

From behind the scenes to industry voices

How a leading South African telecommunications company turned a first cohort of capable, quiet professionals into confident LinkedIn voices for their industry.

4.94 / 5

Average programme rating

4.98 / 5

Facilitation rating

87

Survey responses across modules

The kind of result that does not show up as a spreadsheet of return on investment. It shows up as people who now speak for their industry, and keep the skill for good.

Client

A leading South African telecommunications company (anonymised at their request)

Programme

Employee advocacy on LinkedIn (first cohort)

Delivered by

B2B Ambassadors, a joint programme by LadyBugz Marketing and Unlimited People Consulting

Status

AT A GLANCE



Executive summary

The company had experts and specialists who knew the business inside out, but whose credibility stayed inside meeting rooms and internal channels. Their knowledge was real. Their public voice was not. The business partnered with B2B Ambassadors to change that, starting with a first cohort of ambassadors.



WHAT HAPPENED, IN SHORT

The programme worked from the inside out. First it helped each ambassador understand what they personally bring, then it gave them the confidence and the practical support to show that on LinkedIn. Behind-the-scenes specialists started posting for the first time, rebuilt their profiles, connected with intent, and began paying it forward inside their own teams before the formal sessions had even ended.

This was a first cohort, so the results are human rather than a spreadsheet of return on investment. That is the honest picture, and it is a strong one.

4.94 / 5

Programme rating across ambassadors

4.98 / 5

Facilitation rating

87

Survey responses across modules

All three figures come from the client and Noleen Thompson in the 9 September 2026 close-out session. **The 87 is survey responses across modules, not a headcount.** No participant number is claimed.

THE CLIENT



A telecoms enterprise sitting on an untapped asset

The telecommunications company operates across multiple business units and wanted more from its people than quiet competence. It had managers, specialists and experts who understood the business deeply, but whose expertise rarely reached the outside world. The organisation wanted to turn that internal credibility into a genuine, public voice for its industry,

and it chose B2B Ambassadors, the joint programme by LadyBugz Marketing and Unlimited People Consulting, to do it. This is the story of the first cohort.

THE CHALLENGE



Real knowledge, no public voice

Every company sits on the same untapped asset: the credibility of its own people. On LinkedIn, content shared by employees tends to reach much further than anything a company page can post. Yet most professionals never step forward. Some do not know what makes their perspective worth hearing. Others know exactly what they think and are simply afraid to say it in public.

That fear is not irrational. Posting under your own name, as someone who represents your employer, feels exposed. One ambassador in this cohort said it took her about six days to publish a single post, because she kept reading it back and asking colleagues whether it was alright. Multiply that hesitation across a workforce and you can see why so many feeds are full of reshared company news and empty of real human voice.

The brief was simple to say and hard to do. Take a group of capable people who were comfortable behind the scenes, and give them the self-awareness and the confidence to show up as credible ambassadors for their industry.

THE APPROACH



Know yourself first, then show yourself

B2B Ambassadors is built on a simple sequence. Know yourself first. Then show yourself. We do not start with "post more on LinkedIn", because tactics layered on top of uncertainty produce content that sounds like everyone else.

PILLAR ONE

Know yourself

Each ambassador gained a vocabulary for what they personally bring: their natural strengths, how those strengths read to other people, and where they tip over under pressure. That self-knowledge is what makes a personal brand feel genuine rather than performed.

Led by Sue Anderson, Unlimited People Consulting

PILLAR TWO

Show yourself

That self-awareness became a working LinkedIn presence: profiles rebuilt around who each person actually is, practical guidance on creating and sharing content, and honest coaching through the nervous first few posts.

Led by Noleen Thompson, LadyBugz Marketing

Facilitation ran across four modules with plenty of live interaction, and the programme was measured against the Kirkpatrick evaluation model, a widely used four-level framework for judging whether training changes reaction, learning, behaviour and results, rather than a tick-box feedback form at the door. The point was never a set of clever tactics. It was people who have something real to say, and the confidence to say it in their own voice.

WHAT HAPPENED



Confidence you can see

Across 87 survey responses, ambassadors rated the programme 4.94 out of 5 and the facilitation 4.98 out of 5. Early on, the most visible change was profiles: participants updated their LinkedIn presence quickly, which the client flagged as clear evidence of adoption. Every ambassador who completed the programme received a certificate of completion.

Behind the ratings, the change people described was about confidence and intent. One ambassador, well known internally as a behind-the-scenes person, started posting for the first time, began running his own engagement sessions, and put it plainly: this had been "a bit life-changing". Another described the penny dropping on what a personal brand even is. A third stopped treating LinkedIn as a dormant profile and started using it with purpose.

IN THEIR OWN WORDS



What the ambassadors said

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"Being a brand doesn't only refer to companies. It's personal to you. It speaks to who you are, what your values are, and how people perceive you."

Brand ambassador, telecommunications sector

“

"I was able to restructure my LinkedIn and start connecting with the right people. Before, I'd just accept whoever wanted to connect. Now I'm out there connecting with my colleagues and speaking with them more."

Brand ambassador, telecommunications sector

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"This programme has been a bit life-changing. Everyone who knows me knows I'm a behind-the-scenes type of guy, but during the programme I started investing in myself."

Brand ambassador, telecommunications sector

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"The sessions were engaging, insightful, and created a great space for learning and sharing. I will definitely recommend the programme to others."

Service representative, telecommunications sector

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"Empowered to empower, bringing out the best in each person. Thank you for your investment in me as a leader."

Fulfilment manager, telecommunications sector



THE CLEAREST SIGNAL

Ambassadors said they would recommend the programme to others, and several started paying it forward inside their own teams before the formal sessions had even ended. Confidence, once it lands, spreads on its own.

WHY IT MATTERS



Visibility is built from the inside out

Your most credible marketing channel is not a platform or a campaign. It is the people who already work for you. But visibility cannot be ordered from the top down. It has to be built from the inside out, starting with who each person is, then giving them the confidence to show it.

That is exactly what this cohort did. Behind-the-scenes specialists became people who show up, connect on purpose, and represent their industry with a real voice.

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"To see that you have physically said it has helped you grow, that means the work we put in was worth it. That, for me, is worth more than millions in the bank."

Noleen Thompson, co-founder, B2B Ambassadors

Want the same for your team?

Let's talk about turning your people into confident ambassadors for your industry.

✉ **Talk to us about your team**

Email hello@b2bambassadors.com

B2B Ambassadors case study. Prepared 12 September 2026. A joint programme by LadyBugz Marketing and Unlimited People Consulting.