

MAGAZINE

For business owners, by business owners

Are your business goals on target?

It's midyear - time to review progress and tweak your business goals!

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Small businesses win cash, coaching and advertising worth R20 000!

[MEET THE WINNERS](#)

Get SMARTAR

Learn how to set goals and download the free template.

[GET STARTED](#)

Winning Ways

Previous Business Goals winners share how they met their goals.

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[Build your team positivity!](#)



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[Spotlight on young entrepreneurs](#)



TREAT YOUR GOALS WITH THE RESPECT THEY DESERVE, AND YOU JUST MAY ACHIEVE THEM!

Simply put, a goal is something that you aim to achieve within a set amount of time. For most people, goals stay within the realm of wishful thinking and new year's resolutions. This is largely because we don't approach goal-setting smartly.

We are emotional beings and, as such, we are motivated by emotional triggers. The stronger the desire, the more likely we are to make something happen.

That's all very well and touchy-feely, you may be thinking, but what has this got to do with small business?

Well, no business can afford to stand still. Your business goal may be to increase sales, to expand to bigger premises, or pay off a loan quicker. The reality is that unless you and your team connect to this goal emotionally, it is unlikely to become a reality.

How do I get that emotional attachment to a business goal?

Business goals do tend to be numbers-based, increased revenue or higher sales targets, and numbers are not all that exciting...until we re-frame them into what the numbers mean. For example An increase in sales of 10% will mean that we can invest in new technology, which will, in turn, improve our speed and allow the team to finish at least 15 minutes earlier every day.

Those extra 15 minutes mean different things to different people. It may be getting home earlier to fetch kids and avoid paying extra fees at the creche or catching an earlier taxi, thus avoiding the long queues, or simply having time to garden.

**FREE
DOWNLOAD**

Get **SMARTAR**
Goal Setting
Template

[Read the full article](#)

Specific Measurable Achievable Relevant Time-based Action-driven Reviewable
SMARTAR

SPOTLIGHT ON PREVIOUS BUSINESS GOALS WINNERS

Winning Ways

GET INSPIRED BY OUR PREVIOUS BUSINESS GOALS WINNERS WHO SHARE THEIR JOURNEYS AND HOW THEY MET THEIR GOALS.

We are currently at a tipping point...

We started off in 2015 as an online retailer of security equipment, CCTV, access control and automation and quickly grew into a dynamic team doing full installations and servicing.

We're deciding whether or not to get another team on the road. Covid, and the impact it's had on our economy is proving to be tricky to navigate however we are still striving to reach our goals.

We're excited about the prospect of further job creation in a country with such a high unemployment rate.

Craig Stolly - Homesecurity1st



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BUSINESS GOALS COMPETITION 2019 WINNER
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The Business Goals competition helped us switch on our stoves!

Our journey thus far has been a culmination of gruelling preparation, trial and error, major milestones, and of course an unprecedented will to spread love one bite at a time.

We are most excited about spreading our taste and sharing our love, one bite at a time. This means growing our brand's footprint beyond our current location, reaching and tantalizing as many food lovers' tastebuds as possible.

Tsholo Moteka
Love Bites Cafe



SPOTLIGHT ON PREVIOUS BUSINESS GOALS WINNERS

I started my business in a garage by myself.

I am now running a centre with a team of four counsellors, a receptionist and even a counselling apprentice. We managed to weather the COVID storm so far and are still going strong despite the setbacks. We see clients for fees and are also running a successful donation-based counselling clinic. We are hoping to expand this clinic to other venues in the poorer communities in our area.

I was amazed how much the Business Goals coaching has helped me to formulate my business. The goals I set out to achieve were becoming reality when COVID put a stop to the progress. One of my goals was funding and the other big one was staff security.

Knowing that I have survived for 6 years and that despite COVID we are growing again. The possibility of multiplying our services and placing ourselves into the poorer communities is very exciting.

Andrea Nettel - The Family Counselling Centre



The Family Counselling Centre

Building Healthy Relationships

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Our business is advertising and marketing through design and print. We create, manage and build brands through effective creative strategy using the appropriate print media and design.

J&B Printers has been established since 1985, and since then a very happy Nedbank client. Through the years our clientele base has grown considerably, some clients growing their businesses and brands under our expert advice and still supporting us. It is our vision and belief that good business is respecting and nurturing your client's business as you would your own, we provide sustainable advertising solutions that clients can afford month after month.

Nedbank Business Goals came around to us at a very appropriate time.

We had just made a decision to relocate our business and needed funding, we also needed sound business advice and upon entering the business goals competition it was said to provide business coaching and mentorship. It really did help, and the added monetary prize was an added bonus too!

Jamie Jack - jamiejack212@gmail.com

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Small businesses win cash, coaching, and advertising worth R20 000!

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Antoinette Maree
- Eppik Online**
Amos Tapile
- Estelle Novella Speech Therapy & Audiology**
Estelle Novella
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Victoria Meyer
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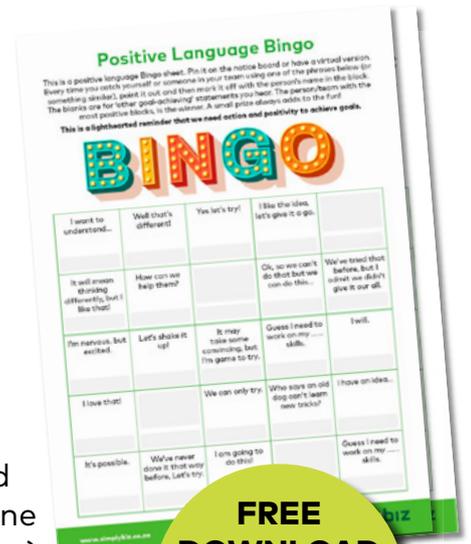
Congratulations

Positive Language

BINGO

Look for and reward the positive, "I can" attitudes!

This is a positive language Bingo sheet. Pin it on the notice board or have a virtual version. Every time you catch yourself or someone in your team using one of the phrases below (or something similar), point it out and then mark it off with the person's name in the block. The blanks are for 'other goal-achieving statements' you hear. The person/team with the most positive blocks, is the winner. A small prize always adds to the fun!



FREE DOWNLOAD
Play positive language Bingo today!

Name Acronyms

Encourage your team to think of themselves positively!

The challenge: Every team member is challenged with producing an acronym of positivity using the letters in their name. These can be turned into posters to remind the team that 'can and can't' are optional.

S Successful

I Inspiring

P Playful

H Hopeful

O Optimistic



Creative Space Challenge

Let your teams create their own creative space.

The challenge: Allow participants to give their workspace (virtual, at home or physical) a creative makeover. Set a tight budget – the aim is to re-use, re-purpose and do-up. Include small objects like indoor plants, wall art, personal photographs, or anything that's creative and brings positivity. If our space is creative and positive, it encourages us to think that way too! If you can do this in teams, even better because you can bring in an element of fun competition.

Spotlight on young entrepreneurs



My business gives me the sense of living a purposeful life.

We provide pavement installation services: Installations, repairs and maintenance. We also have a copy shop within our office, where we offer printing services focused on academic and small businesses.

We got started because we felt we could have a positive impact on our society through providing useful and reliable services to our people and creating employment opportunities for myself and others.

The direction in which the business is taking is very exciting for us. The business has now hired five men and continues to show huge signs of growth. We hope to hire more people and create ample opportunities for employment.

Tumelo Ratala
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015 065 0907



We're excited to empower and help youth

Mosihle is a training provider and supplier of safety gear and Personal Protective Equipment.

We started in 2018 after identifying the escalating unemployment in the townships and an increasing number of youth leaving school and enslaved by drugs and prostitution. We're steadily making progress.

We're excited to empower and help youth who struggle with substance addiction to be equipped and ready to add value to their respective communities.

Puseletso Malindi
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SPOTLIGHT ON OUR YOUNG ENTREPRENEURS

Koete Construction is 100% black owned construction company established in 2017. I discovered my construction while working for my brother while I was still in high school.

With no capital, starting was very difficult but because I love what I do I kept the faith and pushed forward. We now have 3 permanent and 13 temporary employees.

Not having working capital, construction equipment and heavy construction equipment, office and office equipment is still our biggest challenge.

I love what I do, and I am excited about creating jobs, making the environment safe and making a difference in my community.

Hlompho Jeffrey Nyatshe
jnyatshe@gmail.com



KOETE CONSTRUCTION



We started off in my uncle's garage...

Mukapu is the ultimate solution in eradicating food insecurity, malnutrition, undernourishment by producing highly nutritious meal replacements at an affordable price.

The idea was to produce a nutritious meal replacement for my grandmother who is a type-2 diabetic. We wanted to create something that is tasty and contains nutrients her body needs.

We started off in my uncle's garage and now we are renting a workspace which at this point had allowed us to grow exponentially in terms of production and meeting the demand.

The potential the business has and the amount of impact we can have in the near future are some of the things that excite me. One thing about solving grand challenges is soul fulfilling more especially when one appreciates the traces of the impact we have had.

Vhutshilo Ronald Netshiongolwe
vhutshilo51@gmail.com

How to avoid a R10 million fine and/or 10 years in jail.

**FREE
DOWNLOAD**
POPI Act
Compliance
Checklist

THE PROTECTION OF PERSONAL INFORMATION ACT 4 OF 2013, (POPIA) COMES INTO EFFECT 1 JULY 2021. AS A BUSINESS OWNER, YOU ARE RESPONSIBLE, AND YOU MAY FACE CRIMINAL CHARGES IF YOUR BUSINESS IS FOUND TO BE NON-COMPLIANT

- 1. Appoint and register an Information Officer (IO)**– this may be you, or a responsible member of your team. <https://www.justice.gov.za/inforeg/portal.html>. Define the role of the IO.
- 2. Audit:** Where and how does your business process, store, and share personal data? Are there reasonable steps in place to properly protect and secure the data from possible breaches? (This is harder to identify than you think... databases, phone numbers, addresses, biometrics, emails, messages, signed receipts etc.)
- 3. Analyse** what information is required at each touchpoint and whether it is strictly necessary. Obtain permission to use the information and restrict access to that information. It goes way beyond "Unsubscribe" messages.
- 4. Develop a POPI policy** and procedures for the consent, processing, storing, sharing and destruction of personal information. Insist on suppliers signing SLAs for POPI compliance. Develop a "right to be forgotten" procedure.
- 5. Develop a complaints procedure** and ensure that the relevant people are professionally trained to handle a query or a complaint.
- 6. Consider privacy rights** and the potential for harm should hard copy files, laptops, phones, flash drives etc fall into the wrong hands. This includes all disused technology devices. Take remedial action.
- 7. Review business websites** and all social media platforms in terms of privacy, security, cookie notices etc. and take remedial action.
- 8. Train all staff members in POPI** and make sure the policies are enforced, especially concerning direct marketing.
- 9. Develop ongoing self-audits and compliance checks** and stay abreast of industry best practice or codes of conduct.
- 10. Destroy all physical and digital personal information** that is no longer required for the purpose for which it was originally gathered. Be aware of tax and other statutory limitations.

Watch this space for ongoing information and tips on how to be POPIA compliant.

Post your comment



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