

Attend this workshop & put your business on a
Journey to Excellence

The Journey to Excellence



Take Charge of Your **Business!**

Dates and Time: 7—9 August 2013, 08:00-17:00 (first day: please arrive for registration at 07:30)
Venue: Sibane Hotel Contact: Dr Sikhomba Gumbi on 7602 0602

Sponsor



Southern Africa Initiative
of German Business – SAFRI

Since its creation in 1996 as a B2B initiative, SAFRI has brought together people from every sector of business and industry in order to draw the attention of German entrepreneurs to the economic potential of the member nations of the Southern African Development Community, SADC.

In parallel, it reaches out to entrepreneurs, management teams, and enterprising individuals in SADC through the *Journey to Excellence Program (J2Ex)*.

Facilitators

The workshop will be facilitated by REDI's Dr. Sikhomba Gumbi in conjunction with J2Ex Program Developer Nina Mapili. Nina developed the *J2Ex*—of which *Take Charge of Your Business!* is one part—based largely on experience she has gathered since 1997 while working with entrepreneurs, management teams and other organisations in 11 SADC countries.

Local Partner / Organiser



There are many consultants.
Only one is REDI

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Overview

The *Take Charge of Your Business!* workshop is for *owners and management* teams of businesses that want to develop *and implement* a strategic framework for their company that will enable them to “take it to the next level”.

As a participant, you and your management team colleagues will first take an in-depth look at your business. These are some of the questions you will address:

- What was the vision that led to the founding of your business?
- Is that vision still alive and well?
- To what extent does it guide you in your day-to-day activities?
- What concrete goals have you set for the business, and what strategies and plans are you implementing to achieve them?
- To what extent are your strategies and plans based upon a solid foundation of information? Do they take market information, current economic developments and global, regional and local trends into consideration?
- What do you do really well?
- What don't you do well in comparison with your competition?
- Are you using that information by capitalising on your strengths and implementing defensive strategies to protect against your weaknesses?

You will address these and many related topics in the *Take Charge of your Business!* workshop, and use your results and considerations to formulate a concise and precise way forward.

By the end of the workshop you will have developed:

- a holistic strategic framework that builds upon your company's vision, mission and values,
- a well-defined, measurable set of key strategic goals,

- overarching strategies for achieving them, and
- a preliminary improvement activity charter and action plan, either for
 - the implementation of your strategic framework, or
 - to address your most burning issue.

You will have done this against the background of stakeholder, PEST and SWOT analyses, and have learned how to formulate SMART goals and implement plans.

How to prepare

- Consider your own personal vision, mission and values, and those of your company
- Bring along documentation on organisational plans, strategies, goals, measures and results the company is achieving
- Consider why and where, and how much time you spend fighting fires
- Research and bring information about trends in your sector and the world in general that are relevant to you
- Know what your competition is up to!
- Inform yourself about technological developments that could impact your business/activities
- Bring along a pencil, sharpener and eraser.
- See the TCYB page on J2Ex.net for more information

Prerequisite

Sponsor's requirement: the MD/owner of a company must commit to full time participation for a management team to qualify for partial workshop sponsorship.

Case studies

Are you still asking yourself if it is really worth your time?

Read these [case studies](#) to see what earlier program participants have to say about their experiences—in their own words.

"This workshop has helped me open my mind to take my business to another level. It is truly a "Journey to Excellence"
Morgan Chisiri
Director, Pattaf Logistics, Bulawayo, Zimbabwe



The Journey to Excellence

Take Charge of Your Business!

Agenda

Part 1: Introductions; Hopes & Expectations

Registration: sign in, photos, distribution of training materials, build teams and prepare team introductions

Formal Welcomes; Individual and team introductions

Introduction to the workshop and its sponsors / organisers

What are your expectations? What can you expect?

Major learning objectives, workshop output, expectations, opportunities.

Part 2: Vision and Stakeholders

Envisioning the future: *Teams prepare and present skits*

What is a vision? What is your personal vision?

What is your company vision?

Stakeholders: Who are they, and what do they want/expect of you? How do you manage stakeholders?

Part 3: Values and Mission

Values: What are they, and why are they important? What are your values?

What is a mission? What is your mission?

Part 4: PEST, SWOT

PEST Analysis.

SWOT Analysis.

Part 5: Strategy, CSFs and Goals

What is strategy? Terminology around goals and strategy

The Strategic Pyramid

Strategy and Critical Thinking

Your current goals, strategies and plans (the status quo).

Critical Success Factors: What must you do very well in order to achieve your vision?

Your Key Strategic Goals. What must you achieve in order to progress toward your vision? Making Goals SMART

Strategy exercise

Your strategies

Part 6: Consolidating the pieces

Checking Strategic Alignment, SWOT-Strategies-Goals

Looking for and addressing gaps

Root Cause Analysis

Part 7: Action Planning and Way Forward

Action Planning: Preparing Improvement Activity Charters and identifying Milestones

Action Planning: Action Plan Timelines

Presenting Action Plans

Way forward

Overview of mentoring process; planning with your mentor (if follow-on mentoring is planned)

Closing session

Facilitator(s)

The workshop will be facilitated by *Journey to Excellence* developer Nina Mapili, MD of Mapili GmbH, Friedrichshafen, Germany; with the assistance of local facilitators.



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J2Ex - The Journey to Excellence





The Journey to Excellence

The Journey to Excellence

Introducing a new paradigm of excellence -
to entrepreneurs, management teams & individuals

SAFRI

Since its creation in 1996 as a B2B initiative, SAFRI, the Southern Africa Initiative of German Business, has brought together people from every sector of business and industry in order to draw the attention of German entrepreneurs to the economic potential of the member nations of the Southern African Development Community, SADC.

In parallel, it reaches out to entrepreneurs, management teams, and enterprising individuals in SADC through the *Journey to Excellence Program (J2Ex)*.

The Chairman of SAFRI is Prof. Juergen E. Schrempp, retired Chairman of DaimlerChrysler AG.

Introducing a New Paradigm of Excellence

The Journey to Excellence (J2Ex) Program promotes entrepreneurial thinking and organisational excellence, thereby helping to create jobs, raise the standard of living, and generate and improve business opportunities. Its multi-part, multi-level curriculum integrates best practices and lessons learned over the course of our long history of working with entrepreneurs and people wanting to lead an enterprising life. Various workshops provide entry points into the program.

In addition to working with individuals, the J2Ex program caters to the needs of businesses and organisations with differing levels of organisational maturity. One that diligently continues its *Journey* over time, through the various steps, can progress to levels of

excellence that compare well with international benchmarks.

"We have a very pragmatic approach," says J2Ex developer Nina Mapili. "It's all about supporting people, teams, businesses and organisations in their quest to turn dreams into reality. In doing so, we introduce them to new ways of thinking—to a new paradigm of Excellence—and to an easy to use toolbox."

At the same time, we recognise that it isn't just the mindset—it is also about the tools and methodologies one employs. So besides being challenged to embrace Excellence, workshop participants always go away with a "toolbox" designed to support their Journey.

See: www.j2ex.net



"In 2003, I attended a SAFRI workshop.

This marked the beginning of our transformation into a one-stop freight company. Over time, we learned to develop a strong strategic focus and implement robust plans to achieve our goals.

We have been quite successful as a result."

Eddie Kaluwa
MD, Combine Cargo (MW) Ltd, Blantyre, Malawi

See an interview with Eddie here:

<https://www.youtube.com/watch?v=J5Xywn-qoOc>



SAFRI

The Journey to Excellence

It's all about *competitiveness & sustainability*

The Journey to Excellence

At the core of the *Journey to Excellence* Program are two intertwined workshop series: *Preparing to Excel* & *Assessing Excellence*.

Preparing to Excel

The *J2Ex Preparing to Excel* series workshops are dedicated to assisting businesses, organisations, teams and individuals to take important steps on their *Journeys to Excellence* by developing and implementing solid strategic frameworks and strategic plans.

Take Charge of your Life! (TCYL) workshops focus on the individual. They are well-suited to managers, aspiring entrepreneurs, and any other people aspiring to leading an enterprising life.

Take Charge of your Business! (TCYB) workshops are for owners and management teams of businesses that do not yet have clearly-formulated vision, mission, values, goals, and strategies *in place and implemented*. It is also well-suited for people who are in the process of starting a business.

Take Charge of your Organisation! (TCYO) workshops are similar to TCYB, but are for management teams from not-for-profit organisations.

Take Charge of your Project! (TCYP) workshops help teams and individuals put their projects on a solid footing.

Strategic Alignment and Strategic Planning workshops are for more mature organisations wanting to review and improve on their strategic alignment, and develop and implement robust strategic plans. They are also good preparation for workshops in the *Assessing Excellence* series.

Assessing Excellence

The *Journey to Excellence* engages entrepreneurs, MDs/CEOs and their management teams in a process that initiates a robust cycle of continuous improvement - if followed over time. As with any other journey, though, travellers want to know periodically how far they have progressed. The workshops in the *Assessing Excellence* series provide them with the means to measure their progress—always at a level of rigour appropriate to the organisation's level of maturity.

With the assistance of the facilitator, all assessments are done by the managers/entrepreneurs themselves, using the EFQM Excellence Model, a globally respected management tool. It enables them to very objectively and holistically assess their company's performance excellence relative to good and best practices, determine strengths and areas for improvement, and identify key improvement opportunities.

Find us on the internet



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See our website: www.J2Ex.net

SAFRI Office

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The Journey to Excellence

Nina Mapili developed the *Journey to Excellence* program and manages its implementation through SAFRI. She has been working with businesses and organisations in SADC since 1997, and has organised, initiated and facilitated excellence- and entrepreneurship-focused workshops and other events in 11 SADC countries.

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STEP

The Student Experience Program offers internships in German companies for highly qualified students/recent univ. graduates.

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"I thought I knew
about strategic positioning of
business...
until I learnt how to strategically
position mine."

Modesta Lilian Mahiga
MD, Professional Approach Ltd.
Dar es Salaam, Tanzania

