

empretec

PROGRAMME



TOGETHER ADVANCING SMALL ENTERPRISE DEVELOPMENT



Giving you tools and skills to help the growth of your personal development



Seda has partnered with UNCTAD (United Nations Conference for Trade and Development) to implement the EMPRETEC Program in South Africa. The program promotes the creation of sustainable support structures that help promising entrepreneurs build innovative and internationally competitive small and medium sized enterprises. EMPRETEC also encourages the formation of mutually beneficial business linkages among Small Enterprises as well as with transnational corporations.

The core product of the EMPRETEC is the Entrepreneurship Training Workshop (ETW). The ETW is an opportunity for the participants to become more familiar with the behavioural competencies of successful entrepreneurs, strengthen and enhance those behaviours in themselves, and finally to be able to apply the behaviours in their own businesses.

TARGET BENEFICIARIES FOR EMPRETEC TRAINING WORKSHOP

- The programme targets existing small enterprises
- Entrepreneurs with viable business ideas
- Entrepreneurs with bankable project proposals
- Cooperatives

THE EMPRETEC MODEL

This is the flagship of UNCTAD training programmes; the Entrepreneurship Training Workshop is an intensive workshop whose model was developed by Management Systems International of U.S.A under consultancy contract to the United Nations Conference on Trade and Development .UNCTAD holds the intellectual property and copyrights to the model which is currently licensed to 40 countries. South Africa signed a Memorandum of Agreement making it 33 in the Network. The EMPRETEC Model was piloted in South America during the 1980s and proved to be a success.

EMPRETEC is aimed at sharpening the entrepreneurial competencies of participants and building the skills necessary to implement and manage businesses successfully. The experiential and interactive nature of the workshop allows for self-appraisal and hands-on experience in order to establish the competency levels of participants. The EMPRETEC' model uses a well

structured approach to screen entrepreneurs to identify those needing assistance in setting up their own businesses or assist in charting a growth path for existing enterprises.

DURATION

6-day workshop.

COURSE CONTENT

This training focuses on developing core personal entrepreneurial competencies in participants in the following areas;

Goal Setting -How to set goals and objectives for every activity;

Risk Taking - the need to and how to take calculated risks in any project or programme;

Introduction to Business Create Exercise (BCE)- the demonstration and application of entrepreneurial competencies;

Opportunity Seeking - how to identify opportunities and take the initiative to exploit them;

Introduction to Business Planning and Systematic Planning - how to plan any program or project and take remedial action in order to reach the organizational objectives;

BCE Identification - Giving practical experience of running a business to the participants;

Information Seeking - the need for and how to conduct research and the appreciation of the power of information;



Demand for Efficiency & Quality - the need to have a passion for costs control and Quality improvement and the how to do it;

Commitment to Work Contract- appreciation of commitment to work as a contractual obligation;

Persistence - the development of resilience in the quest for achieving organisational goals;

Persuasion and Influence - developing winning strategies and using contacts and networks to your advantage, and negotiating in a powerful manner;

Presentation Skills - the know--how to be confident in making presentations;

Financial Planning-learn how to plan finances.

BENEFITS FOR ATTENDING THE EMPRETEC PROGRAMME

Participants on this programme not only receive an UNCTAD endorsed certificate but also benefit from being registered by UNCTAD on a global database where they become part of a larger network of Empretec where this programme is implemented. Participants of this programme also become eligible to be nominated for international awards such as the UNCTAD Woman Entrepreneur Awards.

METHODOLOGY

Delivery of the workshop involves a combination of lectures, discussions, case studies, practical exercises and the use of simulations and role-plays. The methodology is a participatory and experience based learning.

PARTICIPANTS RECRUITMENT AND SELECTION PROCESS FOR THE EMPRETEC PROGRAMME

Participants are invited to a briefing session to explain the programme and the methodology; furthermore the following processes listed below are also carried out,

- Interview
- Selection process
- Entrepreneurial profiling

All EMPRETEC Training Workshop participants are registered as clients throughout the Seda Branches for further ongoing development and support.

The program is relevant to everyone that is interested in venturing into entrepreneurship as a career either by starting an own business or involved entrepreneurship development.

For more information please visit our website at
www.seda.org.za

Call 0860 103 703 for National Information
Centre and your nearest branch contact details.



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