



**HR SYNTHESIS**  
CONNECT. CULTIVATE. COLLABORATE.



# Entrepreneurship Enablement Programme

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Connect. Cultivate. Collaborate

# What is Entrepreneurship Enablement?



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Being a small business owner can be scary and lonely with so many avenues to navigate in the South Africa economy. This programme is designed to **support and empower entrepreneurs to create sustainable organisations, establish sound people practices** that is steeped in **good governance**, as well as **build future fit capabilities to adapt and innovate** in this VUCA world, all whilst **finding balance**.

HR Synthesis takes a **holistic, human centric approach** to developing small businesses by empowering entrepreneurs with the **right skills, knowledge, attitudes and values** with the aim of setting them up for success and creating employment opportunities.

# Benefits of the Entrepreneurship Enablement Programme



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**HELPING  
ENTREPRENEURS  
UNDERSTAND AND  
MARKET THEIR  
UNIQUE VALUE  
PROPOSITION**

**CREATING  
AWARENESS OF  
BUSINESS  
REGULATORY  
REQUIREMENTS**

**BUILDING  
EMOTIONALLY  
INTELLIGENT,  
WELL- BALANCED  
LEADERS**

**EMPOWERING  
ENTREPRENEURS  
TO ESTABLISH  
SOUND PEOPLE  
PRACTICES**

**BUILDING  
CAPABILITIES  
FOR A  
DIFFERENTIATED  
AND  
SUSTAINABLE  
BUSINESS**

**ENABLING  
DESIGN  
THINKING AND  
PAVING THE WAY  
FOR INNOVATION  
AND  
CONTINUOUS  
LEARNING**

# Our Entrepreneurship Enablement Pillars



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**INVEST  
IN YOU**

**INVEST IN YOUR  
BUSINESS**

**GOOD  
GOVERNANCE**

**TAKING CARE OF  
HUMAN  
RESOURCES**

**CONNECTED  
CULTURE**

**CAPABILITY  
ENABLEMENT**

**WELLBEING**

# Unpacking Our Pillars



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1

## INVEST IN YOU

A JOURNEY OF  
SELF DISCOVERY

UNDERSTANDING YOUR STRENGTHS  
AND HOW YOU ELEVATE THEM  
HOW YOU THINK, LEAD, COMMUNICATE  
AND WORK WITH OTHERS  
DISCOVERY INSIGHTS PROFILES  
LEADERSHIP DEVELOPMENT  
LEADERSHIP COACHING

2

## INVEST IN YOUR BUSINESS

FINDING YOUR PURPOSE  
AND SELLING IT

YOUR PERSONAL "WHY"  
YOUR COMPANY "WHY"  
UNIQUE VALUE PROPOSITION  
BRANDING  
SOCIAL MEDIA MANAGEMENT

3

## GOOD GOVERNANCE

BUILDING AN ETHICAL  
FOUNDATION

UNDERSTANDING PAYROLL  
LABOUR LEGISLATION  
B-BBEE  
POPIA  
CODES OF GOOD PRACTISE

# Unpacking Our Pillars



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## TAKING CARE OF HUMAN RESOURCES

ESTABLISHING BEST PRACTICE

EMPLOYMENT CONTRACTS  
POLICIES  
LEAVE MANAGEMENT  
PERFORMANCE CONTRACTING  
REWARD & RECOGNITION  
ONBOARDING  
EMPLOYEE RELATIONS

5

## CULTURE OF CONNECTEDNESS

STAYING IN TOUCH

CO-CREATING VALUES  
CULTURE TRANSFORMATION  
STAYING CONNECTED WITH  
CUSTOMERS & COMMUNITIES  
UNDERSTANDING INDUSTRY TRENDS

6

## CAPABILITY ENABLEMENT

DIFFERENTIATED CAPABILITIES  
CREATES UNPARALLELED VALUE

MANAGING CHANGE  
BUILDING RESILIENCE  
GRIT  
GROWTH MINDSET  
CREATIVITY & INNOVATION

# Unpacking Our Pillars



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## WELLBEING

### ESTABLISHING BEST PRACTICE

SEVEN DIMENSIONS OF WELLNESS

WELLNESS ASSESSMENTS

WEBINARS AND PODCASTS

WELLNESS CAMPAIGNS

POWER OF "NO"

TRAINING LEADERS ON WELLBEING

MEDITATION AND BREATHWORK



# How HR Synthesis Empowers & Enables Entrepreneurs:

**It starts with a journey of self discovery.** This self-awareness helps entrepreneurs understand how they market, sell, grow one's business as well as how they connect with customers and manage employees and suppliers.

Next is defining your **personal and business WHY**, establishing your brand and your unique value proposition which will assist with selling and marketing your business.

Building awareness of **good governance structures** and the level of **compliance** needed at various stages of one's business.

Equipping entrepreneurs with **sound people practices**.

Providing ongoing training on **culture and various capabilities** like creativity and design thinking to be **future fit and sustainable**.

Empowering entrepreneurs to **Find the Balance** by taking them on a path of wellbeing.