

Turn your good business into a great one in 2013

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Applications are now open for one of South Africa's top business mentorship programmes - an initiative that has helped countless businesses go from average to undeniably awesome!

The Fetola Legends programme promises to give committed participants the boost their business needs to become a force to be reckoned with in their sector. This past year, 2200 individuals from 85 organisations throughout the country benefited from this specialist enterprise development programme, which has become known for its ability to transform small and emerging enterprises into award-winning businesses.

The good news is that any existing business or non-profit may apply, regardless of current size and location. The programme is the only one of its kind to be delivered not only around SA's major urban centres, but which can also be followed and accessed in rural and remote spots. The only requirements are that the business is based on a sound idea and has the potential to be sustainable (whether business or non-profit organisation), as the initiative is strongly aimed at producing real results for SA business and job creation.

The Legends programme, which is sponsored by some of the country's major corporates and local and international funders, including core sponsor Old Mutual, Microsep and Shared Interest UK; provides participating business with experienced mentors 24 hours, seven days a week; practical tools and templates to grow the business; access to a community of peers and their enterprises; focused workshops and e-learning modules to improve business knowledge; market access opportunities and brand development, and needs-based business support and systems development.

Interested entrepreneurs should sign up without delay, and can do so online at www.golegends.co.za, via the online application form. Please note that spaces are extremely limited, and that all applicants will go through a selection process before the Legends Class of 2013 is chosen.

Catherine Wijnberg, Director of the Fetola Foundation which has presented the Legends programme for the past five years, has urged all entrepreneurs and non-profit leaders who are serious about giving their organisations the best shot at survival and excellence, to consider participation.

"Entrepreneurship in SA is struggling despite the best intentions of government, the private sector and foreign donor programmes, and most of the current strategies aimed at facilitating small business development are not achieving the results our economy so desperately needs," she says.

"The Legends programme is based on four pillars which have proven successful in producing award-winning, sustainable companies and organisations. These four pillars include the selection funnel (spending effort on candidate screening to ensure a good match), practical business skills training (with training carefully tailored to business needs and readiness), a support system (to guide beneficiaries as they implement their learnings) and ensuring participants have some 'skin in the game' (handouts and a lack of mutual commitment reduces perceived value, and builds dependency and a sense of helplessness). We want people who are looking to grow and succeed to apply."

Please visit www.golegends.co.za to learn more and apply for the 2013 programme. For questions not answered on the website, call 086 111 1690 or contact Thantaswa Matshobongwa on enquiries@fetola.co.za, but please note that only online applications will be considered. Closing date for applications is 7 January 2013.

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