

Micro-credentials for SME Owners

Proposal:

Value Proposition: The Micro-credentials for SME Owners program offers a unique skills-gap and learning experience value proposition by providing targeted, actionable training in key areas essential for SME growth and sustainability. Unlike traditional academic programs, our micro-credentials focus on practical, hands-on learning experiences that directly address the specific challenges faced by SME owners in today's dynamic and digital-first business environment.

Program Features:

1. Skills-Gap Analysis:

- Gain a comprehensive understanding of your business's skills landscape through our skill reports.
- Armed with accurate data, you can confidently drive informed decisions that shape success.

2. Skills Mapping:

- Our solution enables you to contextualize your skills requirements, creating a tailored skills model that aligns with your unique needs.
- By mapping your skills landscape, you can identify areas of strength and areas for improvement, allowing you to prioritize your learning and development initiatives effectively.

3. Skills Matrix:

- Align learning initiatives with real-time skills data, ensuring that your targeted learning is relevant, impactful, and directly contributes to both individual growth and organizational success.
- By tracking and monitoring skills development through a dynamic skills matrix, you can measure the effectiveness of your training programs and make data-driven decisions to optimize your workforce's capabilities.

Key Features and Process:

- **Skills Assessment:** SME owners undergo a comprehensive skills assessment to identify existing competencies and areas for improvement.
- **Customized Learning Pathways:** Based on the skills assessment results, personalized learning pathways are created to address specific skill gaps and business needs.
- **Interactive Learning Modules:** SME owners engage in interactive learning modules covering a wide range of topics relevant to business management, including sales and marketing, administration, operations, and finance.
- **Real-World Application:** Learning is reinforced through practical exercises, case studies, and real-world examples, allowing SME owners to apply their newfound knowledge directly to their businesses.

- **Continuous Monitoring and Feedback:** Progress is continuously monitored, and feedback is provided to ensure ongoing improvement and effectiveness of the program.

Tiered Bundled Packages for SME Owners:

All packages include skills-gap analysis, mapping and matrix report per participant.

1. Starter Package - "Foundation Builder"

- **Includes:**
 - Sales and Marketing Workshop
 - Administrative Skills Workshop
- **Cost:** R5,500 per participant
- **Description:** Ideal for SME owners looking to establish a strong foundation in essential business skills. This package focuses on enhancing sales and marketing capabilities while also improving administrative efficiency.

2. Growth Package - "Expansion Accelerator"

- **Includes:**
 - Operations Management Course
 - Financial Forecasting Workshop
 - Social Media Marketing Bootcamp
- **Cost:** R12,500 per participant
- **Description:** Designed for SME owners aiming to scale their businesses and optimize operational efficiency. This package combines operations management, financial forecasting, and advanced marketing strategies to drive growth and expansion.

3. Premium Package - "Business Mastery"

- **Includes:**
 - Complete Sales and Marketing Suite (Workshop, Digital Marketing Course, CRM Implementation Training)
 - Operations Management Course
 - Accounting Fundamentals Course
 - Financial Forecasting Workshop
- **Cost:** R25,000 per participant
- **Description:** Tailored for SME owners committed to mastering all aspects of business development. This comprehensive package covers sales, marketing, operations, and finance, providing the necessary skills to lead and grow a successful business.