

MAGAZINE

For business owners, by business owners

High-touch vs High-tech

Balancing people and technology

DID YOU KNOW?

75% of employees would prefer to have a shorter workweek.

A long weekend every weekend

Will a 4-day workweek work for your business?

FIND OUT HOW

Motivating employees in the new normal

Tips to help you navigate the new world of remote management.

FIND OUT NOW



WATCH THIS SPACE!

The highly anticipated **Business Goals Competition** coming soon!

A long weekend every weekend?

DID YOU KNOW?

75% of employees would prefer to have a shorter workweek.

THE FOURTH INDUSTRIAL REVOLUTION (4IR) WENT INTO OVERDRIVE BECAUSE OF THE PANDEMIC, AND IT SHIFTED THE WORLD OF WORK AS WE KNEW IT.

As business leaders, we must predict and assess the impact of technology on our businesses from the supply chain through to customer satisfaction. Integral to this assessment, is the people factor and how we can best enable our teams to deliver. Businesses and their employees were thrown overnight into online and work-from-home solutions in response to lockdowns. A year later, this is the norm, and it begs the question, 'so what is the best way going forward?' As we celebrate Workers Day, let's consider what our employees want from the new normal.

Whether or not the 4-day week is right for your business, the 4IR is going to bring changes that we cannot even imagine. Being open to new ways of doing things and flexibility are essential traits for business owners. Be prepared to ask, 'what if?'

How do you know if a four-day week will work for your business?

To help you decide, read the full article as we discuss the following points:

- Would productivity slump?
- Would you lose customers?
- Benefits for employees
- Benefits for employers
- Possible disadvantages
- A roadmap to implementation

[Read the full article](#)

If you have introduced the permanent long weekend – we would love to hear about your experiences in the comments section.

[Post your comment](#)

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Motivating employees in the new normal

THE NEW WORLD OF WORK CONSISTS OF HIGH-TECH, DISTANCED TEAMS, HYBRID MODELS OF IN-THE-OFFICE COMBINED WITH WORK-FROM-HOME.

Customers are increasingly expectant of efficient online service and delivery options. It is an evolving challenge to keep customers happy and employees motivated.

If you are feeling a little overwhelmed as a small business owner, you are not alone. Large corporations are grappling with the same problems; however, your advantage lies in the agility that is core to being a small business. Adapting to change is what small businesses do well.

The following tips may help you navigate the new world of remote management.

- **High-Tech and high touch**
Technology may have facilitated the work-from-home capability of your business, but it cannot replace our fundamental human need for society.
- **Flexibility and feedback**
While regular team communication is important, so is individualised feedback on performance.
- **Have a break, have a KitKat**
People need regular breaks from work and especially their screens to stay energised.
- **Experiment and learn**
To develop a growth mindset, we need to embrace failure as a learning experience.

[Read the full article](#)



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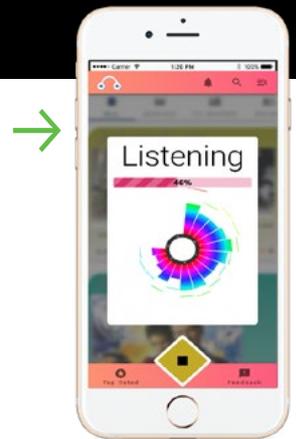
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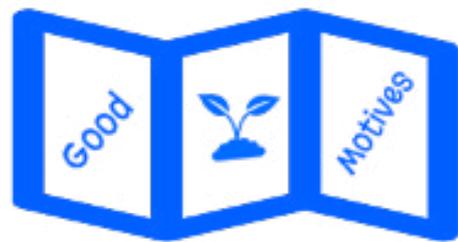
Let's get you closer to your business goal.

Lookout for your exclusive invitation to enter the highly anticipated Business Goals Competition, for your chance to be one of 50 entrepreneurs to receive a cash injection, plus coaching, and your choice of advertising to the value of R20 000!

Previous Business Goals winners describe their experience.



"The coaching was great as it helped grow the business and assisted with getting the business going. The business is doing so well and not struggling at all." **On Point, Tshifhiwa Justin Kone**



"I found the one page business plan most beneficial. Coaching helped me look at my business with an open mind." **Good Motives, Loyiso Alam**



"I found that the advertising and social profiling was most beneficial for me. Social media posts and likes has made an impact on my business." **Status Autobody, Hajira Ebrahim**



"I found that this has been such an amazing competition to win." **Lovebites, Tsholo Moteka**



"I found that the weekly action and the advertising and social profiling was most beneficial. Winning the competition helped me take more risks." **Serati, Ditiro Mashigo**

If you wish to have the spotlight on your business. Contact us and tell us your story.

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