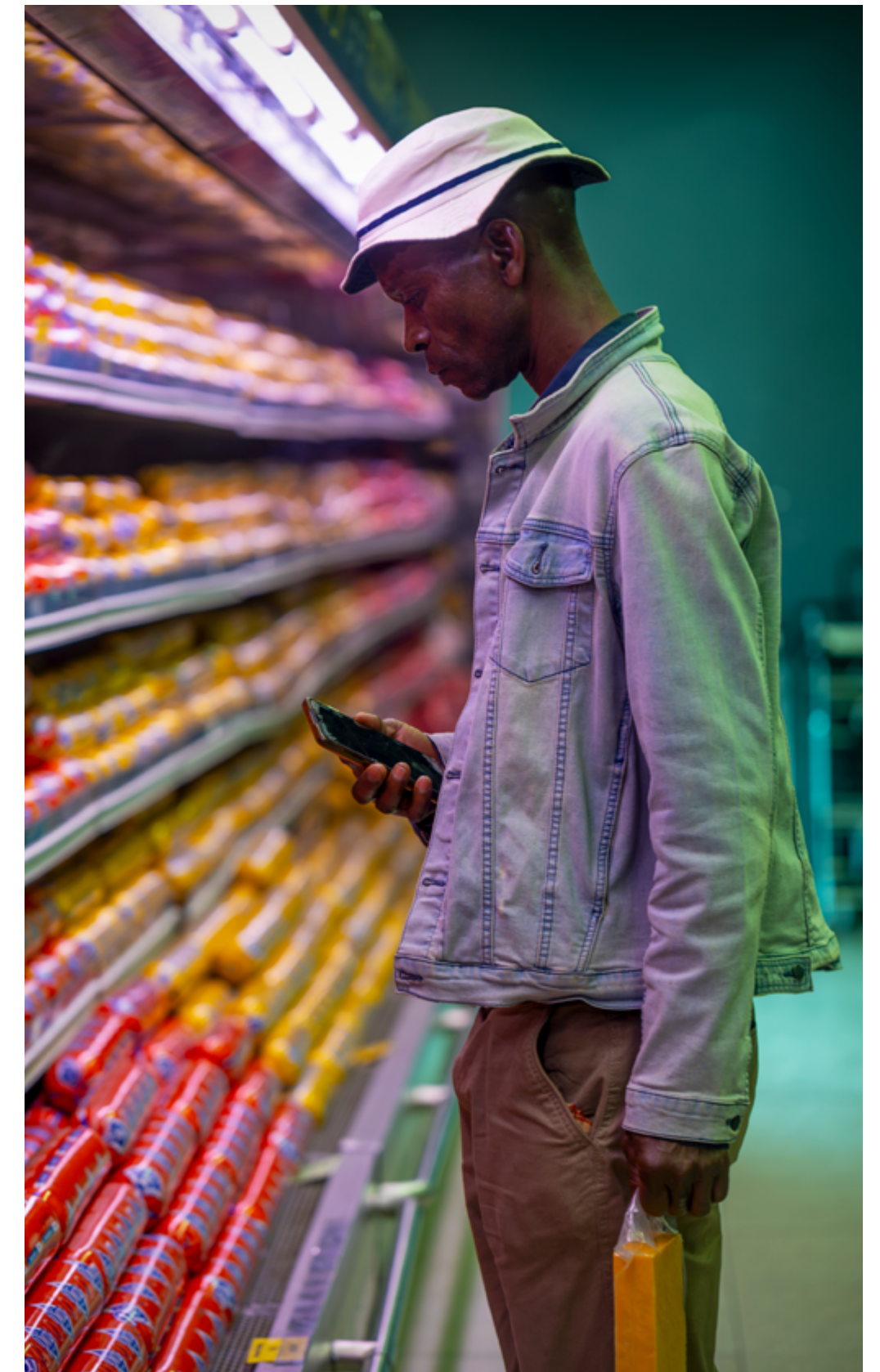


BRINGING OUR PRODUCTS CLOSER TO HOME

Located alongside our Polokwane production facility, the RussellStone Foods Factory Shop gives customers direct access to the products we proudly produce every day.

The shop offers a wide selection from across the RussellStone Foods family, including Creekside Farm, Rica Meats, and the Trade Cuts range. To make shopping even more convenient, customers can also purchase complementary items such as cheese and everyday grocery essentials.

Serving families, individuals, small businesses, caterers, and traders, the Factory Shop provides quality products at great value while strengthening the connection between RussellStone Foods and the local community.



A CROWD FAVOURITE: THE FOOD TRUCK

A popular feature of the Factory Shop is the on-site food truck, offering customers the opportunity to enjoy our products freshly prepared.

The menu includes:

- Chips
- Rib Burgers
- Russian & Chips
- Russian Rolls
- Prego Rolls

Whether stopping by for a quick meal or sampling our products before purchasing, the food truck has become a favourite among visitors.



MORE THAN A SHOP

The Polokwane Factory Shop is more than just a retail outlet. It serves as an important touchpoint between RussellStone Foods and the community, providing a platform to showcase our brands, introduce new products, and engage directly with our customers.

It may be a small shop, but it plays a significant role in bringing our brands closer to the people who support them every day.



PRODUCT TASTINGS COMING SOON

There's even more to look forward to. Product tasting events will soon be taking place, giving employees the opportunity to sample new and existing products, discover new favourites, and experience the quality and flavour that have made Rica Meats and Creekside Farm trusted brands across South Africa.

Be sure to stop by the fridge, explore what's available, and keep an eye out for upcoming tastings.

Fresh. Convenient. Proudly RussellStone Foods.



RICA MEATS & CREEKSID FARM PRODUCTS NOW AVAILABLE IN-HOUSE

RussellStone Foods has made it even easier for employees to enjoy the products we proudly produce.

A dedicated in-house fridge is now stocked with a selection of Rica Meats and Creekside Farm favourites, giving everyone convenient access to quality products while at work.

From deli meats, bacon, sausages, salami, and hams to a variety of other customer favourites, there is something for everyone. If the product you're looking for isn't currently available, you can simply place an order by the box, and the team will gladly assist.



RSIP PECANS READY FOR THEIR FIRST SEASON

RSIP Pecans is preparing for an exciting milestone as the business embarks on its first season of pecan procurement and processing.

The team has established its offices at Vaalharts Pecan Marketing in Tadcaster, Northern Cape, with the facilities fully set up and ready for operation.

As the season approaches, anticipation is building around the arrival of the first pecans and the opportunities that lie ahead.

This marks an important step in the growth of RSIP Pecans, with the team looking forward to a successful season and the establishment of a strong foundation for the future.

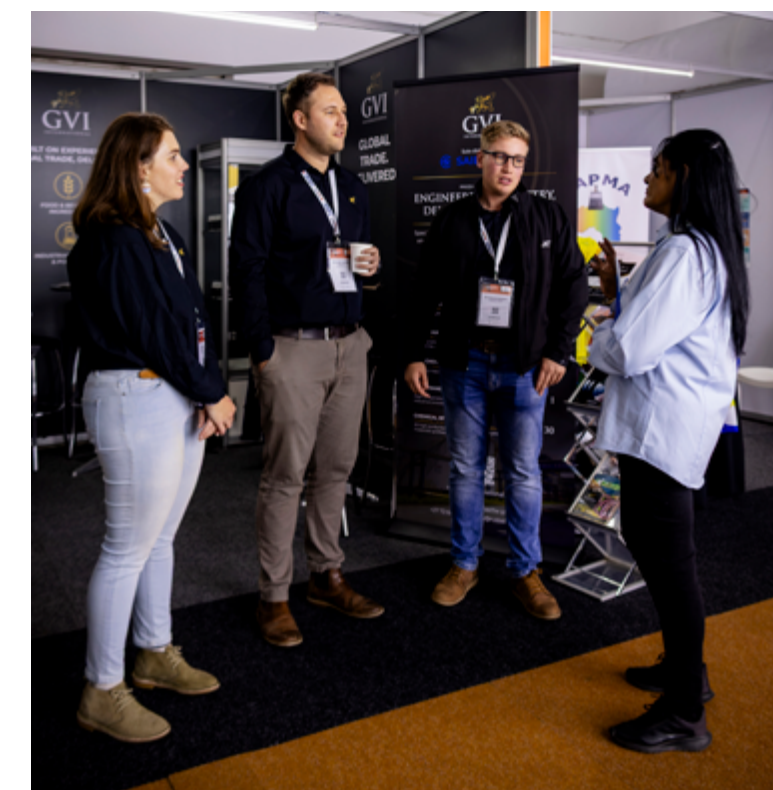


GVI INTERNATIONAL AT COATINGS FOR AFRICA 2026

GVI International recently took part in the Coatings for Africa show, connecting with industry professionals, suppliers, and potential partners from across the sector.

The event created a valuable opportunity for the team to strengthen relationships, understand current market developments, and explore new opportunities within the coatings industry. The GVI team worked closely together throughout the event, combining their expertise, market knowledge, and relationships to represent the business well.

Their teamwork helped create meaningful conversations and identify opportunities that can support future growth. GVI's presence reflects the group's commitment to building strong partnerships, staying close to key markets, and working together to create practical value for clients and partners.



MANAGING CORPORATE LIFECYCLES: COMPLETE EDITION BY ICHAK ADIZES

In *Managing Corporate Lifecycles*, Ichak Adizes explores the different stages that organisations experience as they grow and evolve, from start-up and rapid growth to maturity and, ultimately, decline. He explains that businesses face unique challenges at each stage of their lifecycle and that understanding these stages is critical to long-term success.

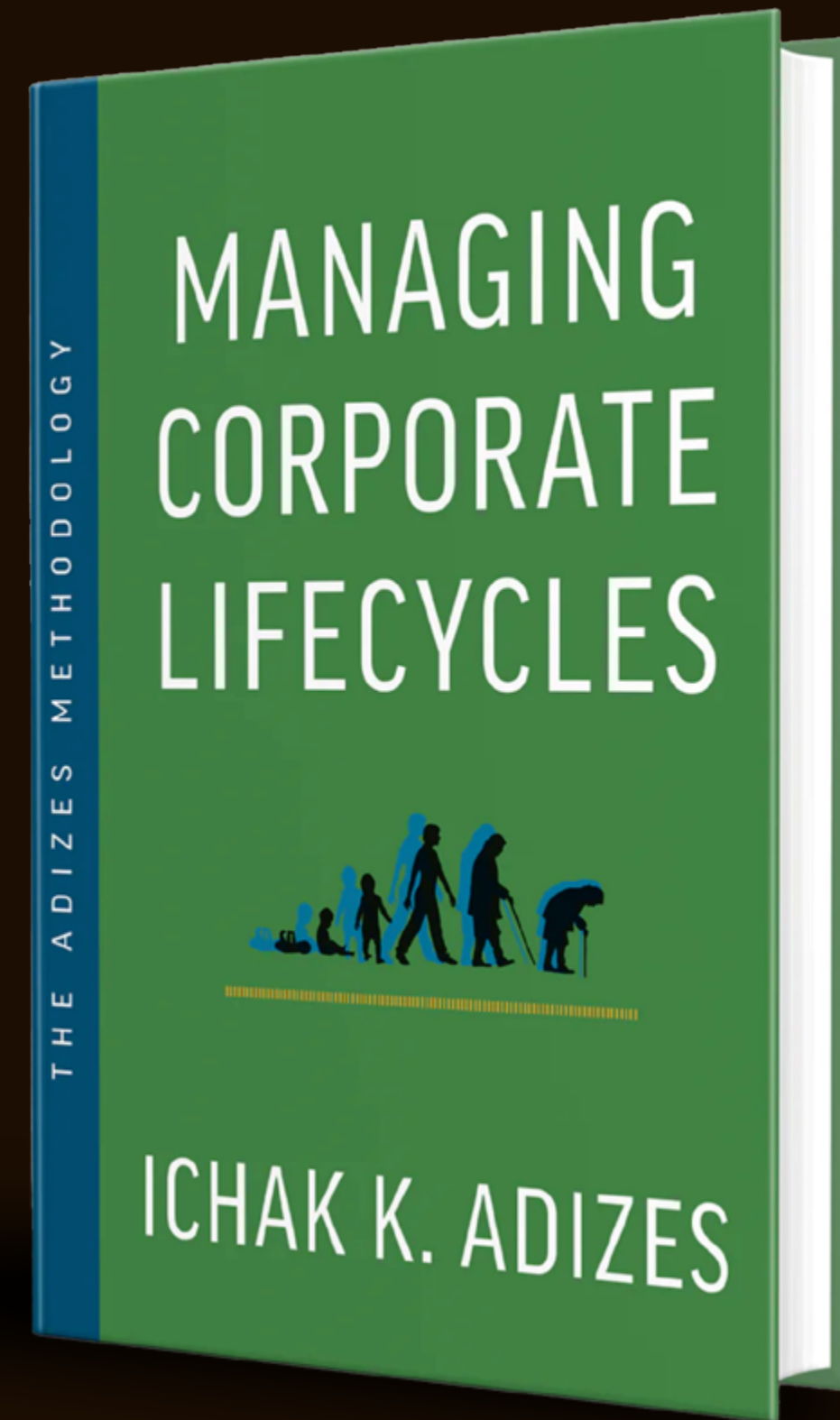
Adizes argues that many companies struggle not because of external factors, but because they fail to adapt their leadership, structures, and decision-making processes as they grow. By recognising where an organisation is in its lifecycle, leaders can anticipate challenges, make better decisions, and maintain momentum.

The book provides valuable insights into organisational growth, leadership, change management, and sustainability, making it a useful guide for anyone looking to build resilient businesses that can thrive over the long term.

Key Takeaway:

Successful organisations understand that growth brings new challenges. By adapting to each stage of the corporate lifecycle, businesses can avoid stagnation and continue creating value for years to come.

[Click here to listen](#)



SA MEN'S
IMC 50+ TEAM



MASTERS WORLD CUP
ROTTERDAM 2026

DEON
HAASBROEK

MIDFIELDER

PLAYER PROFILE

Nickname: Hash

Profession: Business Owner

Hometown: Pretoria

Previous World Cups: Newbie

My Story & WC Goals:

- Dad to 2 teenagers
- Involved in an agricultural, energy and financial investment group
- Playing hockey for 30 years
- Love Mountain Biking with my wife
- The opportunity to play competitive hockey with likeminded people
- 1st opportunity to represent my country

Sponsors:



LEADING IN BUSINESS. REPRESENTING A NATION.

At RussellStone Group, we believe great leadership extends beyond the boardroom. That's why we are incredibly proud to celebrate our Financial Director, Deon Haasbroek, on his selection to represent South Africa at the 2026 Masters Hockey World Cup as part of the SA Men's IMC 50+ Team.

For more than three decades, Deon has demonstrated the same commitment, discipline, and perseverance on the hockey field that he brings to RussellStone Group every day. His selection is a remarkable personal achievement and a reflection of the values we champion as a business: excellence, resilience, and the pursuit of continuous growth.

As Deon prepares to wear the green and gold on the world stage in Rotterdam, he carries with him not only the pride of South Africa but also the full support of the RussellStone Group family. We congratulate him on this outstanding milestone and wish him every success as he represents both his country and the spirit of excellence that defines our organisation.



COMMON SENSE

...Is not so common. How to deal with not knowing.

PUT YOURSELF IN THE OTHER PERSON'S SHOES

Walk a mile in someone else's shoes before making a judgement.

TRUTH/HONESTY

"Jy kan vir almal lieg, maar moet net nie vir jouself lieg nie"

GOALS, GOALS, GOALS

How can you go anywhere if you don't know where you are going?

PATIENCE WITH URGENCY

Be patient, but don't wait for something to happen to you, make it happen.

START WITH WHY

Get to the truth of why you are doing something.

MISTAKES

A wise man makes mistakes, but a fool repeats them.

RIGHT PEOPLE ON THE BUS

How to get the right people in the right positions.

PROBLEM SOLVING

Getting to the root cause of the problem.

WIN WIN

With everything you do, ensure that both parties walk away winning

SELF-IMPROVEMENT

The desire to be better, and the willingness to do something about it

80/20 RULE

Trust your instincts more, don't over analyse, but also don't neglect the detail.