

THE ONLY WAY TO DEAL WITH AN UNFREE WORLD, IS TO BECOME ABSOLUTELY FREE, THAT YOUR VERY EXISTENCE IS AN ACT OF REBELLION. Albert Camus



Financial activation ...

Cause offers a custom designed training programme for emerging and social entrepreneurs focussed on enterprise development, self-employment and sustainability training.

Our team of passionate practitioners present our learning programme which includes training facilitation, coaching and material provision. We have been offering economic development services to NPOs, LED practitioners and sustainability training providers since 2008.

The Cause training programme consists of 8 workshops and is well-tested and implemented in diverse organisations. The workshops are presented in four phases, that signifies the entrepreneurial development level of the participants. These four phases are seen as actions that should be taken and the outcomes of the workshops are very practical and can immediately be implemented.

Phase 1: CONNECT

The **connect** phase is all about planning and getting to know participants. Outcomes include a feasible mini-business plan, personal vision and individual participant assessments.

Phase 2: TRANSFORM

The **transformation** phase is focussed on establishing behavioural changes. Outcomes include a sales and marketing plan and resources.

Phase 3: ACTIVATE

In the **activation** phase participants focus on formalisation and work skills. Outcomes include financial planning and a work schedule.

Phase 4: BELONG

The **belong** phase is all about long-term thinking, leadership and sustainability. Outcomes include enhanced leadership skills and business development planning.

EVERY SOUTH AFRICAN SHOULD BE FINANCIALLY ACTIVE ...

"Wealth redistribution alone is not the solution to poverty. It is wealth creation that solves poverty. We believe that every South African should be economically active, equipped with the skills and information needed to create a financially independent life." Nicolette Booyens



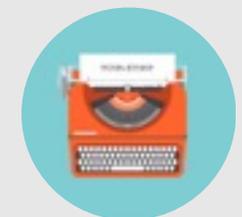
Assessment

Our training process starts with an assessment of prior learning and profiling of participants.



Learning material

Printed learning guides are provided for all workshops.



Reporting

A comprehensive report is provided with learner assessments.

Workshops

Business Vision

We help entrepreneurs to gain a broader understanding of economics and the potential there is to create income through independent commercial activity. The concept of entrepreneurialism is refreshed and participants are supported in creating a business and personal vision for their financial activation.

MarketingPro

Marketing is made practical through the Cause Marketing Toolkit that includes a variety of resources to enable effective marketing management in SMEs. Participants are supported in writing a basic marketing plan that outlines their product, price, target market, online and promotional activities.

CountMe

A long-term view on financial management and sustainability is covered in this workshop. Financial planning, management and investments are explored and practical advice and resources are shared. The aim of this workshop is to offer participants a realistic view building wealth.

LeadUp

Principles such as confidence, discipline and assertive communication are covered in his workshop. Strategic vision and planning is overviewed. Practical leadership skills and resources are shared.

Sustainability101

Participants are instructed and assisted through the process of doing a feasibility study on their business or planned enterprise. This helps to create a financial reality and enable resource planning and risk mitigation. The concept of sustainability is established and developed.

SellSellSell!

This workshop defines selling as the most important component of a growing business. Sales techniques are overviewed and the participants are given the resources and skills to establish a sales process. Role-play is done to equip the entrepreneurs to be able to present their product or service professionally.

WorkNow

This workshop focusses on implementation skills such as planning, scheduling, time management and service ethics. The aim is to create continuity between planning and implementation and to ensure efficient business management.

MediaMe

Focussed on digital media development and building a community of interest around the business, this workshop orientates participants on how to approach social media, website development, and bulk online communication. Elements such as creativity, copywriting and promotion is covered. This workshop is ideal for people that are computer

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