



Empowering Women in Business

Coaching Programme



EDEN DISTRICT



Calling Women Entrepreneurs

★ **GROW** your Business ★ Learn from the
STORIES of successful business professionals,
★ Plan for **SUCCESS**

JAN 2015 to AUG 2015

SEDA Eden Branch is sponsoring a group coaching initiative for 28 local businesswomen to receive group coaching over the next ten months. If you meet the following criteria, please complete the attached application and send through by 24 January 2015.

1. Business must be in existence for a minimum of 2 years with at least 5 employees
2. Applicant must be a woman owner or manager of the small business or directly involved with day to day running of the business
3. The applicant should not be a subsidiary of another company
4. The turnover of a business should be between R1M and R35 million per annum*
5. The sector should preferably be within the following sectors : Manufacturing / Agri-processing / Services
6. To allow the coach to conduct site inspection as part of the selection criteria
7. Actively participate in compulsory monthly coaching workshops and share experiences with the group
8. Maintain confidentiality with regards to business and related information of other participants.

* We will apply our discretion if this indicator has not been met but the business has potential

The attached application to be mailed to Ricardo Dames or Bev Hancock (details below)

Dr Ricardo Dames

Cell: 0836804201

Ricardo@smallbusiness.co.za

Bev Hancock

Cell: 0832765475

bev@klinsitute.net

Closing date for applications 19 January 2015



★ Key Success Factors for an Effective Journey ★

1. Commitment & Accountability to your own growth is the key
2. Coaching is a conversation of equals – bring all of yourself to the conversation
3. Have clearly defined strategies goals and milestone
4. Attend every session – you are the master of your diary
5. Work to your strengths
6. Follow the Process
7. Take advantage of all the learning the programme has to offer
8. All Coaching Sessions to generate excitement and energy
9. Keep written record of plans, goals, decisions

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

Harriet Tubman



★ Key Milestones ★



ORIENTATION SESSION

1 Day – SEDA Offices

- Build relationships
- Understand roles and responsibilities
- Sign agreements
- Start the journey

STRATEGY WORKSHOP

2 Days – SEDA Offices

- **Vision** is established
- Businesses are **diagnosed**
- **Main challenges** identified
- **Growth strategy** is developed
- Dates for coaching sessions are defined

COACHING SESSIONS

10 Four Hour session

- 2 monthly half day group coaching sessions
- Virtual coaching support in between sessions.
- Build business skills and personal mastery

CLOSING CEREMONY

Successes will be celebrated and four awards will be allocated to deserving women entrepreneurs