

MAGAZINE

For business owners, by business owners

#HANDSUP POWER CHATS

With Henley Business School



Customer obsession

FRANS VAN DER COLFF



How do I attract attention?

BARRY VAN ZYL

12 Juicy Offers

Refresh your business with these great discounts

Innovation

- ▶ Why you should pay attention to it...
- ▶ How to get results from it...

Time for a fresh start!

Spring clean you ▶

Hit refresh! ▶



COMING SOON!

Win your seat at the first ever **Business Energizer Café**

HENLEY POWER CHAT
WITH BARRY VAN ZYL

How Do I Attract Attention?

**Rhythm and frequencies have
much to teach us**

- Differentiation - How do you make what you do different and how do you sustain it?
- If you can't be better than everyone else, how can you be different?
- Could one of your weaknesses be the secret sauce to differentiation?



[WATCH NOW](#)

HENLEY POWER CHAT
WITH FRANS VANDER COLFF

Customer Obsession

**There's less disposable income out
there, so how are you going to get
your share of what there is?**

- Make sure you know and understand your customer well.
- Give them the best experience when doing business with you.
- The African way is centred around hospitality, harness that.
- To be customer obsessed, we must design our entire business around the customer.



[WATCH NOW](#)

**We build the people
who build the businesses
that build Africa**



Henley
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AFRICA

Spring clean you

IT'S TIME TO LOOK IN THE MIRROR AND FOCUS ON YOU.

Just as your business will benefit from a deep clean, so will your mindset. Burn out and pandemic fatigue are dangerous bedfellows. As we emerge from our winter of discontent, use the symbolism of rebirth associated with spring to give yourself a fresh start.

To help you on your way, here are four steps to let go of old thought patterns which will support positive changes in your life.

Unplug

It's vital for your wellbeing, but also for your ability to think clearly, to give yourself the time and space to breathe, relax and yes, think. Close the laptop, put your phone on silent and do something that is not work.

Check your negativity feed

To protect our sanity and our well-being, it's essential to seek the good news and limit our exposure to the bad. By choosing what we focus on, we automatically influence our mindset and our feelings.

Build your strengths

Be aware of your weaknesses and try to improve... but put more effort into building your strengths.

Care for your body

Our bodies take a lot of punishment from our lifestyles and our stress levels. Take stock of the bad habits and introduce small changes where you can. Little changes have big payoffs. The healthier our bodies are, the more resilient we are and the more energy we have.

Invest in a stronger, happier you!

DID YOU KNOW?

60% of South Africans were frequently depressed during the first hard lockdown.

[Read the full article](#)



Hit refresh!



SPRING MEANS A SEASON OF GROWTH AND NEW OPPORTUNITIES FOR YOUR SMALL BUSINESS. IT'S A TIME OF POSSIBILITIES.

Change, pivoting, adaptability, agility, 'the new normal', and to quote news presenters, "extraordinary and unprecedented times" ...these are all words and phrases that have summarised business life since corona wasn't just a beer. We need to revitalise our physical environment, our business plan and our marketing.

Here are four steps to spring clean your business:

Dust off the business plan

If you haven't already had to significantly adjust the way you do business, chances are you will have to do so soon to keep abreast of the pace of change worldwide.

Business agility refers to the ability to perceive changes in the market and to respond quickly to them.

Deep clean the workspace

No spring clean is complete without the tools of bucket, mop and broom! Whether your workspace is your dining room or a factory, it's essential to get stuck into your work environment. Clean up, tidy up, fix up and if necessary, do up. It's amazing what a coat of paint and a few pot plants can do to lift the spirits.

Tidy up the books

Entrepreneurs are not noted for their bookkeeping or record keeping skills. However, you cannot know the state of your business' financial health, if you are not on top of the business' books. They help you identify problems, forecast the financial future and to make smarter decisions.

Freshen up your online presence

The world is now a digital place and if your business website and general social media presence is dated or clumsy, it is the equivalent of having a shop front that is dingy and dilapidated. Your brand cannot afford to collect dust.

[Read the full article](#)

Why innovation and renewal needs your attention today

Future-focused leaders think about renewal all of the time, how to reposition products and services, and how to differentiate and create new demand or markets.

Knowing your industry

How do you stay at the edge of your industry, close to your customers and how do you find, validate and decide on new products, services or business models for your organisation? As an organisation, this is an important question to answer because without having insights on where your industry is going you will not innovate on the right things.

Vision and intent

Have you thought about how to build a repeatable innovation capability in your organisation? What about a strategy depicting your actions or an innovation roadmap for the next 6 months? A plan to get you from complacent and reactive to innovative and nimble, building innovation capability that will take your organisation into the future is necessary.

The who and how much

Anything that is going to yield desirable results will need investment. You need to think about more than just money.

Culture, change and people

Future-focused leaders know that your success lies in your people. It is the culture of the organisation, the people within it and hearing the voice of those closest to your customer that will make innovation work.

[Read the full article](#)



Innovation Webinar

Innocentrix

Making innovation work in the future-orientated organisation. Thursday 30 September at 15:00 - 16:30



GET DISCOUNT

R1000 OFF

How to manage innovation for results

INNOVATION CAN MEAN DIFFERENT THINGS TO DIFFERENT PEOPLE BUT IT IS IMPORTANT TO GET EVERYONE IN YOUR ORGANISATION ON THE SAME PAGE OR INNOVATION COULD BECOME HARD TO ACHIEVE.

What is innovation?

For me in simple terms innovation is made up of three things – **it is a new idea that has been implemented in the market and that is creating new value.** All three of these elements must be present before we can talk about innovation. A new idea that has not been implemented is still a creative thought only or a fresh idea, implemented but not yet creating value, could classify as an invention, but not much more.

How does innovation differ from innovation management?

It is basically the difference between doing innovation in the organisation and managing innovation as a business discipline to ensure that innovation in your organisation works, that it keeps on delivering results.

Innovation management is being elevated by the new ISO 56000 series of innovation management standards and it is coming to a place near you...

[Read the full article](#)

Innovation Webinar

Innocentrix

The six drivers of innovation value. Thursday
16 September at 15:00 – 16:30



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