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3 Big trends
to watch
in 2019

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your staff
to boost
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+

Myths about
motivating
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HOW TO

Choose the best
social media platform
to reach *your* customers



Matthew Piper,
co-founder of the Khula app,
on creating the digital 'farm'
of the future

MONEY MATTERS

Franchise
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YOUR BUSINESS
READY FOR
FUNDING

HOW WE DID IT:
'TREPS SHARE THEIR
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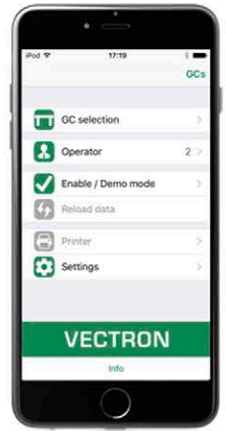
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How to manage your temper at work



Losing your temper can create a hostile working environment - and can impact productivity...

We all lose our temper at some point, we are after all human. But riding the rollercoaster of emotions can not only have a negative impact on those around you, but once you are on it, it is not that easy to get off and calm down. Helene Vermaak, Business Director at The Human Edge, shares some tactics that will keep your temper under control.

Forewarned is forearmed. If you can prepare yourself beforehand for the situation, you will be able to handle it better. Anticipating that a person or situation may trigger your temper may help immunise your temper. Deciding in advance how you will handle your emotions and actions can help you stay in control.

Go to the balcony. Try to distance yourself psychologically from the situation that is making you angry. William ury, cofounder of the harvard negotiation project, calls this strategy "going to the balcony". Step back from the heat of the moment, distance yourself, rise above it, and watch it objectively as if from a balcony.

Recognise your triggers. Know what the buttons are that people push that sets your temper off, so that you can determine whether they are an overreaction or real. If you can identify what your triggers are, you can prepare yourself and then your reaction will rather be positive.

Challenge your story. This is how our emotions work: See and hear: when something happens, we learn of it through our eyes and ears, and it enters our visual and auditory cortexes in our brain.

Tell a story. We try to make sense of what's happening. Our prefrontal cortex analyses the evidence and creates a story to make sense of it all.

Feel. If the story involves risk, it's sent to our amygdala, which fires up our emotions - and shuts down most of any further processing by our prefrontal cortex.

Act: Our strong emotions propel us towards fight or flight - angry outbursts or escape.

Vermaak says that where we come unstuck is that it is the story, we tell ourselves and not the facts that result in feelings of threat and strong emotions. "What we need to remind ourselves is that our story is often faulty, and we therefore need to challenge this." She recommends asking ourselves these two questions:

1. Do I have enough facts to be certain my story is true?
2. Is there any other, more positive story that can fit this set of facts?

"By asking these questions, you are able to distance yourself from the story you are telling yourself. And, as soon as you introduce some doubt into your story, it stops generating strong emotions that can send you off the deep-end," concludes vermaak.

Competition aims to transform gastronomy tourism



The World Tourism Organisation (UNWTO), in collaboration with the Basque Culinary Centre (BCC), has launched the first Global Gastronomy Tourism Start-up Competition.

The competition aims to identify projects and innovations that can transform the Gastronomy Tourism sector in the near future. Applications close on 5 March. Up to 20 selected start-ups will be shortlisted by a panel of international experts and stakeholders from the gastronomy tourism sector.

Thereafter, five finalists get

a sponsored trip to pitch their ideas to a panel that will include industry leaders and international investors, at the fifth edition of the World Forum on Gastronomy Tourism which will be held in Spain on 2 and 3 May.

The winning company, which will be announced on 3 May, will receive an opportunity to undergo a mentoring programme with BCC experts as well as participate in the business accelerator Culinary Action. The competition winner will also have the opportunity to design and implement a pilot project with the BCC.

Start-ups given clearance for take off



A new competition will give start-ups the opportunity to pitch their business ideas on the future of air travel to a panel of leading investors and CEOs who will be on an aircraft somewhere over the Atlantic...

Founders Forum, a global community for digital and technology entrepreneurs, with support from British Airways, is looking for start-

ups that are building next generation travel tech products or services, which have the potential to transform customers' air travel experiences through innovative technology solutions. The competition is open now and full details to are available at www.thefutureofflying.com.

Entries will be whittled down to a shortlist of businesses that will face the unique challenge of pitching from the ground to judges on board a British Airways aircraft. Entrants will take part in a live question and answer session using the airline's inflight new WiFi all while the aircraft is 30 000 feet over the Atlantic.

The top three finalists selected on board will be invited to attend Founders Forum London on June 13, 2019, to pitch in person to a judging



panel of top CEOs. The lucky winner will receive 100 000 On Business points in British Airways' business loyalty programme, equivalent to four return flights in World Traveller Plus (long-haul premium economy) to New York (JFK) from London Heathrow. The prize also includes 100 000 Avios, a profile in Business Life magazine, a presentation at the Founders Forum London event attend by hundreds of investors and a business meeting with Brent Hoberman founder of lastminute.com and the Founders network.

NEW YEAR, NEW LABOUR LAWS

Last year Parliament signed into effect various labour law amendments which kick into effect in 2019. Read on to find out more...

National Minimum Wage Act

"One of the most controversial acts to be signed into practice is the National Minimum Wage Act, which states all employees are now entitled to earn no less than R20 an hour. The National Minimum Wage Act will take precedence over any contrary provisions, contract, collective agreement, sectorial determinations or any other laws. Furthermore,

employers cannot reduce the hours an employee works or change the conditions of employment, as that will constitute as a violation of the Basic Conditions of Employment Act," explains Adv. Tertius Wessels, Legal Director at Strata-g Labour Solutions.

A 2016 National Treasury report states over 51% of South Africans are living below the poverty line, with over 29 million people living on less than R1036.07 per month.

"The report identifies the link between low levels of wages, high unemployment rates, the great number of people living in poverty, and the massive inequality in South Africa. The proposed hourly rate of R20 an hour works out to be about R3440 a month, which



although most stakeholders have admitted is not ideal, is a good starting place in terms of improving the lives of the most vulnerable. The National Minimum Wage also forces both employer and employee to ensure the business is productive, efficient and effective, benefitting both parties if applied correctly," Wessels continues.

But some employers have been apprehensive about the new hourly rate, saying it will force industries to shed as many as 600 000 jobs in the wake of the implementation of the National Minimum Wage. Wessels says, however, over six million people stand to benefit from the National Minimum Wage Act.

Employers who feel that they cannot afford the stipulated rate of R20 an hour, have some recourse in the form of applying for an exemption. A committee would look at the company's financials and make a decision on how much that particular organisation should pay its employees. The exemption will then be in effect for specified periods, but will not last longer than a year. The granted exemption along with the National Minimum Wage rate will be reviewed annually. Employers who choose not to apply for an exemption and refuse to pay the minimum wage will have fines and interests charged against them.

Certain categories of employees will not be immediately included as qualifying for the National Minimum Wage. Their wages will be phased in gradually over years. These include farm workers, who are currently stipulated to be getting paid R18 per hour, domestic workers who earn R15 an hour, and people employed through Extended Public Works Programme who will continue to earn R11 an hour.

Basic Conditions of Employment Act amended

The Basic Conditions of Employment Act (BCEA)

has been amended to include the provisions of the National Minimum Wage Act. And, there now is a minimum of four-hour payment to employees who work less than four hours in a day. For an example, if an employee is only scheduled to work two hours a day, that employee may not be paid less than the hourly rate of four hours. Again, this amendment takes precedence over any prior agreements in place and will have various financial implications for employers.

New parental leave introduced

The third notable change in legislation is the Labour Laws Amendment Act, which is set to be implemented from 1 March, 2019.

The Act now provides an employee, who is a parent of a child, at least ten consecutive days' unpaid parental leave. Employees who are adoptive parents of a child under the age of two may nominate one parent to take adoption leave of ten consecutive weeks and the other parent would qualify for ten consecutive days of parental leave.

"Employers who pay their employees for maternity leave might need to consider paying for parental leave as well in order to ensure fair labour practices and to avoid any claims of alleged unfair discrimination," Wessels says. Employers are generally not obligated to pay employees for maternity, parental, adoptive or commissioning leave. Employees may claim their salaries from the South African Unemployment Insurance Fund.

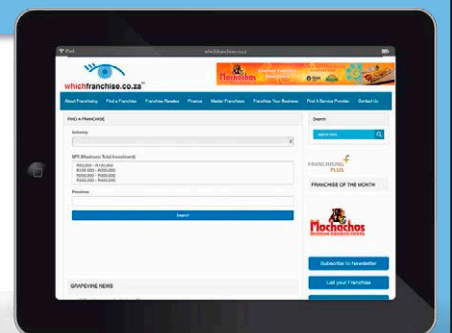
The law can seem confusing at times, but employers unfamiliar with the law may find themselves on the wrong side of compliance. Make sure you understand the implications of these changes – and how they will impact your bottom line.

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Creating the digital farm of the future

Three young social entrepreneurs have set out to change the agricultural landscape using innovative tech that allows farmers to manage their costs, sales and profits.

Co-founder MATTHEW PIPER tells us more...



“Simply put, the KHULA app is a digital “farm” that consists of thousands of smaller farms. It connects farmers and buyers at the click of the button. Buyers can access fresh produce that has been harvested within the last 24 hours, and farmers in the network receive help with logistics.

Where did the inspiration come from for the Khula App?

While on an entrepreneurial trip to Israel, my co-founders Karidas Tshintsholo, Jackson Dyora and I, were made aware of some of the statistics around agriculture in Africa. We did our research and found that 60% of the world’s arable land is in Africa, and over half of all small businesses on the continent are agriculture-related. But we didn’t know anything about these farmers; where they are and how to connect them efficiently with clients. We found a lot of meaning

and purpose in solving this problem and decided to start the business.

How did you get the business off the ground?

The first step was to spend time on the ground to find out the core problems faced by farmers. We found that market access (farmers don’t have a consistent or reliable client base to grow their operations) and logistics (farmers don’t have trucks to get large volumes of product from A to B) were key challenges.

We then started designing a prototype of the product and put a team together. I have an economic and finance background, with a few design skills, but we needed more IT and software skills. At this point, Jackson joined the team.

With our first viable product, we partnered with a

farming school and held focus groups for close to 300 farmers, while also beginning our first trades in the marketplace.

What was your biggest challenge in getting the app off the ground?

The biggest challenge in the food industry is ensuring the quality of the products sold on the platform and building trust with clients. We have worked very hard over the last two years to vet and profile farmers, as well as build in a rating system which makes sure all our farmers follow food safety standards and offer quality produce.

Where did the funding come from to launch?

Karidas and I started a financial education business while studying, which allowed us to save up a bit of money. We used this and other savings to kick-start KHULA. We also gave up some equity to get more members on the team and get things going initially.

How did you onboard your first farmers and buyers?

Our first farmers came through a farming school at the University of Johannesburg, and our first buyers came from cold calling and networking. Over time our clients have become our biggest ambassadors, referring us to more clients.

Where are you now in terms of needing funding to grow?

We are currently raising a seed round of funding. We have 2500 farmers in all nine provinces who we need to vet and on-board. We are also looking to expand our software team. We are hoping to close this in the first quarter of 2019.

You recently won the local round of the

“ It is important to be practical about your ideas and not just sit on them. Many young people (ourselves included) fall in love with the “idea” without taking action. You also need to understand that creating a business takes many years. There are no quick wins.

Chivas Venture 2019 competition. What impact has this had on the business?

Chivas Venture is powerful in two ways. Firstly, the competition’s message of blending profit with purpose is very important in business today, especially in Africa. All businesses need to find a way of linking their business model to the core principle of social change. Doing “good” should not just be part of a CSI project, but should be part of every-day operations.

Secondly, Chivas is one of the few competitions that puts real money (\$1-million) towards the winners. This could be the seed investment a lot of businesses need to scale up and make an even greater impact.

What lesson do you have for other young entrepreneurs?

It is important to be practical about your ideas and not just sit on them. Many young people (ourselves included) fall in love with the “idea” without taking action. You also need to understand that creating a business takes many years. There are no quick wins. Rather, be authentic about your problems and in turn you will find that people are willing to help. Many young entrepreneurs enjoy the image of entrepreneurship without accepting the sacrifice it takes.

What's next for KHULA?

2019 for us means getting more buyers and farmers onto KHULA. We will keep working on the most important thing that keeps our platform running – the trades. I am also very excited to be heading to Oxford in March for a week-long accelerator with Chivas, as well as Amsterdam in May for the global finals – remember to vote KHULA!

7 STEPS to being FUNDING READY

As an entrepreneur, you need to decide how you are going to grow your business. Are you going to grow organically, using paying customer money? Or are you going to get external funding, give away equity and grow your business faster?

If you are considering the fundraising route, there are 7 steps to follow to being funding ready...

1. Build a great business

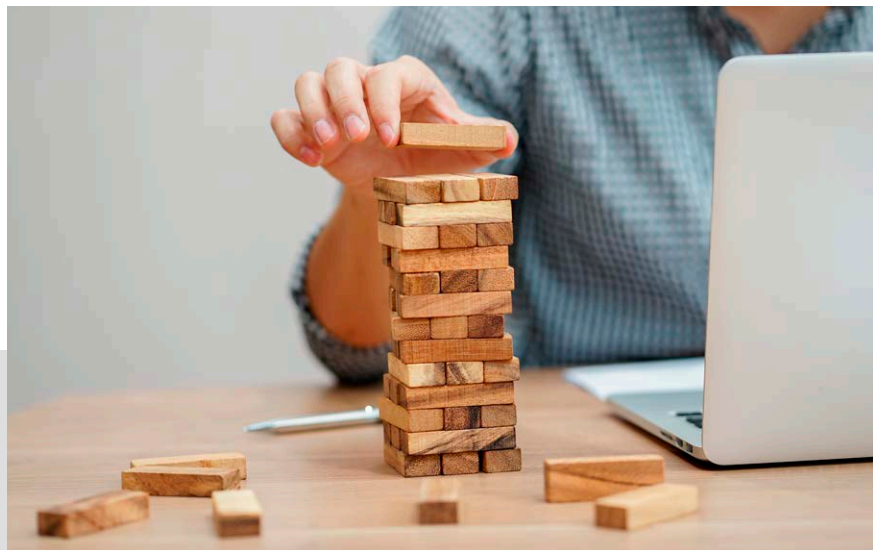
Firstly, build a great team.

The business owner needs to work more *on* the business than *in* the business. This will allow the business owner to focus on business development as well as strategies to grow optimally. This is possible by building standard operating procedures in place for day-to-day activities, delegating work to key staff members as well as giving more responsibilities to top management.

Culture trumps strategy. Ensure that you employ great talent that is the right culture fit. It is very attractive to investors if the SME that they are investing in has a great, capable and motivated team that will take custodianship over the growth of the company.

Secondly, build a great value proposition.

If you have a great understandable value proposition of a product or service that is offering value to your



clients, then it is easier for investors to understand your business model and they will be more interested in investing.

Make sure that you can explain your value proposition in simple terms to the investors to understand. Take pride in your business and explain your value proposition with great enthusiasm. This will make investors more interested in your business.

Thirdly, build great cash flow management.

If your business is in a favourable cash flow position before approaching interested investors, then you are in a better position to negotiate investment terms. The investors want to see that you have the necessary cash flow controls in place to manage funds responsibly.

By building these three elements in your business, you are strong on your way to building a great business.

2. Have a clear expansion strategy

So many entrepreneurs apply for funding, not knowing what is preventing them from growing and showcasing to interested investors how they can scale.

Always make sure that you know what the areas are to invest in that will result in company growth. Do you need more machinery to increase your production capacity? Do you need to focus more on your marketing drive or invest more in your people?

By having a clear expansion strategy you will know what funds will be required to make the expansion possible, as well as have an indication of the expected returns for investors. This will make your company a lot more attractive to investors.

It is important to understand the type of funding that you are applying for. Debt finance, where you have to pay interest as well as repay the funding amount vs Equity finance, where investors take equity in your business with no repayment terms/some repayment terms. This will also allow you to approach investors with the right investment mandate who will be interested to invest in you.

“When an investor is looking at your financial model, they want to see the potential upside for investing in you and evaluate the entrepreneurs' industry knowledge/capabilities with assumptions used in the forecast.



3. Have a clearly defined financial model

When an investor is looking at your financial model, they want to see the business opportunity in the financial model, see the potential upside for investing in you and evaluate the entrepreneurs' industry knowledge/capabilities with assumptions used in the forecast.

Make sure that your expansion strategy is visible in your financial model, that you are conservative with your data and assumptions, and that you can substantiate these when entering into discussions with investors.

Some more tips include:

- Use Google Sheets to build the financial model. Your finance team can work simultaneously on the model with you. You can easily share the master model in read-only format to investors.
- Build your model smartly by planning your model in advance. It needs to incorporate past performance and existing cost structures, as well as incorporate any changes with the expansion. Know that your financial model will change, and then you need to be able to easily change key inputs.

4. Understand the **valuation of your business**

Remember that price is always determined between a willing buyer and a willing seller.

The company valuation exercise is not always a financial exercise, but more a marketing exercise. What is your business worth for the investor?

Some main valuation techniques include the Discounted Cash Flow valuation technique (DCF) as well as a price earnings ratio valuation technique (PE-ratio).

DCF valuations are typically used for companies that are generating positive cash flow.

A PE Ratio valuation is also a great valuation technique if your business is profitable and can be compared with comparable companies in your sector.

When it comes to business valuations, try to have a matter expert value your business before approaching an investor. Do not share these valuations with investors, but rather let the investor propose the investment terms first. This allows you to evaluate if the investment offering is attractive to you or if you need to negotiate better terms.



5. Nail the **Due Diligence**

Before any investor is going to invest in your business, they will evaluate your business by doing a Due Diligence to determine if your business is an attractive business to invest into at the proposed terms.

Make sure that you cover the below deal breakers before approaching investors:

- Unreliable Annual Financial Statements
- Non-Compliance Tax
- Unfavourable Credit Check on business and management
- Pending court cases/potential lawsuits against the business
- Transaction not falling within the Investor's mandate
- Existing business is technically insolvent and can't allow for debt investment
- Product or service not proven, or money is required to develop the product
- Lack of a strong team
- Management has limited experience
- Uncontrolled expansion

Make sure that you have legal and HR contracts/compliance in place.

Having great supporting documents, corporate governance and standard operating procedures in place will allow for quicker due diligence on your investment and an increased likelihood of getting funding. In some cases having a good DD pack in place can influence the price by up to 20% by showing what value has been built in the business.

6. Deal crafting

It takes an exceptional entrepreneur to attract favourable funding in their business. The art of crafting a deal is very important when fundraising.

These soft skills will help you to navigate the discussions with investors. Some of the deal crafting considerations include the following:

- **Don't discuss value too early.**
 - Wait for the investor to showcase their interest in the term sheet.
- **The value of choice.**
 - Try to negotiate between a few strategically motivated buyers and ask them for term sheets.
 - Having a diverse range of term sheets could allow for better deals.
- **Raising funds is not a finance exercise, rather marketing exercise.**
 - Know your value proposition.
 - You need to be able to explain it in simple terms.
 - You need to be passionate about your value proposition.
- **Investment Mandates and what motivates your investor.**
 - Make sure that your deal falls within the investment mandate of the investor you are approaching.
- **Be prepared, professional, credible and confident.**
- **The deal needs to be a win-win for both parties.**
- **Develop trust with the potential investor - this will make the negotiation easier.**
- **Listen and observe non-verbal communication.**
- **Don't leave to lawyers to finalise**
 - Maintain momentum with the deal by putting a timetable to the transaction.
 - Execute on Sales and Purchase Agreement with the flow of money and share certificates.

7. Be prepared with your pitch deck

You have a limited amount of time to make a lasting impression with investors when pitching to them. Make sure that your pitch deck is short and powerful, covering the main aspects of your business. Know your deck, own your deck. Even consider getting a professional designer to make your presentation beautiful. Make use of visuals, graphs and bullet points when presenting.

Do various dry pitches, try to time yourself and stay within time, typically 10 min. Make sure that you pitch your business clearly. Try to anticipate questions that investors might have because great answers to investor questions will make your business more attractive for investment.

Conclusion

Being a business owner can be a lonely journey. Try to surround yourself with mentors who understand the fundraising landscape to help you with applying the 7 steps to being funding ready.

Dana Pretorius CA (SA) is co-founder of **OCFO**, a firm rendering CFO, cloud accounting and fundraising services to scaling companies. Learn more at www.outsourcedcfo.co.za.





Learning your **A, B, SEEDS**

Funding is the life-blood of any start up. Sometimes money is needed to simply keep going, and other times money is needed to boost production or expand into a new area.

With so many funding round names using a variety of letters of the alphabet and terms that are somewhat foreign, it is helpful to break-down what is actually meant by the particular name given to a funding round.

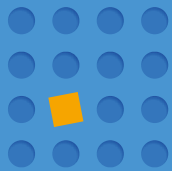
You may have heard of Seed/Series Seed, Series A, Series B and Series C funding rounds. In the South African context these terms are known, but can become a little confusing as everyone has their own definition of which round fits into which category. In fact, if you look at the South African Venture Capital Association's 2018 survey, whilst they use the term "Seed", they don't use the terms Series A, B or C to describe the different types of funding rounds. Instead, they use the terms "Start-up Capital", "Later Stage Funding" and "Growth Capital" to describe different types of investments.

It is important to remember that the funding round names are used loosely and have no real legal definition, but are more an industry colloquialism for each type of funding round. Let's begin by looking at Seed funding.

Seed funding

Seed funding, as you can imagine, is the initial or "seed" capital used to fund your business in its development stage. These funds are normally used to create a minimum viable product (MVP) that you can, hopefully, test in the market. If you are a business owner, you have likely got some Seed funding by

Continued on page 18



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Continued from page 16

re-mortgaging your house or borrowing money from your parents.

Sometimes "Angel" investors will invest in your company at this stage – often Angel investors are friends or family who wish to see your business succeed and they receive shares for that money. Sometimes the Angel investor takes the form of a high-net worth individual who sees potential in your business and wants to get into your company early. This type of investment generally comes with a favourable valuation.

Series A funding

Series A funding is usually where things get a bit more serious. At this stage, your company should have an MVP and will, most likely, be post-revenue (meaning that your product is being sold and you are making some money, even if you're not yet profitable). This is where venture capital firms or other "institutional" investors will get involved for the first time – sometimes more Angel investors may join in as well.

These investors will often ask for preferred shares that allow for certain benefits relating to their investment. You can also expect that you will have a valuation that is not in line with the value that you think your company has, as institutional investors are businesses that aim to protect their return on investment. This funding will normally be used to get the business going to a level where it is profitable and, whilst the business is cash flow negative, it will give you the ability to hire key staff to develop your product further.

Series B funding

Series B funding typically happens when your company is profitable, and you need to ramp your business up to the next level. Institutional investors will be the ones who are involved in this round and you are very unlikely to see an Angel investor continuing to invest. The Series B shares will, generally, have more favourable rights than the Series A shares and, because you should be well into generating revenue at this stage, your valuation should be a bit better than your Series A round (still, don't expect too much!). The funding will

“Whilst these are no hard and fast rules regarding funding rounds, it is helpful to get a basic understanding to track where you are in your development. It's always a good idea to get input from someone who has experience with this type of funding, as navigating them can be difficult.

generally be allocated towards heavy expansion by your company to generate additional revenue.

Series C funding

Series C funding is not that common for start-ups, as this round will normally come before a listing or a big exit, but not always. Your bigger private equity firms are likely to be involved in this round, as well as some of your investors from the Series B round. The funding gained through this round will, in all likelihood, be put towards something that requires a significant amount of capital, like an international expansion or, potentially, branching out into another new area of business.

Whilst these are not hard and fast rules regarding funding rounds, it is helpful to get a basic understanding of these funding rounds to track where you are in your development. It's always a good idea to get input from someone who has experience with this type of funding when entering into these rounds, as navigating them can be difficult.

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South African businesses fail largely because of cash flow-related problems and an inability to manage administrative and business processes. Around 56% of businesses site this as their inherent business challenge.

For more than 60 years Transaction Capital have been assisting suppliers of goods and services to businesses like yours with their funding needs, we can also assist your business.

We enhance a business's cash flow through alternate funding such as [Debtor Finance](#) and [Property Backed Lending](#). We're familiar with the daily struggles around cash flow and have grown into a company that specialise in removing the burden of cash flow shortages. With SME's representing approximately 50% of South Africa's GDP and roughly 60% of the workforce, it's become a strategic imperative



Deon Pienaar
CEO

that businesses become aware of the funding alternatives available to them.

SME owners need affordable end to end solutions; specifically tailored to their unique requirements. With particular focus on growing sales by diversifying service and product offerings, ensuring competitive advantage in the market place. What happens in the back-office should flow seamlessly, thereby creating peace of mind whilst building a scalable, sustainable and profitable business.

Key benefits of Transaction Capital to your business.

- We can solve your short and medium term cashflow challenges with regular cash advances by advancing cash to your business based on the amount outstanding in your debtors book.
- We can advance 70% on invoices less than 60 days old. This allows your business selling to other businesses on credit terms, instant access to funds that are outstanding from your customers invoices
- You can use the funds for the importing and exporting of goods, raising finance for capital equipment or raising finance to increase stock holding.

If you would like to know more, visit us at www.tcbusiness.co.za, call us on 011 844 7160, 0800 127 550 or email enquiries@tcbusiness.co.za



Transaction Capital Business Solutions

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business's cash flow**
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If you would like to know more visit us at www.tcbusiness.co.za

Or call us on 0800 127 550 / 011 844 7160 alternatively email us on enquiries@tcbusiness.co.za

How we did it

How will you fund your business? Read on to find out where these six entrepreneurs found the funds to launch their business dreams...

After years in the corporate world, REGINALD PILLAY was looking for a new challenge when he spotted a need for advisory services catering to the SME market. In 2007 he launched Ariston Global. Today the company has offices in South Africa, as well as a presence in the United Kingdom and Botswana, and representation in Zambia, DRC, Nigeria and Kenya.



“ The business was originally financed via shareholder funding. My view is that you need to be willing to invest in yourself from the start. This also creates a positive impression when other entities or individuals look at investing down the line. You must be prepared to put skin in the game. I funded the business initially and was later joined by Keith Barrett and Suran Moodley who invested in the business following a strategic integration and merger.

BrandTruth, a digital content agency, founded by friends and former colleagues, ZUBEIDA GOOLAM and WAYNE FLEMMING, opened its doors in 2016 and has grown exponentially ever since. Today the company has 25 full-time employees.

“ We started working on our dream of building a marketing agency while still employed. We knew we couldn't jump in blindly and needed a plan. Finally, the day came when we could quit our jobs. We sold some assets, cashed in our retirement investments and turned our dream into a reality.

For the first year, we kept our overheads low, worked long hours from a one-bedroom apartment, and used contractors and freelancers to get the job done. We were able to land our first clients quickly because we had good reputations in the marketplace. And, by investing our savings and generating positive cash flow from day one, we were able to survive and grow without the need for a loan or outside investors.

ADVICE FOR ENTREPRENEURS: Fund as much of your start-up as possible yourself. This is hard work, but mitigates the risk of debt, and allows you to reinvest



every cent back into the business. That said, some business models may require significant investment, whether it be through angel investors, incubation and acceleration programmes, venture capital funding or loans.

Also, think carefully about your motivation before starting a business. It's a lonely journey that requires long hours. But once you commit to it and take on the challenge grounded on a firm purpose, you will grow beyond your own expectations.



NEIL HART launched Boomtown, a proudly home-grown, integrated advertising agency, in 1994. His original vision of revolutionising the creative scene has matured over time into a desire to help other businesses be better and more profitable.

“ I grew up as a farmer's son, from four generations of farmers. As was tradition in our family my father gave me a cow when I turned 13. The deal was that the female calves would be mine while the male calves would go to him to pay for grazing. While watching my elder brother gather a mini herd by the time he was 21, I had bull calf after bull calf. At 21 I owned the original cow and one other.

I started my business straight out of varsity and had those two cows as potential start-up funding. After selling them, I bought a computer just strong enough to do the graphics required to run a small advertising agency, together with a workstation for my business partner and I. Of course, we needed a bank to give us backing in the form of overdraft facilities to be safe and I knocked on the door of every bank available. Finally one said yes, and we remained loyal to them for 20 years. They made really good money off us over that time.



UNATHI NKOMO's Kabowd Manifeste started as a clothing and accessory retailer but has pivoted to become a property business.

“ I launched Kabowd Manifeste while still working. But as it grew, I started to look for ways to turn it into a full-time endeavour. I developed a business plan to refurbish a dilapidated old building in Kraaifontein to house my shop and planned to rent out the other units. To do this I applied for funding with Business Partners Limited and shared my vision for the property. They reviewed my business plan and looked

at my entrepreneurial track record before approving the finance to buy the building.

After refurbishing the building, I won over a church as a key tenant and opened my shop. I was then able to resign from my full-time job. I invested my pension pay-out into further building upgrades and am now planning to add a second storey of apartments.

ADVICE FOR ENTREPRENEURS: Do your research to identify the funder best suited to your business sector, business requirements and lifecycle. And be sure that you can meet the repayment terms. Also look out for grant funding that may be available for some of your needs.

NICKI ELLIS launched boutique homeware store Love Milo in 2013 and was later joined by business partner Matt Finch. Five years on, Love Milo is a successful wholesale and e-commerce business that employs local craftsman and supplies products to some of South Africa's major retailers, as well as international stores.

“ I had to rely on savings from my last permanent job to get started. It wasn't much, but it was enough to rent a studio and buy a few supplies. I also took out a private loan so that I could get the larger equipment like a kiln, which was pivotal to the business. I sold online so that there were no large overheads to worry about, which is essential for a start-up.

ADVICE FOR ENTREPRENEURS: Keep your costs as low as possible in the beginning. Remember, as your business grows, so will your expenses. It's easy to fall into the trap of thinking you need all sorts of things to get going. For example, buying extra sewing machines for my business was not necessary at all. Rather wait until the sales can justify that extra piece of equipment or stock. Grow organically so you can see which products are resonating with people, otherwise you might find you sit with a ton of stock that you can't sell. Lastly, try do as much as you can yourself in the beginning; things like the website, stock images, accounting, social media etc. This is a great way to save money when starting out. Eventually, your business will evolve to a point where you can start employing others to fill these roles.



DEBTOR MANAGEMENT

Small businesses often feel that they need to be more lenient to attract and keep the business of larger companies. One of the areas where many entrepreneurs compromise is on debtor management, simply because they feel they will chase customers away if they harass them for payment or because they dread the idea of calling a customer to chase money.



Recent studies by SAICA (South African Institute of Chartered Accountants) have placed debtors as one of the major concerns for SMEs and when left too long it also one of the leading causes for bankruptcy in SMEs. The reality is that debtor management is the most important focus area of your business - as important as sales. What is the point of selling to a customer when they don't not pay you in time, and in some cases never pay you? You incur costs associated with that sale such as employee salaries, cost of goods sold (COGS), interest where you purchased inventory on finance, VAT that you need to pay SARS, etc. Simply put, if you do not have a sure-fire way of collecting on that which is owed to you, you should not sell on credit in the first place.

Principles of debtor management

- Verify a customer and their credit record before you sell to them: It is extremely important to know who you sell to. Therefore, ask potential credit customers to complete a customer details form, credit check authorisation form, terms and conditions of sale and personal security form. You would then be able to determine how credit worthy a customer is and offer them a credit facility that they can afford. Should you

ever need to hand a debtor to an attorney for collection these documents will prove vital in ensuring the best chance for success.

- Include a line on your invoices that state that all goods remain your property until fully paid-up and that you reserve the right to take any goods back into your custody should a customer fail to pay within the payment terms agreed to.
- Always require a deposit: Never sell to a customer where no deposit has been received. As a rule of thumb, the deposit should at least cover the COGS, but I believe it should also include a portion of gross profit to cover the overheads associated with the sale.
- Use payment reminders: Modern accounting systems such as Xero and Quickbooks can setup auto reminders to customers. They are extremely flexible. In my practice I have my system setup to send a reminder on the day when an invoice is due, and everyday thereafter for the next 7 days. A bit much? I don't think so as it saves the time to call a customer to remind them that their invoice is overdue, and it saves a customer the embarrassment of receiving a phone call that reminds them that they owe money.

- Follow-up quickly: If a customer does not pay within the 7-day grace period, call them immediately on day 8 to remind them of the payment that is due. Request a date on which payment can be expected and explain why it is important for them to pay on time.

- Use warnings: If it has happened once or twice that a customer exceeds their payment terms, arrange a meeting with the client and then give them a friendly warning that you will revoke their credit limits should it happen again. Usually this causes customers to stick to the payment terms in future but otherwise follow through on your warning and do not release work completed before payment of the invoice. In cases where you sell goods you would require proof of payment before releasing a shipment of goods.

- Do not deliver any more goods or services to customers who have outstanding accounts.



- Make use of an attorney: Lastly, should a customer exceed payment terms by 60 days and you have recorded all your attempts to collect on payment then it is time to hand them over for collection by an attorney. There are costs involved with this, but it is very important to collect as much of the debt as possible as you need to recover the COGS and related overheads otherwise your business will make losses which will lead to bankruptcy.

“What is the point of selling to a customer when they don't pay you on time, and in some cases, never pay you? If you do not have a sure-fire way of collecting that which is owed to you, you should not sell on credit in the first place.”

- Always charge interest on debtor accounts as this will motivate them to pay as quickly as possible.

Debtor management is one part of your responsibility to manage your business' cash turnover cycle. Your goal is to reduce the amount of time it takes

to collect money from your debtors. One of the simplest methods of achieving this is to provide customers with easy ways to pay, such as credit card facilities or offering discount on early settlement.

As this is the most important area in your business you shouldn't shrug off all responsibility and simply delegate it to your employees. Remember your employees receive a salary from you and in many cases, they do not gain when all debtors are paid up to date.

As business owner you only realise your profits only after all outstanding balances have been collected. So, you can't go and buy the car and home of your dreams if people owe your business money. Please be frank with yourself and admit that the reason you started your business is to provide a better life for yourself and your family, and that can only happen when you have cash in your pocket.

Being a responsible owner means making the difficult decisions and doing the most difficult tasks, and following up with debtors is one of those tasks.

Customers will respect you for doing it and you will have surety that only your best customers have credit facilities available to them.

Frans van Eden, AGA (SA) is MD of Prioritise, specialising in tax planning, insurance, financial advice, accounting and corporate structuring. Email frans@prioritise.co.za to arrange a free consultation. Visit: www.prioritise.co.za



Set your small business up for **SURVIVAL**, from the start

The statistics show that only a small percentage of the businesses registered each month actually get out of the starting gate.



Of those that actually start up the figures get even worse, in terms of the number of small businesses that manage to stay afloat for one year. Very few even make it through the first 5 years.

One of the main reasons is the lack of planning and more specifically, the lack of knowledge and the 'how to' of managing the finances of the company. Just about every action and every non-action has a financial impact of some sort. Constant care, monitoring and managing needs to take place if you are to succeed.

Let's start at the very beginning.

► Compliance

- Get yourself registered. If you're not properly registered you lose out on a great deal in terms of concessions from SARS. The main one being Company Tax. The ceiling on Company Tax is around 28% on profit whilst the ceiling on personal tax is around 42% if you're trading as a Sole Proprietor. The only way that SARS will know that you are a business is if you are registered.

- Make sure that you are registered for all the SARS requirements, the Company Tax, the PAYE, UIF, SDL

and of course VAT (where applicable) and then make sure that you pay it timeously, and not end up having to pay penalties and interest.

- The minute you are able to, get yourself registered as a voluntary VAT vendor (you have to have a minimum turnover of R50 000 per annum in order to do this) and then pay your VAT on time. Manage your VAT so that you don't spend it on things other than the VAT. I have an interest bearing account where I transfer the VAT as soon as an invoice is paid. The VAT belongs to SARS, so don't spend it!

- Make sure that all your employees are registered for PAYE, UIF and SDL (where applicable) and yes . . . that includes you! When I started out I took all the expenses that could not legitimately be put through the business and that then became my salary, which of course could then go through the business legitimately.

- Whilst we are on the subject of PAYE, UIF & SDL (if applicable), make sure that your staff all have the necessary documents. Employing illegals can mean huge fines of up to around R65 000.

- Make sure that you are registered for any other Compliance in terms of your sector. For example, if you own a pub, make sure that you have a liquor license and the required Health Department certificates etc. And don't forget to make sure that your business is in an area that is designated and zoned for businesses. If you're not zoned, look out for fines coming your way.

- Going back to a pub type set up, where there is a TV that attracts clientele when the big games are on, make sure you have a license and if it plays music make sure that you have the necessary SAMRA licenses too. Again, you could find yourself in a world of financial despair if you have to start paying out cash for fines.

► Administration

- Make sure that you have policies and procedures in place that clearly document the 'how to' and job descriptions. Align them to the position and then give staff the accountability as well as the responsibility. But don't just leave it there and hope that things will work smoothly just because you have issued the instruction. You have to monitor and measure what

people are doing to hold them to that accountability.

- Make sure that payments are made on time for SARS monthly requirements (and any other interest bearing accounts that you are paying, such as pensions or credit cards etc.). This will ensure that you are not attracting additional charges, as well as the annual requirements, such as CIPC annual fees, etc.

► Operations

- Make sure that you have the right people in the jobs that they enjoy and are passionate about. That way there will be an enthusiasm to the task at hand instead of the usual resentment for having to come to work. A team that pulls together is far more likely to achieve success than a team that is pulling in different directions.

- Make sure that your processes are fine-tuned and that they flow and are simplistic in nature. The hardest thing about setting up processes and procedures is keeping them simple. The more simple the process the harder it is to defraud.

- Filing should be done regularly and kept up-to-date, there's nothing more wasteful than looking for a piece of paper that should have been filed 6 months ago. Time wasted like this will have an impact on the bottom line.

► Finance

- If you are not a qualified bookkeeper or accountant, don't do your own books! You will cost yourself sleepless nights and SARS will be after you for non-compliance if you are late in submission and payment. Get proper references on your bookkeeper or accountant to make sure that they are legit. Don't be afraid to get rid of them if you find out down the line that they are useless - there are a great number

of dodgy people out there, all willing to fill their pockets with your hard earned money.

- Make sure that you keep a very close watch on what is coming in and what is going out. Whoever captures the payment should not be able to authorise it too. There has to be a separation of duties in terms of finance management.

- Measure and measure and measure again. If you are giving 'terms' to clients who buy from you, make sure that you are getting terms from suppliers who sell to you. It's no good buying and paying for goods and services up front and then giving clients 30, 60 or even 120 days to pay you. You will find your bank balance and cash flow very sad if you do that.

- Make sure that both your income and expenses are aged properly in your books so that you know exactly what is coming in and what is needed to be paid out. Your coming in should always be in excess of your going out. Follow up outstanding accounts to make sure that your clients pay on time.

- Educate yourself on 'how to' become financially literate, so that you can understand the reports that come out of the bookkeeping or accounting packages. Make sure you understand the difference between (for example) cost of product and cost of sale.

► Human Relations

- When hiring staff, make sure that you fit the person to the job and not the job to the person. Where necessary ensure that people are properly qualified and licensed. For example, check the qualifications of an in-house bookkeeper or make sure that the new truck driver actually does have a driver's license for the relevant code.

- Issue staff with a Letter/Contract of appointment and make sure that they go through the processes and procedures and that they understand them.

- Measure and monitor their output and discipline properly when they do not perform immediately - not six months or a year later. There's no need for lengthy disciplinary hearings or hours wasted at the CCMA because proper processes and procedures were not adhered to.

► Other

- Keep yourself current. Trends come and go, technology changes every day and what was a great business last month is no more this month. Ask Kodak how they lost their multimillion business. Take courses and go to seminars and learn. Never stop learning and don't forget to apply what you learn.

- Ensure that you are up-to-date and well versed in all the new legislation that changes all the time. For example SARS does not only change rates and introduce new legislation only after the budget speech. Changes are made throughout the year.

- Run your business in an ethical and integral manner. Just because there are those individuals who are corrupt and without morals, doesn't mean that you have to be the same way. Do things the right way and your reputation will remain intact.

- Finally, remember to enjoy yourself and have fun at work. Life is too short to be miserable about what we do for a living.

Nikki is an Internal Auditor and Business Administration Specialist who can be contacted on 083 702 8849 or nikki@viljoenconsulting.co.za or www.viljoenconsulting.co.za for any policies and procedures that you may require.



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Robust, high-quality systems that are much more than simple cash registers. With more than 200,000 installations in 30 countries today, Vectron is one of the largest European producers of POS systems.

Vectron not only manufactures POS system hardware, it also develops the point-of-sale software itself. And that means the whole POS solution comes from a single supplier, ensuring the optimum interplay of hardware and software. Additionally Vectron provides software for back office, analytics and detailed auditing for all transactions.

Vectron specializes in offering complete business solutions for small, medium and large enterprises in industries including:

- Restaurants, quick-service restaurants and hotels
- Bakeries, deli's and butcheries
- Catering, canteen & medical

- Retail and chain operators
- Spa and wellness centres
- Dry cleaners and other specialised businesses

Vectron's top-of-the-range products include:

■ POS systems

With its extensive range of stationary POS systems, Vectron offers suitable equipment compatible with diverse company sizes and types. Numerous interfaces enable easy connection of peripherals, such as printers, scanners, cash drawers, card readers, dispensing control systems, etc.

■ Mobile POS systems

Mobile ordering and cashing for optimum use of staff resources. Robust special hardware for hospitality and modern POS Apps: Taking payments on a mobile device with Vectron reduces walking distances, optimizes working routines and minimizes personnel placement.

■ Peripherals

Vectron offers a large number of useful peripheral devices for realising individual concepts and specific requirements. Vectron can connect to printers, cash drawers, weighing scales, dispensing machine, card readers and other peripherals.

■ bonVito Customer loyalty

With bonVito now SMEs can also benefit from the

advantages of a professional customer retention and loyalty system. bonVito enables individual, specific measures for customer retention and increased sales without major costs and a great deal of additional work.

■ Kitchen video monitor

The booq Bar / Kitchen Manager streamlines communication between the control and the kitchen. All orders that are entered at a hand terminal or cash register are automatically transferred as digital receipts to handy touch screens. This streamlines the orderings and production process so that meals are served on time and highest quality.

■ Online ordering

Provide online orders on your own website, without detour via an external delivery portal. The easy solution for convenient order processing for restaurants and caterers. Online ordering integrates with Vectron and processes orders directly in the POS instead of manually capturing from other sources.

■ Table reservation

Vectron and bonVito Reservation solution replaces ordinary, confusing reservation notebooks with a practical online reservation system with many extras. Reservation systems integrates with Vectron POS for a real-time overview of status of all tables in your restaurant.

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Email: sales@vectron.co.za
Visit: www.vectron.co.za

Introducing the new family of CK+ Cash Management Systems

The range of CK+ high-performance cash management systems offers your business closed and secure cash handling, providing peace of mind and security.

It accepts payments from banknotes and coins and gives back the exact change. The cash register always tallies, controls the authenticity of banknotes and coins and offers high speed procedures.

The CK+ family of products are specially recommended for supermarkets, food establishments, cinemas, theatres, chemists, tobacco shops, lottery administrators, hospitality and any other establishments where cash is dealt and speed, accuracy and security is required in cash transactions. It is normally faster to accept cash and give change back using the CK+ Slim compared to an operator.

Main characteristics of the CK+ range include:

- CK+ Slim deals and validates all South African Rand notes and coins
- Multicurrency
- Redundant system, a banknote jam does not leave the device out of service
- More than 150 POS software integrated from 7 different countries
- Easy and express integration into any software.
- Connectivity to the POS: LAN (RJ45 connector)
- Levels of change are monitored at all times
- Clamps to counter top

COIN HANDLING

- Accepts, pays out, recycles and validates all coins from 10 cents to R5
- Coin Capacity: 1500
- Speed of coin input: 10 coins/second
- Input capacity (validation): up to 30 mixed denomination coins
- Output speed: 4 coins//second
- Output capacity: up to 50 coins

BANKNOTES (per module)

- Accepts and validates all banknotes from R10 to R200
- Recycles and pays out 2 denominations (configurable)
- Banknotes for change: more than 120 (60 + 60)
- Input capacity: one at a time
- Speed of accepting and validating banknotes: 2.3 seconds/banknote
- Output capacity: one at a time
- Banknote output speed: 1.3 seconds/banknote
- Closed collection box with capacity for up to 600 banknotes, from R10 to R200



3 FRANCHISING TRENDS

The recent FNB Franchise Leadership Summit unpacked key trends for franchises that want to grow and keep up...

► Convergence of offline and online businesses

Online businesses are moving into the offline market while offline businesses into the online world. Speaking at the Summit, Andy Higgins, founder of bidorbuy.co.za is of the view that, it is not about online or offline, but a blurring of the lines. Three typical scenarios are: consumers go into a store to get advice and feel the product, and make an online order; or they do research online and make the purchase in store; or a consumer does online research, orders it online and then makes an arrangement to pick it up in person. Simply put, franchise owners need to incorporate all these channels to reach their customers.



► More franchises using social media

It is no longer a question of whether a business should be on social media or not, it is now more about going where your customers are and meeting their needs and expectations. Social media is a good marketing tool for storytelling and building the persona of the business in an age of technology, thereby promoting the human interaction element. For example, RocoMamas has grown their brand using social media.



► Social franchising

More businesses are now focusing on their social impact and for some it is their reason for existence. For these businesses, social franchising offers a mechanism to deliver impact at scale within a framework of operational standards prescribed by a social franchise business model. Social franchising is much needed in South Africa and it can promote the delivery of impactful services from education to healthcare, amongst other sectors.



Information provided by
Morne Cronje, Head of Franchising.



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Look no further, 3@1 Business Centres are expanding across Southern Africa. We are looking for exceptional people to become successful 3@1 Business Centre franchisees.

Initial set-up from R595K plus VAT
depending on size of store



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**Kodak Photo
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• Landlords / Agents - we require sites of roughly 50m² • Owner-operators preferred. • *Prices exclude landlord deposits and working capital.

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We assist potential franchisors with establishing their concepts.



**Quality care for the elderly
and disabled in the comfort
of their own homes**

Work from Home or Office • Proven business model • Low entry cost

Assisted Home Nursing (formerly Caregivers RSA) offers a 24/7 professional, personal and compassionate home-based caring for the elderly or disabled in the comfort of their own home. Our range of services enable the elderly to retain an optimum degree of independence and dignity, thus reducing unnecessary stress for the individual and their family. Most importantly, our caregivers provide a level of companionship that prevents our customers from feeling isolated and lonely.

*We take care of routine tasks and simplify
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Area Franchises from R250K ex Vat

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3@1 Business Centres

Looking for a great Business opportunity? Look no further, 3@1 Business Centres are expanding across Southern Africa, into Africa and beyond.



We are looking for exceptional people to become successful 3@1 Business Centre franchisees. The 3@1 Business Services franchise concept offers a retail opportunity

in the business services and communications industry. Boasting cemented partnerships with DHL International and Kodak International Express photographic provider, our franchisees can offer an



ever-broadening selection of services compared to our competitors.

Established in 1999, this South African concept now sports a franchise network that is over 90 outlets strong in four countries. 3@1's broad offering and personal support offered by the franchisor team appeal to franchisees from all walks of life, from ex-farmers to recent graduates, corporate players and housewives.

3@1 Service offering encompasses DHL Express Easy, 3@1 counter to counter national Courier, Kodak Express offering Photo's, Collages, Block mounting and Photobooks as well as ID & Visa photos. We also offer Business print, Broad format print and related services like binding, laminating etc. 3@1 now offers Business Registrations and image transfer services, plus a whole lot more.

3@1 Business Centre franchise is a complete full turnkey offering. Franchisees enjoy the support of the head office team every step of the way; from



support with site selection to securing the lease, then through the planning phase to store set-up, training and the eventual store opening. The total setup cost may vary slightly, depending on the size and shape of the proposed location but start from R595 000 ex VAT. Investors also need Landlords deposit 2-3 times rental around R45 000 ex VAT and working capital of around R120 000.

- We assist in site sourcing and lease negotiations, full training is provided.
- Lowest Royalties in the industry @ 3%.
- Initial deposit R65 000 ex Vat.

Apart from rapid expansion throughout South Africa, 3@1 is expanding in Namibia, Zambia, Botswana and Uganda, and now expansion into the UK.

Prospective franchisees are encouraged to download an info pack at www.3at1.co.za, email enquiries@3at1.co.za or call 0861 359 834 for more information.



Excell Catering Equipment Franchise

Excell Catering Equipment Franchise is your next big venture!



With the guidance of the franchisor

and our expert team, you will be ready within a few weeks to start selling your products. Your entry level investment of R595 000 ex VAT will have a return of R200k+ profit per month within 2-3 years depending on the efforts you are willing to put into your business. With the combined knowledge of the Excell Catering Equipment Team you will be able to be an expert in no time! Build your business on a well established brand and products with a team willing to help and assist you!



The principal objective is to design a franchise model which would be financially viable, uncomplicated in its operation and affordable in terms of its establishment costs, thus ensuring a good return on investment.

Excell Catering Equipment has, over the years cultivated and nurtured a very strong relationship with its suppliers, both manufacturers and importers, thereby securing excellent pricing and service. In this regard, the name BCE Foodservice Equipment,

is a preferred supplier and as a result, bulk and dealer discounts are negotiated.

Excell Catering Equipment subscribes to the government's policy with regards to the empowerment of previously disadvantaged people. The franchise opportunity offered by Excell Catering Equipment specifically provides for the upliftment of such individuals.

Excell Catering Equipment provides its customers with an exceptionally large and comprehensive range of products. Every single kitchen need is provided for, and it is a one-stop shop for customers in the retail, wholesale, corporate and government sectors.

Call 083 235 0169, email: excell@isat.co.za or visit: www.franchise.excellcat.com.

EXCELL[®]
CATERING EQUIPMENT

FRANCHISE

Excell Catering Equipment Franchise is your next big venture! With the guidance of the franchisor and our expert team, you will be ready within a few weeks to start selling your products. Your investment will have a return of R200k+ profit per month within 2-3 years depending on the efforts you are willing to put into your business.

With the combined knowledge of the **Excell Catering Equipment** Team you will be able to be an expert in no time! Build your business on a well established brand and products with a team willing to help and assist you!

Preferred Dealer



Entry Level
Investment:
R595,000.00
Excluding VAT

www.franchise.excellcat.com

Maid4U



Maid4U is a premier domestic worker, nanny,

au-pair, cleaner and home-based care workers training, recruitment and placement agency.

The focus is on the creation of a safe and secured platform for households, SMMEs and retirement homes to sources reliable, screened and trained employees.

With over 7 awards for Good Service, Job Creation, National Business Champion and the Premier Award, the agency is expanding its offering throughout SA.



The recently-launched franchise opportunity offers affordable startup costs and high returns. Maid4U has secured funders that have undertaken to assist franchisees in need of funds. Franchisees will benefit from training provided to them and their internal staff members, the full set up of their offices and ongoing support from head office. Franchisees focus

on servicing their clients in their assigned location and recruitment aspects of their branch, while head office takes care of the rest, including managing all accounts, licence renewals, client queries, compilation and registration of all placed employees and their payslips, dealing with all legal issues, attending to applicants' training needs, national advertising, all IT-related aspects and assistance with the launch and opening of the branch.

If you are interested in joining the family and finding out more, email: franchise@maid4u.co.za, info@maid4u.co.za, call Lindiwe on 073 011 5462 or visit www.maid4u.co.za. Click on Franchise for more details and a prospectus.



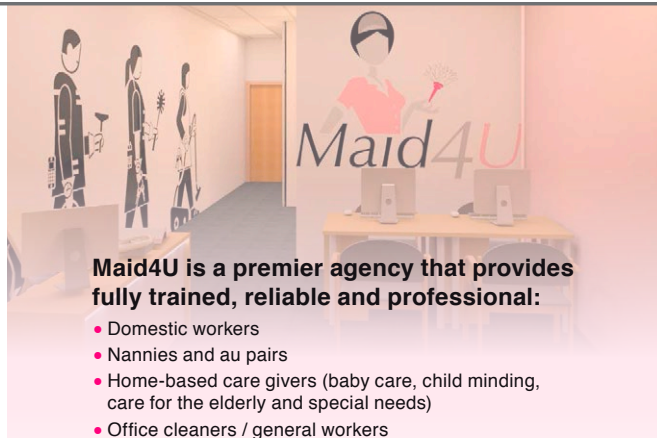
Run your own successful business whilst uplifting the lives of others.

Due to high demand Maid4U is now offering Area Agent Packages across South Africa.

Agents only service clients in their areas – Head Office does all the rest!

Key Agent benefits:

- Credibility of the Maid4U brand and successful formula
- Low start-up cost and high income potential
- Exclusive area rights
- Full training in all aspects of running the business with ongoing support
- Complete start-up package (marketing and promotional material, stationery and contacts, employment forms, software, manuals, branded uniforms, etc)
- Proven lead generation formula to acquire clients
- All accounting, legal and compliance duties performed by Head Office



Maid4U is a premier agency that provides fully trained, reliable and professional:

- Domestic workers
- Nannies and au pairs
- Home-based care givers (baby care, child minding, care for the elderly and special needs)
- Office cleaners / general workers

Investment options range from R200 000 (incl. Vat) for the home-based or Small Holding Branch and up to R385 000 (incl. Vat) for the Premier branch in High Revenue Generating Locations (Funders, Funding Application and Assistance and Support Available).



Maid4U has won more than 14 Awards in recognition of job creation, service excellence and a winning business formula. If you are interested in joining the family, email franchise@maid4u.co.za or info@maid4u.co.za, contact Lindiwe 073 011 5462 or visit our website Click on → **Franchise** for more details and a Prospectus www.maid4u.co.za. We are the Help.

“When our clients find us, they stay with us”



Health Island

Unique opportunity to start your own vending business!



Health Island is the ONLY vending company in South Africa specialising in HEALTHY snacks and drinks in South Africa. It was founded in Cape Town in July 2010 by Philip

Rubin as a result of his passion for health and nutrition.

This winning concept is growing in demand and offers a wide range of affordable, nutritious and flavoursome health products.

If you are looking for a business opportunity with exceptional return on your investment then this could be the opportunity for you!

Health Island currently has 8 franchisees, 70 sites across South Africa and 15 000 product sales per month.

Locations available in Gauteng include Edenvale, Sandton and Midrand, as well as Diep River in the Western Cape or you are welcome to identify your own potential site in an area close to you.

Vending machines take 30-40 unique products and all machines are refrigerated with 6-8 different drinks. Full training, support and assistance are included in the franchise cost.

Ideal franchisees should have good health, a passion for nutrition and health and be willing to offer a good service. Basic computer skills and some basic admin skills are beneficial.

To learn more about this unique vending opportunity that is fun and highly measurable, please email Phil at info@healthisland.co.za. Visit www.healthisland.co.za or www.facebook.com/healthislandsa.



Opportunity to Start Your Own Vending Business

Why Health Island?

- Your own highly affordable start-up business
- Exceptional return on investment
- We are the ONLY vending company in SA specialising in HEALTHY snacks and drinks
- 8 Franchisees, 70 sites, 15000 product sales per month
- We operate nationally
- Many corporates subsidise the service, assuring you of better profitability
- Be part of the global awareness of health and nutrition
- Identify your own potential sites

Locations Available

- **Gauteng:** Edenvale, Sandton, Midrand
- **Western Cape:** Diep River

What our customers say

"Thank you for your really great products – it's my saving grace on campus, because I really like to munch and it keeps me from grabbing junk!!"

- Tasneem, UCT



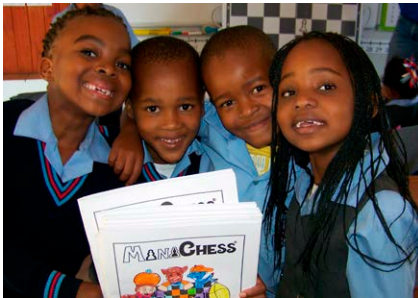
Enquire today: info@healthisland.co.za
www.facebook.com/healthislandsa
www.healthisland.co.za

MiniChess

It's your move, with this unique business opportunity!



MiniChess is an award-winning educational programme aimed at 5-9 year-olds, and a franchise business that has shown continual growth since its inception in 2014. This



unique capacity-building programme is focused on harnessing the most powerful energy in the world – human talent – and the team work to position MiniChess in schools and communities around SA and globally, not only to teach children the game of chess, but as a proven instrument to build critical skills for the 21st century.

A key position

There are currently 24 franchisees in South Africa, with expansion on the cards across all provinces in SA, in cities as well as rural regions. MiniChess franchisees need to have entrepreneurial and managerial abilities, along with a passion for education and children, with a heart for community. They will need to build a team over time, to serve the schools, pre-schools and clubs/communities in the franchise area and must be able to manage, organise, communicate

and market the product to all stakeholders, from pre-school teachers and governing bodies to traditional leaders in rural communities. MiniChess franchisees do not need to have any chess pre-knowledge, but must be available for training and mentoring.

The MiniChess business model and implementation is very flexible, and designed to reach a wide audience. Franchisees receive everything they need to get going, along with ongoing franchisor support. In addition to being able to earn excellent remuneration, perhaps one of the biggest advantages of joining the network is the unique opportunity to mentor programmes in disadvantaged communities, thereby making a real difference to our country.

For more information, visit:
www.minichess.co.za or
email: info@minichess.co.za.



Award-winning Educational program
aimed at 5 - 9 year olds

The MiniChess program is a unique educational programme, focussing on early childhood development: linking to mathematics, science and life skills development through chess-related activities

MiniChess Franchise
opportunities available



WWW.MINICHESS.CO.ZA
info@minichess.co.za



MindCo

unlimited

**Franchise opportunities available
country-wide for
Corporate & Professional coaching**

MindCo develops CRITICAL Skills – the things machines cannot do!
MindCo short-courses are presented through inter-active, FUN & situational learning to develop self-mastery, professional on-boarding programs, managing complexity & team-optimizing for the 21st Century as well as transformation/change-management.

MindCo is presented at 3 Levels: MindCo for Corporate- & Team Leadership, MindCo for Young Professionals and MindCo for Teens

**Unlock the most powerful energy
in the World: Human Capacity!**

No Betr Autoglass Repair Systems

NO BETR way to start your own business!



Invest
in South
Africa's No.1

windscreen repair system and start turning profit now...

As the industry leader in the manufacturing and distribution of professional autoglass repair and restoration systems, No Betr Autoglass Repair Systems are designed to be operated by anyone, are completely portable so that entrepreneurs can work from anywhere and are packaged with everything needed to turn the investment into profit. And, with a one-day training session with one of

the company's experts, investors can start work immediately.

No Betr products have all specially manufactured to be durable, and basically consist of a complete battery-operated business in a toolbox. It can repair chips and cracks of almost any size, with two repairs a day giving a R9000 a month profit. The toolkit costs R5500.

The Headlight Restoration system, with an investment cost of R4000, helps restore headlights to near-new condition. The glass polish kit removes scratches from any glass surface including vehicle glass, shop fronts, patio doors, show rooms, display windows and more. At R7500, it includes a complete glass restoration



system with abrasives as well as a polish system with polish pads. "The real entrepreneur will observe the opportunity for this business in every car. With millions of vehicles on the roads, the supply of work is endless!"

Call 082 364 9669, email:
info@nbwindscreenrepairs.co.za or
visit: www.windscreenrepairs.co.za.

MINICHESS®

**Award-winning
Educational program**
aimed at 5 - 9 year olds

The MiniChess program is a unique educational programme, focussing on early childhood development: linking to mathematics, science and life skills development through chess-related activities

MiniChess Franchise
opportunities available



WWW.MINICHESS.CO.ZA
info@minichess.co.za



Empowering young minds for a bright future

Nedbank can help the franchising sector benefit from positive outlook

After a tough 2018 South Africa franchising sector can look forward to more positive prospects in the new year, according to Laurette Pienaar, Nedbank National Franchise Manager.

"Economic indicators suggest that, given the current low indicators, 2019 will be a better year for business. Inflation is expected to decrease, which means more bang for your buck, resulting in consumers spending more," she adds.

Nedbank economists believe that rates will hold in 2019, meaning consumers will have a better year and more money to spend.

"Businesses, especially in the franchising sector, can take advantage of consumers having more to spend, inevitably benefitting from lower fuel prices through the reduction in oil price, lower inflation and steady interest rates," she says.

Adding to the optimism is the 2018 Franchising Association of South Africa (FASA) report, stating that, despite challenging conditions, the sector showed growth and resilience with an estimated turnover of R721 billion, equivalent to 15,7% of the total South African gross domestic product.

Another reason for the optimism, Pienaar says, has been statistics from FASA showing that the number of franchise systems has risen from 843 to 865 in the past year, continuing the growth trajectory with a total of 45 011 outlets, most of which are owned by franchisees (80%). A total of 2 602 outlets signed up in the past year – 3 181 stores have opened and 579 stores have closed.

Pienaar says Nedbank is looking forward to partnering with the franchise sector, using its money expertise to help take franchises to the next level. "After all, partnership is a concept we advocate in the field of business banking in South Africa. With our unique whole-view approach to banking, we offer a partnership founded on our passion for businesses – to understand their business and provide them with the solution-driven service they need."

The bank's unique approach allows it to deliver, through a single contact point, an integrated franchising solution based on three key principles:

- Localised decision-making with national support;
- Access to specialised expertise; and
- Customised funding and banking solutions.

"As a bank, we recognise the contribution that franchising makes towards growing South Africa's economy. Therefore we offer integrated banking and financing solutions to help take businesses to the next level", Pienaar says.

With its whole-view approach, Nedbank brings a new perspective to franchise banking needs, providing an integrated solution that incorporates lending, transactional and value-added offerings.

By considering the current position



Laurette Pienaar

of a franchise as well as its future goals, Nedbank can provide broad and encompassing financial packages and solutions that are flexible, relevant and cost-effective.

Pienaar invites clients to discover Nedbank's highly competitive value propositions with finance packages that include:

- New-store financing;
- Financing for 'resale' transactions;
- Financing for additional store acquisitions in the case of a multisite franchise owner;
- Revamp and refurbishment financing for existing stores;
- Efficient alternative-energy solutions and projects; and
- Commercial property finance.

Considering the positive outlook and potentially increased opportunities for the sector in 2019, clients can experience the benefits of a whole-view approach. 'Our specialised and customised approach delivers solutions based on indepth knowledge of the various subindustry sectors, and enables us to work with clients in developing the tailor-made solution they require,' Pienaar concludes.

To find out how Nedbank can partner with you to grow your franchise send an email to franchising@nedbank.co.za.

MY OFFER TO YOU: EARN ALL THE MONEY YOU WANT!

from only R3 500! Easy-to-operate mobile kits

Windscreen Repair kit

only R5 500!

High quality repairs of cracks and chips (or get the starter kit for only R3 500!)

Glass Scratch Removal kit

only R7 500!

Glass polishing for windscreens, table tops, building glass, shopfronts, patio doors, showrooms, etc (or R3,500 for STARTER KIT to remove single stripes AND small dots on glass)

WOMEN CAN EXCEL AT THIS!!



Headlight Restoration Kit

only R4 000!

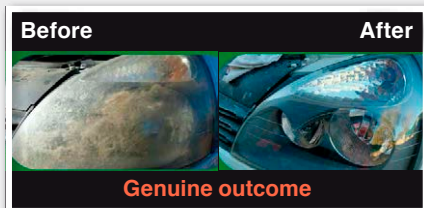
Ultra Violet protection spray included

Restore any headlight to look like new within minutes. Training DVD included (or get the handkit for only R950!)



WORK ANYWHERE. EARN MONEY EVERYWHERE

Excellent for part time / full time or add to existing business



START YOUR OWN BUSINESS TODAY

Our easy to operate windscreen repair system can be turned into a highly profitable business for any candidate! Operate from anywhere and make money everywhere!

EACH KIT IS A BUSINESS ON ITS OWN AND OFFERS A COMPLETE BUSINESS IN A TOOLBOX. EACH KIT IS BOUGHT SEPARATELY.

THE PROOF IS IN THE PUDDING

See how our headlight polishing system cleans a faded headlight. This miracle system makes 99% of headlights to look brand new again!

Turn This Into This



Successful training sessions with new entrepreneurs on their way to self sustaining

Advantages of NO BETR windscreen repair kits:

- Easy to operate and learn.
- Unsurpassable in work quality - Professional kits.
- Cheap to purchase - can generate more than R15,000+ per month.
- Light weight and mobile (only 5kgs), battery operated (included).
- Parts locally available with minimum down time wherever you are. We do have everything in stock - parts and products - resin etc. Offer permanent guarantee on your work.
- FREE intensive practical training or instruction DVD.
- Guaranteed work: every car on the road is a potential customer.

The price you see is what you pay. No hidden costs. Every kit is complete. No extra costs.

Get started today! Contact Frik Liebenberg on Cell: +27 82 364 9669 email frik@nbwindscreenrepairs.co.za or visit www.nbwindscreenrepairs.co.za

Snap-on to this great opportunity

Invest in a brand that's renowned for delivering personalised, professional service...right at the customer's place of work.



Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, diagnostic and equipment solutions for professional tool users. Since 1920, when Snap-on first developed the interchangeable socket wrench, the name "Snap-on" has been recognised as the leader in providing the finest quality tools and equipment for the professional technician. Snap-on first entered the international arena in 1931 and today has a presence in over 130 countries around the globe.

During this time, Snap-on pioneered and perfected the idea of direct sales to technicians, right at their place of business, while providing credit programmes so they could purchase the tools that would build their business. The company still does that today, and as a leading marketer of tool and equipment solutions, Snap-on provides aspiring business owners with an opportunity to partner with a financially strong company with an outstanding reputation for quality, service and innovation. If you are

seriously considering an investment in a business, give yourself the benefit of starting with an established industry leader, and join the over 4500 dealers worldwide that represent the Snap-on brand of high-quality merchandise.

What's on offer

Snap-on dealers are offered the opportunity to purchase high-quality tools manufactured and distributed by Snap-on at a discount from suggested retail prices, and to re-sell those products at recommended prices. Dealers call on their customers each week within an allocated territory, which include a wide variety of businesses such as auto dealerships, independent repair shops, auto-electricians, body shops and others. Dealers need to have a suitable van (approved by Snap-on Africa) with the Snap-on designed tool display area to encourage impulse buying. This "Showroom on wheels" also allows you to take products right to your customer's place of business and deliver that personalised, professional service associated with the Snap-on

brand. A successful Snap-on dealership requires hard work, planning and the development of personal relationships with customers. As a Snap-on dealer, you will enjoy a professional and respected position in the tool industry with good income potential.

Support to succeed

One of the most important steps in getting a new business off to a good start is training. After a rigorous week in the classroom learning the basics of the business, new dealers will be assigned a Sales Development Manager (SDM) and a Diagnostic Sales Developer (DSD). The SDM or DSD accompanies dealers on their route for an initial period of two to three weeks, to assist with training in the day-to-day aspects of the business. During this in-territory training period the SDM or DSD covers sales training, product knowledge, van display, credit programme management, policies and procedures and record keeping.

The good news is that the training doesn't stop there; the SDM &/or DSD continue with on-going support, holding regular Field Group Meetings to discuss all aspects of the business; including new initiatives, promotional



programmes, and developing product knowledge.

Getting the word out

Snap-on spends thousands of Rands each year to promote Snap-on products and the Snap-on brand through sales and marketing campaigns. However, unlike many companies that charge their dealers an additional fee for advertising, Snap-on provides advertising and promotions as part of its service. Some of the promotional arenas that the Snap-on marketing department is involved in includes media and trade publications, sales contests and promotions, promotional products, weekly promotions backed up by electronic marketing material & printed summaries of items on promotion once a month. These are all designed to help dealers grow their business; with Head Office realising that their own success as a company depends on the success of its dealers.

A strategically planned DEMO VAN programme exists currently, and is available to participating Dealers to show case other Snap-on product to their customers that they wouldn't ordinarily have available in their own stock holding. Take a virtual tour of the current demo van by visiting www.snapon.co.za/Content/Virtual_Tour/. Dealers have the opportunity to invite their customers to regular

seminars to learn from experts in the field of Diagnostics & to expose their customers to the latest range of Snap-on Diagnostic & similar equipment. The investment cost of a Snap-on dealership depends on one's circumstances and there are a few options available. However, the minimum amount of cash available to invest must be no less than R150 000. Applicants must also have their own panel vans. A Sales Development Manager (SDM) will explain costs, panel van preferences, and options available at an initial meeting.

Buying a business is a serious undertaking and a decision that must not be rushed. That is why Snap-on makes no excuses for having a lengthy application programme that not only includes a number of meetings, but also a minimum of three days spent with existing dealers in their territories. With many unique features that sets it apart from other opportunities on the market (including being an established company with a comprehensive product line, on-going training and assistance, financing and credit assistance programmes), a Snap-on mobile dealership is well worth investigating.

What type of person does this business suit?

Like all owner-operated businesses, it requires a highly motivated individual to

make a success of this opportunity, and although a person who is technically savvy, with sales experience could be better suited to this business, this is by no means a pre-requisite. Support in the form of a family member to assist with the everyday running of the business, and perhaps the book-keeping & reporting side would also be an advantage.

What expansion opportunities are available?

The owner of a successfully run Snap-on dealership can apply for a second territory. This is quite common in other countries where the dealership is well established. It is not uncommon for the original business owner to have invested in a second territory for a family member or sibling. This option would need to be considered very carefully and in collaboration & with final approval by Snap-on management.

Contact The Business Manager on 031 569 7637, email: biz@snapon.co.za, visit: www.snapon.co.za for more information.



Testing for **FRANCHISEE SUCCESS**

It is often difficult to find an employee to fill a position, but if it doesn't work out you can replace the person. With a business partner or franchise, a bad selection is much more difficult to unwind. That's why many leading franchisors rely heavily on psychometric testing to give them an edge in franchisee selection.

You have a tried and tested recruitment process, and you have a good feeling about the potential franchisee you're interviewing. Unfortunately, however well it is constructed or how many times you meet, an interview won't reveal someone's true personality. This is because people often don't know their preferences or tell you what they think you want to hear. Then there's your natural bias as franchisor, with an interest in expansion, to like the person across the table.

How can you be certain that the person who signs the franchise agreement will be able to perform as a franchisee? What if they refuse to comply with your operating procedures? As battle-scarred franchisors will attest, an enjoyable working relationship can sour quickly should the franchise perform badly.

While, nothing can fully predict franchisee success, psychometric testing provides both the franchisor and franchisee with some certainty that they're making the right choice.



The occupational personality questionnaire revolution

Personality traits are like freckles. They develop to be either pronounced or hardly noticeable. You either have them, or you don't. They can't be taught and can only be enhanced through conscious development and training.

Not all psychometric tests, which give insights into personality, likes and dislikes, give a true reflection of how someone will be on the job. This is where the psychometric tool, the occupational personality questionnaire, gives a better view of a candidate's preferred style of behaviour at work and offers significant advantages.

This type of questionnaire breaks down personality into three domains: relationships with people, thinking styles and feelings and emotions. These three domains connected by a fourth, called the dynamism domain, which shows where candidates derive their energy and what motivates them most.

The multidimensional forced-choice format, which demands some serious self-reflection, is much harder for a candidate to 'fake good' than other frequently used tests. This means that results are much more reliable.

Here's an example of a typical question in this type of test:

- A. I like to do things my own way**
- B. I recognise weak arguments**
- C. I take care to follow procedures**
- D. I like to spend time with others**

The E-test

Psychometric testing in franchisee selection is well-established internationally used by large franchise brands such as McDonalds and KFC.

Franchising Plus teamed up with CEB, talent measurement and assessment specialists, to develop a profile customised for the franchise industry. Called the 'E-test', this test focuses on the core competencies or 'non-negotiables' required to be a successful franchisee.

“ Psychometric testing in franchisee selection is well-established internationally used by large franchise brands such as McDonalds and KFC.

The franchisor receives a detailed report of each applicant, which identifies their suitability as a franchisee, as well as areas for development through training. Franchisees also receive feedback on their results from an independent psychologist. While they might not like the outcome, your decision to not to select them, ultimately protects them from a bad investment decision. The E-test really assists the franchisor interview the franchisee so the strengths and weaknesses can be probed.

The basic ingredients

Making the transition from working for a boss to working for oneself demands certain personality traits. However, these are not necessarily the same as those needed by budding entrepreneurs. While the franchisee owns the business, he or she is part of much larger brand which has to be promoted and protected. A franchisee needs to have the energy of an entrepreneur and the desire to work within a framework.

You can be sure that every successful franchisee will always exhibit the following traits:

- Sales and marketing ability
- Excellence orientation
- Practical leadership
- Franchise compliance
- Ambassadorship and customer orientation
- Resilience (buckets of it in these economic times!)
- Your franchise profile

Franchising Plus works closely with franchisors in the screening and selection of franchisees. To find out more about the E-test and how they can help you determine your franchise profile, contact anita@franchisingplus.co.za or call 011 454 2235.



BRAAI HUT

A South African Tradition

**Full setup
R345 000**

Be part of this fast growing franchise family - available countrywide.

The Braai Hut is looking to serve up delicious, traditional braaivleis fare - steak, chops, sausage and more - in malls and other sites across the country. The stores offer a full range of freshly prepared, take-away braai meals along with salads, pap and other side orders.

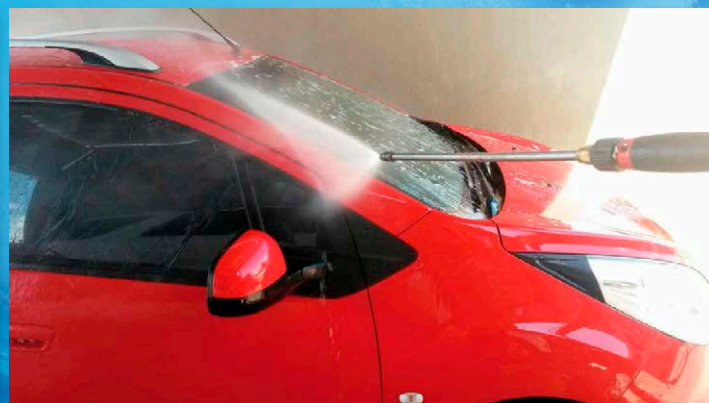
Braai/Barbeque ★ Take Away ★ SA's favourite food



**Full service car wash
franchises. Easy to operate.
Good return on investment.**

WASH. DRY. POLISH. VALET

**Full setup
R185 000**



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**Full setup
R195 000**

**Easy-to-run franchise
with low investment and
good returns. Expandable
as your business grows.**

Laundry Delivery service
Drop off service **Tailoring**



Pr!ntzz

**Full setup
R225 000**

**A one stop printing franchise
that is affordable and highly
profitable. Our services are
needed by every business,
organization, household, etc.**

**Copying Photo print Internet
Printing T-shirt print Binding
Gifts and more...**

SA BIZ OPPS



WARNING:

Will you profit from the difficult times in South Africa, or will you lose?

Find out how you can profit tremendously in these tough times. While others are struggling, you and your family can create a future filled with wealth, financial security and the best possible lifestyle!



This may well be the most important few minutes of your life.

In our 30 year history as financial strategists, times have never been more dangerous than now. This poses a direct threat to you and your family.

Life is getting more expensive by the day. Job security is decreasing. New job opportunities for children are becoming scarcer. State services are deteriorating at an alarming rate. And, to top it all off, financial dangers, such as runaway inflation, unexpected interest rate shocks and more taxes, are looming.

Most people simply bury their heads in the sand and ignore these threats. But later, these people and their families may pay dearly.

You can decide – right now – whether you are going to be one of those people, or whether you are going to do something to have a great life and protect your and your family's future. It's up to you. No one else can make that decision for you.

DECIDE, THEN ACT!

If you want to survive and prosper in South Africa, you need to boost your income and wealth now. Does it sound difficult to do? Relax, we guarantee that you can do it more easily than you ever imagined possible.

First, you must understand that boosting your income and wealth is the only way to a prosperous and secure future.

No financial threat or shock can harm you IF you own more than one source of income you can fall back on... IF you have no debt... IF you own great investments that are safely tucked away...and IF your family's wealth is protected with powerful, legal structures.

Urgently focus on your income and wealth! By increasing your income and wealth now, you will be shielding yourself against the coming rise in prices, a possi-

ble rand collapse, lower job security, interest rate shocks – even a possible severe, economic depression! And, of course, with substantial wealth on your side, you will always have access to the best private medical services, the best private education for your children or grandchildren and the best lifestyle.

YOU NEED JUST TWO THINGS ...

Whatever your circumstances, you can increase your income and build wealth quickly and with little effort. It doesn't require special skills, a lot of time or a great amount of money. It requires only two things: (1) the will to act, and (2) expert information that tells you exactly what to do.

We are the only source in South Africa that provides this expert information. It is not available anywhere else, at any price. Our information will help you to increase your income, build wealth and allow you to enjoy financial security – easier and faster than you ever imagined possible.

HOW OUR SERVICE WORKS

Let us make something very clear. We are qualified and highly trained financial and legal advisors with many years of practical experience.

We are not involved in get-rich-quick schemes, door-to-door sales, or any other scheme which promises instant riches. Please, they don't work!

To become wealthier, you need expert wealth creation advice that really works, such as... How to easily create several sources of income for yourself and your family... How to get out of debt cleverly and quickly... How to cut your tax and put more money in your pocket forever... How to get into top-performing investments, even with very little money... How to protect your assets against possible political upheavals... and so on.

"**PRESTIGE BULLETIN**" is the private document we send to our clients every month. We guarantee that you have never seen anything like it before. It reveals opportunities that very few people will ever know about... special tricks that cannot be found anywhere else, no matter where you search... life-changing advice that's easy and quick to implement. Best of all, it is super-easy to read. Even if you know nothing about finance, you will understand everything effortlessly!

This is some of the remarkable information you will find in *Prestige Bulletin*:

"PASSIVE INCOME"

This is one of the best secrets to financial security. "Passive income" means income that requires no work from you.

This type of income is generated automatically, for as long as you live.

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How to choose the best social platform to reach **your customers...**

Are you running a business and wondering how to find time or knowledge to market your business online? According to a study by LeadPages, 47% of small business owners handle their marketing efforts on their own. So, you're not alone; almost half of small business owners have to juggle running their day-to-day business activities whilst ensuring that they are getting the word out about their brand.

Whether you are a retailer, own a dental practice, a tour operator or restaurateur – the options are endless when it comes to digital marketing platforms and how to use them. In order to figure out which ones to use and how often, you need to understand more about them.

Social platforms explained

- **FACEBOOK FOR BUSINESS** has the biggest audience on the internet and is where most brands compete for customers' attention.
- **TWITTER** provides a short, succinct way to market to potential customers by sharing news and facts in two sentences or less.
- **INSTAGRAM & STORIES** provides a visual way to represent your business and connect with consumers.



■ **IGTV** is a new kid on the block, with user-generated television for your phone using videos that are up to an hour long.

■ **PINTEREST** is ideal for a visual representation of your business (most popular with product offerings) or scrapbook style collection of thoughts.

■ **LINKEDIN** provides a way to connect with other businesses and potential employees.

■ **YOUTUBE** is the go-to place to keep your video content library.

■ **MAILCHIMP** is not so much a social network, but a useful tool for email marketing, which is key to a holistic content marketing strategy .

Pick your poison

Equipped with this knowledge, you now need to assess your business and see where your potential content would fit. Think about the type of content you will be able to create easily, and the resources that you have at your disposal. Remember that it needs to add value to your customers. If it seems like a stretch, it's probably not wise to start down that road.

As an example, if you're the owner of a dental practice you could realistically use Facebook (for case studies and success stories), Instagram (to show off your clients' exquisite teeth), LinkedIn (to attract talented new dentists to your practise) and Mailchimp (to market the latest techniques and specials to your database). However, if you're a 'one-man-band' as mentioned earlier, you probably don't have time for all of that anyway.

Our advice is to stick to two social networks and do them well. According to a recent study by CoSchedule, the most effective strategy is to post once per day on networks such as Facebook, Instagram or LinkedIn, and up to 15 times a day to Twitter. And as you know, creating and scheduling content takes time and effort. Therefore, it's better to stick to the 'less is more' theory. Choose two that you can handle, and post higher quality content less often, but be consistent.

Plan ahead for simplicity's sake

With so many scheduling tools at your disposal,

there really is no excuse not to post regular content across the platforms that you have chosen. Apps like Hootsuite, Planoly, Tailwind and Facebook for Business have made it easy for small business owners to spend one portion of time per week or month to plan ahead and schedule content all in one go.

That being said, this would mean that all of the content is created and ready to schedule at one time. Our advice would be to keep it simple. Repurpose content into various forms, linking back to the same section of your website, blog post or video. Ask yourself what your customers genuinely want to see or how you can add value to their lives. Have a conversation with them and make sure you don't bombard them with sales posts that make them think you only care about making money.

“ Our advice is to stick to two social networks and do them well. Stick to the 'less is more' theory. Post higher quality content less often, but be consistent.

Once your content is scheduled, you only need to focus on monitoring the platforms and answering any queries or leads that come your way. This is another reason why you don't want to spread yourself too thin.

It's also important to value your time and skill. If creating content and interacting with your customers online is not something you're comfortable doing and it's going to take you away from building up your business, invest in a good digital marketing team to ensure you have your bases covered. The cost is far outweighed by the peace of mind that your marketing is being done while you can focus on what you do best, whatever that is.

Co-founder of Cape Town-based digital agency Yellow Door Collective, Dominique Sandwith, has a passion for innovation and the eye of a perfectionist. She manages key clients and works closely with the team to deliver work on time and in accordance with all requirements.
Visit: www.yellowdoorcollective.com.



Social media marketing reality check for small business

Social media might sound like the obvious inexpensive avenue for small business owners, but how is one expected to make time for it whilst staying on the top of the operations side of your business?

Social media marketing continues to reign supreme in 2019. While this sounds like the obvious inexpensive avenue for small business owners to take advantage of, the reality is that you might not have the time to execute the social media marketing strategy that you committed to on paper when there's still the operations side of the business to look after. Service enquiries, sales conversions, generating leads, orders and deliveries, salaries, new business development, customer complaints, logistics and other day-to-day activities are most likely to keep you on your feet all day. So how is one expected to make time for social media marketing while trying to stay in business?



1 Choose your content pillars. Decide on the channels and the frequency of your posts.

Make a decision on the type of content that you believe will help you attract new customers and retain the existing ones. Imagine running a mobile beauty salon. You could choose to have your company's social media pages focus on showcasing the type of treatments that you have on offer, the quality of the salon's equipment, your friendly staff, the skincare care brands available at the salon and reposting good customer reviews. In an effort to avoid inconsistency on social media, try planning ahead. Start with a bi-monthly social media calendar that allows you to plot the days on which you will post specific content. Make use of platforms that

“Put yourself in your customer's shoes and experience their entire journey with your business. During that process, identify opportunities for prompting your customers to join your online community.

will enable you to pre-schedule your content and provide you with a dashboard view of your social media accounts such as Tweetdeck. When it comes to the content, you could perhaps choose to dedicate Wednesdays to a

#MeetOurBeauts series during which you introduce your incredible salon staff members to your prospective clients.

Twitter is not only known for engaging content, but for also holding companies accountable for their brand promise. Should you choose to make use of Twitter as one of your social media marketing platforms, be clear about its purpose in the business and ensure that you have enough resources to handle the enquiries, complaints and acknowledge the compliments that the business is most likely to receive through the channel. Be open to having frank and uncomfortable conversations on the public domain. Familiarise yourself with all the other platforms at your disposal and the expectations for each of them – from visually appealing posts on Instagram to more formal and insightful posts on LinkedIn. Stay informed about the regular updates

from each platform with the aim of maximising its functionalities. For example, when using Instagram for business, ensure that your product or service related posts include price tags in order to make it easier for prospective customers to make a purchase decision and complete their purchase directly on your website.

2 Use on-site prompts to inform your store patrons about the business's social media presence.

It would be great to get your social media marketing strategy off the ground in 2019 but even better to have your customers become part of your online community.

Put yourself in your customer's shoes and experience their entire journey with your business. During that process, identify opportunities for prompting your customers to join your online community. Keep this to moments that are not forced, nor expensive to create and can be weaved into the current customer journey.

If you are running an online store, you could choose to prompt customers to like and follow the business' social media accounts during or after the checkout process. As a brick-and-mortar store owner, consider opportunities such as your packaging, mirrors in your fitting rooms and till slips to alert your customers about the business' newly launched social media pages.

3 Master Google's micro-moments and put a #hashtag on them

According to Google, customers turn to their mobile devices during intent-driven moments of decision making. This includes “I want to know moments”, “I want to go moments”, “I want to do moments” and “I want to buy moments”. Invest time in carefully crafting your company's answers to these moments by creating experiences worth sharing. Make these moments original, exciting and engaging enough for your customers to authentically share the experience with their circle digitally and offline. Remember to include a hashtag. The hashtag will not only help increase your company's share of voice online but will also help you track the conversation, making it easier for you to identify and fix the cracks in your business' micro-moments while finding and sharing compliments from your prospects.

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Instagram/Twitter: @Amantle_



Using LinkedIn effectively

LinkedIn is an essential marketing tool for individuals and businesses today. With all the updates, changes and new functionalities people are spending more time on LinkedIn and it is a thriving busy platform.

Why use LinkedIn?

Stats from LinkedIn show us that the platform has over 575+ million users, with more than 260 million active users and growing every day. You want to be able to access the wealth of opportunity that this offers. Your LinkedIn profile can show your credibility, expertise and thought leadership and you can use it for your business to build your brand, showcase your products and services and to connect with potential clients. LinkedIn is your digital profile, so you need to ensure that it represents you well.

It starts with a strategy

Get the most out of LinkedIn by having a plan and creating a strategy. Questions to ask yourself when creating a LinkedIn strategy;

1. **What is your 'end in mind' or 'ultimate aim'?**
2. **What do you want to achieve?**
3. **Who do you want to target?**
4. **What outcomes do you want?**

Do you want to sell a product or book, promote your business or services and workshops or trainings, generate leads, network, build relationships, collaborate, job search or brand growth, recognition and awareness?

The answers to these questions will guide your strategy. Then create tactics and an action plan and set goals to measure your success and progress. Write the strategy down, make it actionable and then get to it. Consistency is the key, so stay active in order to be visible.



Then, optimize your professional LinkedIn profile

You don't want anyone to cross your path on LinkedIn without seeing that your profile is complete and professional looking and that you are an expert in what you do. This includes completing the following on LinkedIn:

- **Profile Banner Image** - Make use of this 'prime real estate' and customize your banner
- **Profile Photo** - Ensure you have a professional picture of yourself, ideally include your head and shoulders looking straight ahead. From LinkedIn, 'Profiles with professional photos get 14 times more views'
- **Headline** - Make this compelling and about what you do and how you help people
- **Summary** - Generally written in the first person. Include what you do, your experience, skills and service offering
- **Experience** - Your job history
- **Skills** - You can add up to 50 here, ensure they are relevant. According to LinkedIn, adding in your skills increases the chance that your profile will be discovered, and someone will message you by more than 31 times what you would get if you didn't.
- **Recommendations** - Ask for these from current and



previous clients, colleagues and service providers. Don't forget to give some recommendations as well.

- And then fill in and complete all the other sections available to you; Education, Courses, Organizations, Publications, Projects and Languages.

Create a LinkedIn company page

This is essential if you have a business. A LinkedIn Company Page looks professional, is a landing page for your business on LinkedIn for clients and prospects, it pulls through the logo for you on the Experience section and staff or your team can connect to it. You can use this Company Page to:

- Market your business
- Tell your Company story
- Showcase the team
- Promote your brand, product and services
- Share articles or blog posts about your Company or from your Company Blog

...amongst many other things.

Sharing content on LinkedIn

LinkedIn is considered to be a credible source of content and the platform states that 98% of content marketers use LinkedIn for content marketing, especially for B2B marketing and lead generation.

Share good quality content consistently. Whether you

share a video, a text post or an article on LinkedIn publishing ensure that the content is:

- Meaningful and valuable
- Relevant, helpful and useful
- Well written, well formatted and high quality
- Encourages engagement and interactions

The more you share, the more people will see your content, and in turn, your profile and what you do. Visibility is what you are looking for! This does take time but as you expand your connections and build relationship and share consistently, you will see more and more engagement on LinkedIn.

Build a powerful network of connections

Connections matter on LinkedIn but ensure that they are valuable to you and not just about building up a large number. Find and connect with previous and current alumni, colleagues, clients, friends and service providers. Search and connect or follow influencers and thought leaders and send strategic and well-planned messages to existing and new connections.

Lead generation

LinkedIn's definition of Lead Generation, 'It encompasses all activities relating to the identification and cultivation of potential customers.'

LinkedIn is a valuable platform for discovering the right leads. According to Hootsuite, 79% of B2B marketers use LinkedIn as an effective source for generating leads and HubSpot found that LinkedIn is 277% more effective at generating leads than Facebook and Twitter. There is a lot of information available to make this work for you so research this and discover what will be effective for you and your business.

"Time spent on LinkedIn is an investment in your future, use this platform and what it has to offer to your advantage." In order for LinkedIn to work for you, use it regularly and strategically.

Sharon is an independant LinkedIn trainer and specialist working with individuals and companies in optimizing their LinkedIn profiles, creating content s, lead generation and implementation strategies in personal or group in person or online through training, workshops and coaching. Find her on LinkedIn.



LinkedIn™ Rainmaker System

enables business owners to generate high value leads consistently

Many businesses are frustrated about the lack of predictable results and success when using social networking platforms such as LinkedIn™. Success is not accidental and is achievable with the right system.

The LinkedIn™ Rainmaker System, recently launched by South African-based digital strategy company The Virtual Edge, is set to disrupt the digital marketing space by removing all social media barriers for business owners and by giving them access to a system on LinkedIn™ that gets predictable results without spending a cent on advertising.

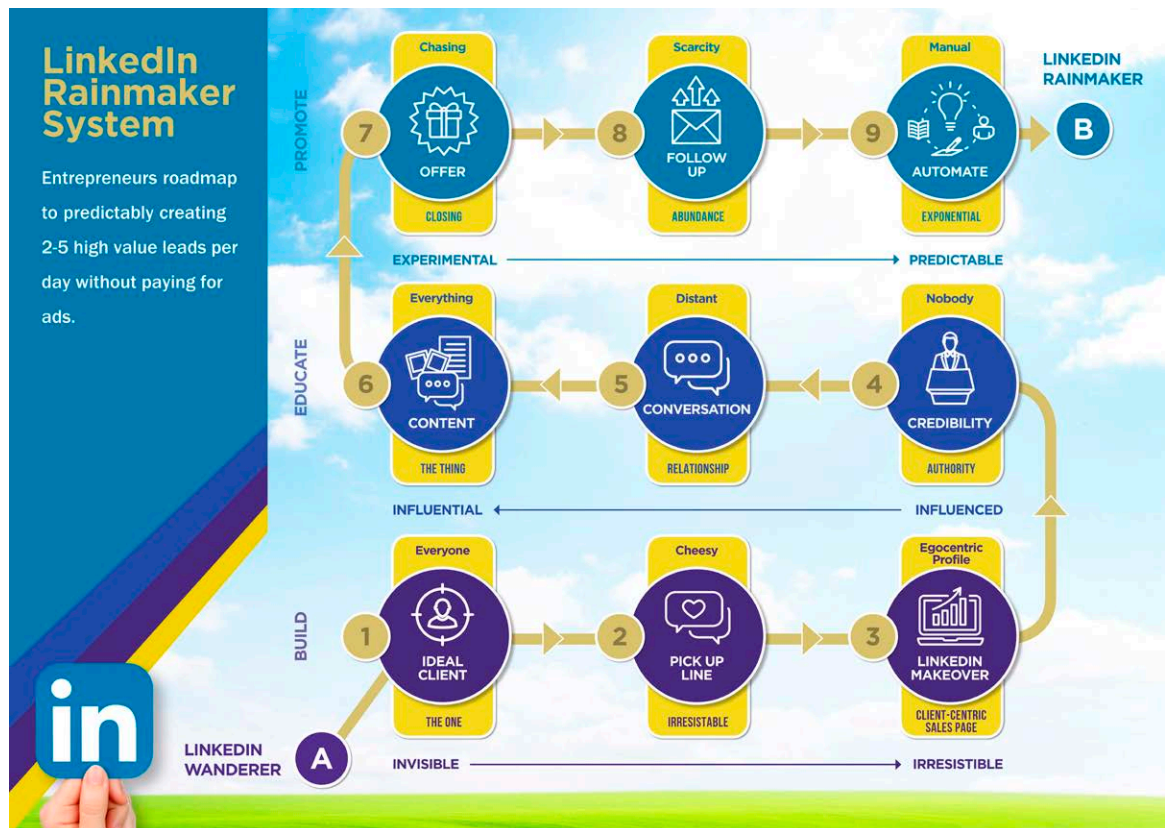
The LinkedIn™ Rainmaker System is based on a proven method created by highly sought-after speaker, serial entrepreneur, digital marketing guru and best-selling Amazon author, Matt Clark.

Clark who is one of the founders of The Virtual Edge explains:

“This system provides business owners with the knowledge and tools to go from experimental digital marketing to one that is proven, sustainable and also backed by a new custom-designed web platform at www.thevirtualedge.com.”

The Virtual Edge is known internationally for delivering high-quality automated, results-driven marketing systems to businesses since 2014.

Clark is not a typical digital marketing expert, he applies a global approach to business success. He is a confident and powerful business enabler who is passionate helping





Matt Clark

other business owners, by sharing his knowledge and marketing systems to fuel their success.

Massive untapped business opportunities on digital platforms such as LinkedIn™

The company has taken every possible measure to develop a failproof automated system for LinkedIn™ that is user friendly for entrepreneurs, yet designed as the ultimate roadmap to consistently create high value leads within 30-days.

Wesley Longueira, co-owner of **The Virtual Edge** adds:

"Business owners now have a strategy to convert leads, using the **LinkedIn™ Rainmaker System**, into paying clients without paying for ads."

LinkedIn™ Mini Makeover package offer

Clark has created a skills training package called the **LinkedIn™ Mini Makeover** which is the first step small business owners can take to attract, convert and keep more of their ideal clients on LinkedIn™.

The first 100 business owners that sign-up to the LinkedIn™ Mini Makeover package, valued at R14 832, will get it for free. The package includes access to Matt Clark's **LinkedIn™ Mini Makeover**, the LinkedIn™ Rainmaker Community, an 80 minute LinkedIn™ Training Webinar and interview on #TheOpenMike Podcast.

Sign up at www.thevirtualedge.com

Results speak for themselves:

"We have seen great results from clients who consistently apply the LinkedIn™ Rainmaker System," says Longueira.

"One client spends only 30 minutes per day and generates ten appointments per week and after follow-up closes 60% of the business.

"Another client doubled their leads and quadrupled their sales because they got so specific with targeting the ideal client. Whereas before they were running paid ads on other platform such as Facebook and Google and not getting results from their budget spend or efforts."

For more information about the **LinkedIn™ Rainmaker System**, the **free LinkedIn™ Mini Makeover system**, or **The Virtual Edge** please visit www.thevirtualedge.com.

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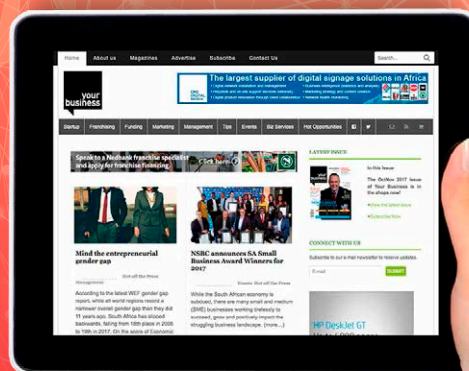
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CONNECT, ENGAGE, ACTION AND **PERFORM**

Tips to improve your employee engagement levels to influence your business performance.

I have often wondered why certain employees are so passionate about their work and consistently outperform the rest of their team members, while others in contrast are simply checked out, and disengaged with no zest at all. People are the heartbeat of your organisation and your employees play a significant role in driving your business performance. Research indicates that organisations with highly engaged employees have better productivity levels and bottom line results. With this in mind, let us unpack the meaning of employee engagement.

What is employee engagement?

Employee engagement may be described as an employee's commitment level towards achieving the organisational goals and the extent to which employees feel passionate about their jobs. Engaged employees go the extra mile for the organisation, not because they have to, but because of their discretionary effort.

Understand what matters most to your employees in the workplace and ask why. Here are some common factors to consider that may influence your employee engagement levels, together with a few tips.

■ Leadership

As leaders, we set the pace and tone on how things are done, within each department and the entire business. You cannot expect an employee to be engaged if you are not yourself engaged as a leader. Lead by example. Build relationships with your employees, through consistency and integrity. Do as you say.



■ Shared sense of purpose

Leaders should clearly communicate the organisational purpose and overall vision. Set objectives linked to the achievement of the company mission and vision. Involve employees in setting these objectives and becoming strategically aligned. Engage with them on a regular basis about their ongoing contribution to achieving the mission and vision of the organisation. Being part of a much bigger purpose may be regarded as an important engagement factor, especially for a millennial. Bridge the personal purpose with that of the business.

■ Values

All decision making should be aligned to the company values. Recognise employees for living the company values in their daily activities. Highlight and reinforce this values based behaviour in their performance.



feedback discussions and reward them for it. Again, leading by example is vital here.

■ **Communication**

Leaders should promote an open two-way communication with their teams. Regular communication and transparency can also help foster trust and build relationships with the organisational leaders. Employees should feel free to ask any question. Management should provide timely constructive feedback when these questions are raised. Help equip employees and leaders to hold honest constructive conversations through training and coaching.

■ **Work relationships**

Employees spend a large percentage of their time at work. Help build strong collaborative teams

“Lead by example.

Build relationships with your employees, through consistency and integrity.

Do as you say.

with activities focused on building positive work relationships, promoting teamwork, problem solving and productivity. Resolve conflict as quickly as possible, focusing back on the company values, which all employees should subscribe to.

■ **Work satisfaction**

Recognise good work publicly in team briefings or other communication platforms. Being passionate about what you do is also key. Understand what your team members are passionate about and where possible, incorporate this into their role.

■ **Work flexibility**

There is a growing trend for work flexibility. This may differ from employee to employee. It could be for example: flexible working hours, work from home days, flexible benefits, to name a few. Promote work-life balance.

■ **Financial rewards**

Reward employees for their performance and link this back to the company objectives and values. An employee can feel devalued and disengaged, if their efforts are not adequately recognised and rewarded.

■ **Personal growth**

Personal development should be promoted. Provide opportunities for employees to participate in meaningful work. Encourage your team members to study further, so that they can increase the skills set and further develop in their careers.

■ Autonomy

Give employees some level of autonomy. This will help display trust that your team member will take responsible actions to deliver the desired work outcomes. Focus on the deliverable to be achieved.

The question now is: “Are you in tune with what your team members value the most at work, so that you can unlock their potential and best results?”

In conclusion, it is vital to measure your employee engagement levels in order to establish a baseline assessment and to improve on it. Conduct regular employee engagement or team pulse surveys. There are many examples of employee engagement or team pulse surveys available online. Keep it simple, focused and as short as possible. Review your team pulse regularly.

A few examples of questions and statements that you could use in your engagement survey, are as follows:

- “How am I feeling at work today and why?”
Unhappy: Reason
Okay: Reason
Good: Reason
Amazing: Reason
- “What does good performance look like in my role?”
- “I have everything I need to perform at my best.”
- “What is your success story for the week and why?”
- “Do you receive meaningful recognition for good work and why?”
- “How have you displayed the company values last week?”
- “I feel comfortable sharing my feelings and giving honest feedback to my Manager.”
- “What challenges have you had in the prior week, if any, and what is your proposed solution?”
- “I am given opportunities to develop within my role.”
- “There has been progression in my role.”
- “I have work-life balance.”



- “How likely are you to recommend the products and services of our company to a friend?”
- “Do you have any other questions you wish to raise?”

Employees should also be requested to add their commentary. Analyse the data and commentary from the survey to list the actions required to improve your employee ratings and then take the appropriate steps to address each applicable engagement factor. Feedback to your employees about these improvement interventions implemented should be given at the next meeting or sooner, where practically possible.

Having an engaged workforce is something that does not merely happen overnight. It takes time and effort, pretty much like everything else in life. Get to know your employees, understand their ‘true heart’ or passion and check in with your team regularly. This may help you unlock that untapped potential and ultimately improve your business success.

Good luck!

Terine Lott-Cupido is the Managing Director at EmpowerLink Services, a Human Resources consulting company, focused on providing HR solutions to small business. For more information visit www.empowerlinkservices.co.za.



PIZZA PIONEERS

Product innovation is key in the restaurant game and is one of the reasons Col'Cacchio is able to thrive in an increasingly competitive marketplace...

The gourmet woodfired pizza brand has introduced a number of new products to its menu over the years to keep pace with changing consumer tastes.

TAPPING INTO TRENDS

Col'Cacchio has stayed on trend by broadening its offering to include vegetarian, vegan and carb-conscious ranges, continuing its commitment to healthy, fresh food. The brand has also launched Halaal format restaurants and introduced new categories such as breakfast and light meals.

The on-demand delivery space is growing rapidly and people are choosing to eat at home more through traditional take-out and on-demand delivery. "This is another significant trend for our brand

because people are looking for new taste experiences, which opens the door for us to look at introducing more innovative menu items in our category," says Col'Cacchio Business Development Manager, Tarryn Godley.

DO YOU FIT THE BILL?

Col'Cacchio is looking for hands-on franchisees to join them on their expansion path. "We are looking for motivated owner operators who are not afraid of working hard and are looking to be rewarded for their hard work. Prior restaurant experience is not necessarily a requirement; however we are looking for passionate candidates who have exceptional people management skills," says Godley.

The brand places a high level of importance on training and supporting its franchisees. Prospects attend two months' training prior to the opening of their store, with at least one month of hand-holding from head office in their own store after opening, or until such time as they feel they are ready to trade on their own.

Franchise opportunities are available in Free State, Mpumalanga, Kwa-Zulu Natal, Gauteng and Western Cape.

Godley says Col'Cacchio plans to grow steadily by opening a handful of stores each year. "We're excited about the future, and the innovation it will bring," she concludes.



COL'CACCHIO
the reason we crave pizza

'OWNING YOUR OWN RESTAURANT IS LIKE OWNING YOUR OWN FUTURE'



Dominic Dempers

Dominic Dempers,
FRANCHISEE
DURBANVILLE, BELVEDERE
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3 MYTHS about motivating employees

The start of a new year presents an opportunity to refocus our efforts on motivating employees and fostering an engaging, rewarding work environment.

“HR and People teams and company leadership can set the tone for a productive 2019 with the right strategy in place – provided they don’t fall into the habit of common misconceptions about how to best encourage productivity in the workplace,” says Paul Burrin, Vice President of Sage People.

Companies that understand what motivates employees are sure to have a productive year. Here are the most common productivity myths and how to deliver on what employees really care about.

MYTH #1: Employees want cool perks like ping pong tables or team outings.

According to the latest research by Sage People, ‘*Why your workforce isn’t working*’, only five percent of employees say they value benefits such as office games (ping pong tables) or team outings. This despite the fact that 40 percent of companies believe office games are important to employees. In fact, more than half of respondents said they found office games to be an ongoing distraction.

Ultimately, employees don’t value gimmicks as much as their employers think. Instead of springing for a new ping pong or pool table, invest time in ensuring employees feel valued and recognised for their hard work.

MYTH #2: Just saying ‘thank you’ is enough to show employees you appreciate their work.

Saying ‘thank you’ is a great start, but 66 percent of

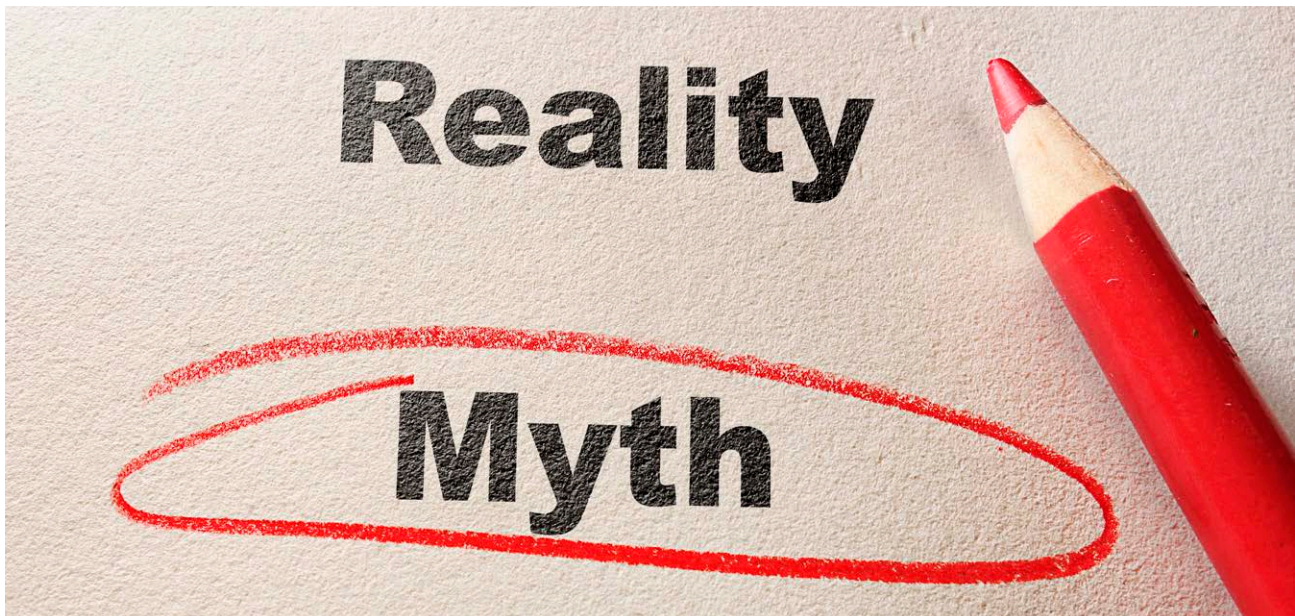
employees polled want to feel more valued and receive recognition for their work. They want to feel their company values the contribution they’re making to the business.

Go beyond ‘thank you’ by creating a system for rewarding and recognising good work. Whether it’s sending out a quarterly email to employees highlighting great performance or scheduling a monthly review session with management, it’s important to ensure your team feels appreciated and receives regular feedback.

MYTH #3: Flexible work schedules and remote work distracts employees and harms productivity.



Paul Burrin,
Vice President,
Sage People



Some companies may be hesitant to initiate flexible hours or work-from-home policies, but 81 percent of employees we spoke to say this kind of flexibility is vital. They want to work in an environment that is best for them, which will inevitably boost productivity.

Why shouldn't employees work from 7am and finish earlier if they're more productive in the mornings? Why should parents have to miss the school run just to be seen to be in the office, when they may be working long evenings too?

Consider giving employees the freedom to create their own hours and work remotely, especially early in the year when morale tends to dip.

MYTH #4: Wellness is only top-of-mind for employees in January.

It's likely your employees will return from holidays with wellness goals—both mental and physical. You should be prepared to support these initiatives year-round.

39 percent of employees polled said they believe HR and People teams could do more to improve wellness at work. Although the start of the year is a great time to begin, if it's not continued throughout the year, then it can seem like an empty gesture from employers. Whether it's offering subsidised gym membership, providing free fruit, ensuring there is mental health support in place, or demonstrating that the company values employee's health and wellbeing through an instilled culture, this is something that's important to employees every day.

MYTH #5: Motivating employees is a priority when productivity is low.

You're reading this because you're presuming that engagement and motivation is low at the start of the year – but is that really the case in your organisation? How do you know?

So many organisations make assumptions to inform HR and People goals based on gut feel. Instead, progressive HR and People teams should be using data and People analytics to build actionable insights. At what point in the year do you experience the highest turnover? Have you explored data from pulse surveys to understand what impacts engagement, and when? Accessing actionable insights can make the difference between understanding myths and reality.

Ready to become a People Company in 2019? If you're an organisation that understands the importance of real recognition over office games and gimmicks, gives employees the ability to choose when and where they work, offers wellness programs throughout the year, and makes decisions on data rather than gut feel, then you're well on the way to becoming a truly people-focused organisation.

If you're not, maybe now is the perfect time to start.

Find out more about what really gets employees productive; download Sage People's research from 3,500 workers, 'Why your workforce isn't working'.

How technology is **shaping employee training and performance**

As with almost every element of business today, technology and digital innovation has dramatically changed approaches to staff training and development.

Gone are the days of classroom style training sessions in which instructors handed out textbooks, exam pads and pens – and conducted formal, paper-based tests. Now, not only have businesses long since moved beyond exam pads and ‘manual’ testing, but they are fast entering an era in which instructors themselves are becoming obsolete! Let’s take a closer look...

Shift to gamification

Within the realm of employee engagement and training, researchers have long since recognised that people are motivated by a system of recognition and rewards. And, of course, who doesn’t like to have fun? So by integrating fun, game-like elements into training courses that are designed around the principles of recognition and rewards, savvy HR and training professionals have dramatically upped the ante. Essentially, we are talking about gamification – the method of incorporating game design and game principles into non-game contexts, e.g. Staff training and development!

Naturally, technology and digital platforms have driven the adoption of gamification within corporate HR and



training environments – and it is increasingly viewed as a critical part of any employee engagement strategy. Arguably, part of what makes this approach so successful is that it can be applied to almost any aspect of training: compliance, product training, on-boarding, leadership development, etc. While the subjects and desired outcomes may change, the basic approach remains the same – incorporating gamified elements such as scores, badges, and leaderboards. According to the 2018 TalentLMS Gamification at Work Survey, 85% of employees would spend more time on software that was gamified, while 87% of employees agree that gamification makes them more productive.

Always-on, interactive and independent training

In addition to the shift towards more gamified models of training, corporates are beginning to embrace the benefits of highly interactive digital training courses that enable employees to learn independently. Indeed, with online courses, employees can login at any time to resume training, and their progress is saved and tracked in real-time. The classroom type model of participation and



interaction is not lost – today’s digital courses are able to incorporate more sophisticated ‘response technology’. This type of technology allows trainers and course designers to embed questions into presentations and course materials – and learners can then respond via a remote device or smartphone, which incorporates the key motivational principles of accountability, participation and recognition.

For businesses, the use of sophisticated digital learning courses has several critical benefits. By eliminating the need for professional trainers to be present, companies naturally cut down on training costs. Employees also take less time out of their normal working day, because training can be conducted from their own desks (or mobile device), and in their own time. Importantly, because training is digitized and tracked online, businesses are able to capture key data – which can then be used to customize future training programmes and to more effectively target individual strengths and weaknesses. Also, given that results are tracked and measured, it becomes easier for HR managers and leaders to pin down return on investment (ROI) – and to identify how to better invest key resources going forward.

Embracing mobility

Given that almost every employee today will have their own smartphone – and/or a company issued smartphone or tablet, businesses are recognising that mobile learning is a no-brainer. And, particularly when a workforce is inherently mobile – such as sales teams and retail staff – mobile training tools become even more paramount to success. Not only is it a speedy and convenient option for both employee and employer, but it also enables employers to deliver a consistent brand message and consistent training frameworks – no matter where teams may be operating.

Importantly, mobile training initiatives grant employees a great deal of flexibility – which is fast becoming a core value among working professionals (and especially for up and coming Millennial talent).

Given the smaller screens, mobile learning is also driving the emergence of micro-learning – whereby content is delivered in smaller, bite-sized chunks, usually at more frequent intervals. Micro-learning also seeks to drive engagement through gamified elements as well as through relevant multimedia such as infographics and animated videos.

Training is key

While technology is undoubtedly a powerful tool to spearhead learning and engagement within the enterprise, it will only be effective if both staff and leaders are properly trained in the use and application of these tools. In many organisations, staff training has typically been left out of digital transformation strategies – so it is an area that requires both dedicated resources and buy-in from executive leadership. Although many of today’s applications and platforms are available for free, companies will still need to invest in sophisticated platforms that contain more advanced features and capabilities. In today’s hyper connected business environment, investing in people means investing in the right technology!

Aaron Thornton is Operations Director of the newly merged businesses of Dial a Nerd and Turrito networks.

Visit www.dialanerd.co.za/www.turrito.com or call (010) 007 0012/(021) 200 1460.



Purpose propels performance



Your company's brand starts on the inside. If your employees are not part of the brand, if they have not bought into the essence of the company's culture, your branding will fail because every interaction with your company will contradict the image you are trying to establish. This is why having the right brand culture is so critical.

In my first column I explained how effective branding is crucial to your company's ultimate success. In this article we look at your internal culture and your employees as these really are the make-or-break factor for your brand.

If you want your brand to resonate with current and potential customers, it must be lived and breathed by your employees because they are the face of your business. The culture you create internally will define how your staff act and the brand message they carry to the world. Leadership buy in is also non negotiable if they do not demonstrate the culture by their actions, employees will quickly realise the culture is a facade and will actively disengage from the brand. Resulting potential dire results for both productivity and quality of service.

The founder of one of the most high-profile brands in the world knows this. Howard Schultz, founder of Starbucks said: "The most important component of our brand is the employee. The people have created the magic. The people have created the experience."

If your people don't love the brand and carry all it represents with them, your brand will suffer and so will your bottom line. If you can't create the magic inside

the company, there will be nothing for employees to carry through to the outside. This is not pie in the sky marketing speak. When it comes to customers' purchasing patterns, employees are seen as the most credible source of information regarding their brand.

The 2013 Edelman Trust Barometer confirms this: "Employees rank the highest in public trust. In fact, 41% of us believe that employees are the most credible source of information regarding their business."

Your employees, individually and as a group, can present a united front by sharing the powerful brand truth and living its magic. This enables an emotional connection with the brand, giving people a deeper understanding, and even a type of tribal kinship with other brand enthusiasts (just look at Apple as an example).

People connect with people and not products, and that's exactly why converting employees into brand ambassadors is so advantageous. It's the culture of the actual people doing the selling and manning the customer service desk that makes all the difference.

This is the brand ecosystem performing at its very best. It thrives by creating meaning, value and preference for everyone. The result is a brand that people connect with and love, and a business that thrives. To put it simply, when it comes to productivity and selling your image to the world, collective and individual purpose created by a winning brand culture is the driving energy that propels performance.

Brand enthusiasts are welcome to follow Kyle Rolfe's latest thoughts on brand building in South Africa and his analysis on relevant global trends and issues via Twitter @kylerolfeSA or on LinkedIn at [linkedin.com/in/kyle-rolfe-brand-engineer](https://www.linkedin.com/in/kyle-rolfe-brand-engineer).



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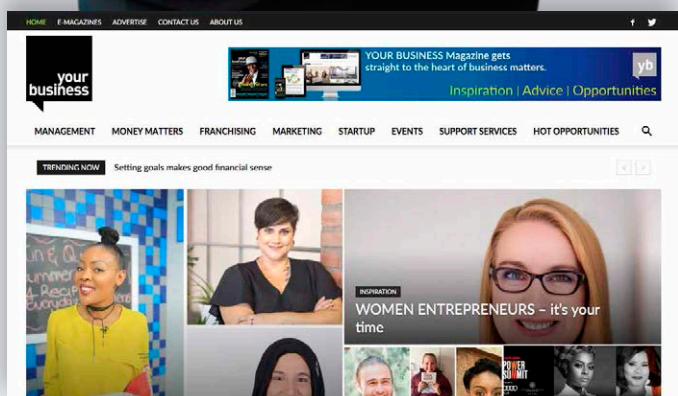
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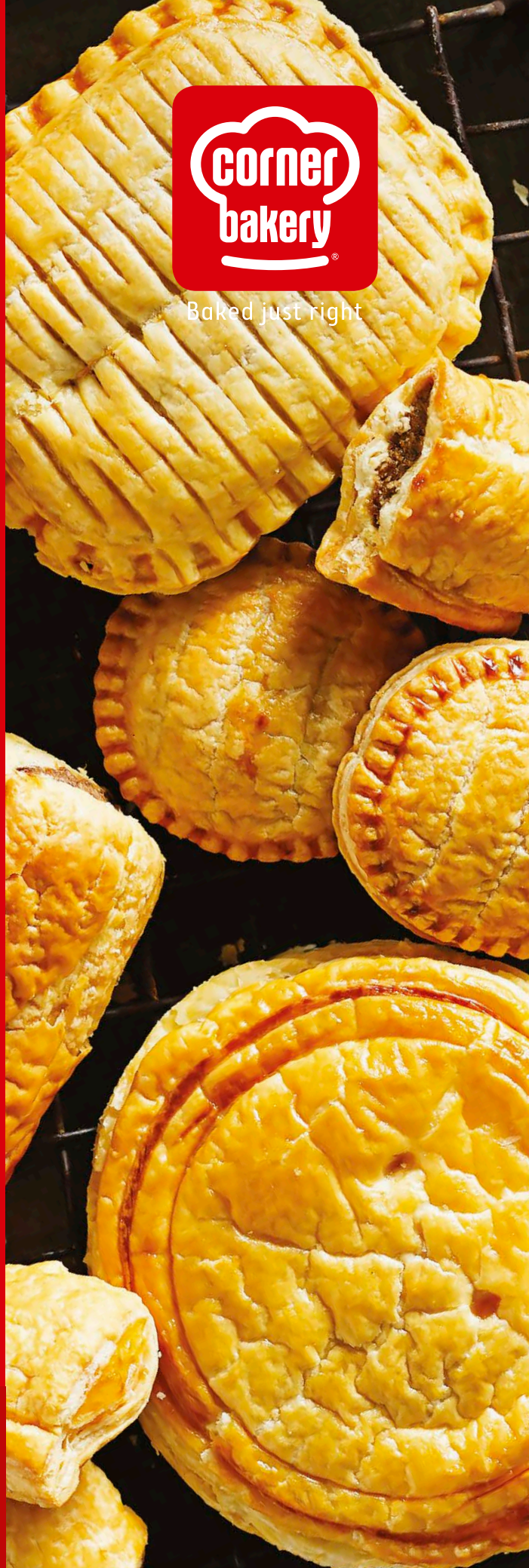
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