



**Percolate**

# Transforming Business by Igniting Leadership Impact

Driven mainly by connectivity, globalization, digitization, and new methods of collaboration, important core structures and methods of the industrial economy are speedily and dramatically reforming.

While change is nothing new, the speed, scale, and impact of a variety of fundamental shifts in globalization, technology, and societal expectations—are undeniably transforming the business landscape today.

Traditional limitations within business are clouding and dissolving, and the new mantra of “anything is possible” is intensifying, enabling new approaches to business challenges.

As a result, organizations are increasingly looking at different methods to create sustainable competitive advantage for their organizations.

To operate in a global environment and to achieve growth locally, it will be important to raise the level of professional and leadership competencies.

If we are to embrace such concepts as “world class” and “business excellence” we must lift the skill and experience base of the management and employees. This will enable us to build flexibility into the workforce in order to be able to cope with the rate and degree of change.





# About Percolate

At Percolate we focus on **business transformation by igniting leadership impact.**

Leadership is a driver in business and ensuring that leadership at all levels, and in all forms, are equipped with the tools they require to drive successful businesses is our focus. Equipping leaders with competencies to enable them to survive and thrive in these turbulent and volatile times to remain agile and inspired is key to success.

Percolate was founded to assist Small and Medium Enterprises in any industry to improve the manner in which they do business. We assist with creating a more professional and compliant business environment, taking care of disciplines that have great impact within the organisation but normally are not a key focus and are thus rarely invested in.

## Definition: **Percolate**

1. Spread gradually through an area or group of people  
"Continental ideas on art, science and architecture percolated from Venice to London"
2. Filter gradually through a porous surface or substance  
"The water percolating through the soil may leach out minerals"
3. Be or become full of lively activity or excitement  
"The night was percolating with an expectant energy"

At Percolate our aim is to effect meaningful behavioral change, resulting in a healthier organisation. We focus on purposeful and deliberate dissemination of knowledge and information throughout an organisation to ensure that change has been effectively integrated. The manner in which facilitation of key business concepts is introduced and integrated into the organisation will create an experience in the mind of the individual or team.

At Percolate we believe that by exposing individuals and teams to business concepts with a spirit of interactivity allowing sufficient time to process and augmenting the learning does add significant value to the learning process of individuals and teams. We are a SAQA accredited training institution. We have in-house SAQA accredited Facilitators, Assessors and Moderators and hold accredited Learnerships with Services Seta and Merseta. We can assist your business with your training needs and your own accreditation. Investing in our business can assist you with your business compliance goals



Percolate (Pty) Ltd was founded in 2012. Registration number: 2012/086994/07.  
Percolate (Pty) Ltd is a Level 1 B-BBEE 100% Black Woman Owned EME.

Percolate (Pty) Ltd was founded in 2012 by Myrna Brauns. She has over 20 years' experience in business in various industries

# Percolate Services

Coaching

Business Consulting

## Coaching

Coaching is unlocking a person's potential to maximize their own performance.

Coaching is a process that allows an individual or team to reflect and gain awareness of who they are, what is important to them, their strengths and weaknesses, their challenges, and action they need to take in order to make the changes they want. Unlike training where the focus is on the lecturer / facilitator imparting their knowledge to you, coaching focuses on helping the coachee to take responsibility for identifying their own goals and areas for development and thus being able to identify their own solutions to move forward. This is achieved by the coach providing a safe, non-judgmental space, asking thought-provoking questions, and deep authentic listening to help the coachee explore, and reflect to enable insights and lead to more effective decision making.

There are numerous benefits of coaching in organisations. Coaching is an immensely powerful process and means of developing an individual whatever their role is and it can be applied in a variety of ways in an organisation. Coaching has many benefits:

- 80% of people who receive coaching report increased self-confidence
- Over 70% benefit from improved work performance, relationships, and more effective communication skills.
- 86% of companies report that they recouped their investment on coaching and more (Source: ICF 2009).

## Leadership Coaching

The definition of Leadership Coaching is a developmental process where a leader gets tailored help from a coach to help them achieve a goal and become a more effective leader. The leader gets to spend time understanding themselves and their impact on individuals and teams by observing and understanding their own leadership style and subconscious motivations.

The coach plays a role in enabling the client to recognise their obstacles and come up with solutions to attain their goals.

Coaching as a management style means the leader or supervisor uses a coaching approach in their interactions with subordinates. Leaders use key coaching skills such as questioning, listening and building rapport to provide an alternative way of managing and leading their people. Whilst there are times when it is appropriate to 'instruct', the danger is that if the individual's ideas are not their own and they do not feel that they are able to contribute to the goals of their team or the organisation, then they may feel undervalued, will lack ownership and commitment to the task in hand and can be highly de-motivating. Conversely, if you adopt a coaching approach and ask questions to allow an individual to think through problems, assess their own performance, explore options and decide a course of action this can result in increased ownership and commitment and increased engagement in the task or job.

## Life coaching or Executive Coaching

Here the emphasis is on developing the client in order that they can better perform in their role. Often this is termed executive coaching and is reserved for those more senior in the organisation or those regarded as 'high flyers' simply because of the perceived cost.

Taking the time out in a more formal coaching session can really help an individual reflect upon what is important to them, their skills, attitudes, qualities. This will raise their own awareness and increase their own responsibility for taking action and their success.

# Percolate Services

Coaching

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## Business Consulting

Organizational structures today are generally flatter and more devolved. Management are more empowered to make decisions to add value and growth in a shorter space of time without being bogged down by unnecessary bureaucracy. A great deal of irrelevant data is collated and unless it can be efficiently transformed into information used to make decisions and create solutions, it just creates frustration and confusion. To meet these challenges, organizations have to be nimble and agile in terms of their key business operational processes and strategic decision-making. What they really need is greater visibility into their core business processes, the Industry they operate within and the business landscape they find themselves in.

Companies need to remain dynamic in customer focus, innovation, technology, and quality, by adjusting to shifting customer expectations. To stay competitive, organizations must constantly review the status of their projects, policies, and initiatives—and they have to make rapid decisions about which should continue, which should change, and which are worth launching. What's needed to make these choices is easy access to up-to date business relevant information.

At Percolate we believe in optimizing distinctive business capabilities on which your company strategy is based, an application of extensive data, statistical and quantitative analysis and fact based decision making to enable you to understand the Industry in which you are operating and the consumer that you are targeting. It is much more expensive to attract a new customer than it is to keep an existing one. Knowing that, a company should do all that it can to understand not just what product or service their customers purchase but why and how they purchase them. Being able to retain customers is as important, if not more so, than gaining new ones.

In this difficult business period when budgets are suddenly tighter and companies are under more pressure, the decisions today carry much greater weight than they did before. It is very beneficial to concentrate, therefore, on those implementations that can offer the greatest immediate impact on your organization. Focus on a solution that offers users in your organization the information they need while delivering an ROI that any organization can justify.

Corporate  
Strategy

Brand  
Marketing

Human  
Resources

Training &  
Development

Sales  
Strategy

B-BBEE  
Strategy

### 1. CORPORATE STRATEGY (Formulation and Implementation)

Providing an advisory function to Leadership and Management on the formulation and implementation of Corporate Strategy within the company or group of companies. Diagnoses through various appropriate or relevant methodologies, followed by sessions designed to equip leaders with tools to understand challenges and assimilate changes more effectively.

Overseeing each aspect of the business to ensure strategic plans are implemented successfully in order for the company to remain competitive, profitable and sustainable. A multi-skilled individual, with the capacity to work in a diverse, multi-cultural global environment. Effective research to provide insights into the business landscape locally and globally, in the present, short term and long term, to ensure sustainability and relevance of the company or a group of companies.

Lead a process of organization design and development that plans, communicates, and integrates the results of strategic planning throughout the organization. Keeping the Management Board informed of significant complications that could jeopardize the achievement of company goals and those challenges that are not being addressed adequately at the line management level. Evaluates plans and changes to plans. Makes

recommendations to the Management Board. Identifies and monitors the organizations culture so that it supports the attainment of the company's goals and creates an environment conducive to success.

Significant experience managing various areas of Corporate Strategy with a focus on the functions below:

- Transformation
- Enabling people to lead and contribute to their fullest potential
- Determine the capabilities required by the business strategy in order to minimize the execution gap
- Analyze divisions and departments for productivity and level of skill and experience (capacity & capability)
- Up skill Leaders with competences to enable the effective and optimal implementation of the strategy through their subordinates
- Create succession plans and surpassion plans for sustainability of the organisation into the future
- Develop the mind set of employees to create agility enabling them to respond effectively in circumstances of rapid change
- Create a platform to enable the values and culture of the organisation to be disseminated and entrenched effectively
- Develop skills courses throughout the organisation ensuring skills transfer and the development of stronger functioning teams.
- Organizational Development - Support leadership to build and grow a successful learning culture that will lead to a collaborative work environment. Provide strategic guidance and support to management on interventions aimed at organizational effectiveness; organization development; change management and leadership development.
- Coaching and Guidance - Partner with HOD's or Leadership to ensure that their departments are structured to meet or exceed performance targets.
- Direct; mentor; and coach towards efficient; effective delivery of all departmental goals.



## 2. BRAND MARKETING

Clear and impactful communication of a clear brand message to support and build a differentiated market position for each product portfolio. Well thought out customer experiences in order to create the right perception, build brand equity, create long-term sustainable competitive advantage, and firmly entrench our brand positioning in the mind of the consumer.

Maintaining the Brand Corporate Identity in line with the National or Global Portfolio and maximizing product offerings by adhering to the relevance of the product life cycle.

A holistic and professional approach to Brand Management leveraging our global and local supply chains to maximize the impact in the market.

Significant experience managing various areas of Brand Marketing - focus on the functions below:

- Group Brand Marketing strategy development and implementation
- Press Officer
- Segmentation and consumer insight models revalued and enhanced
- Marketing metrics reviewed, revised and implemented
- Consumer insights models implemented effectively
- Competitor analysis leading to actionable insights
- Internal marketing strategy designed, developed and implemented

- Achieve financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Design, develop and implement an engagement strategy for potential and existing customers – Brand Experience – Top of mind
- Group Brand Policies and Group Key Procedures developed and implemented
- Ensure integration of the brand vision and subsequent brand positioning is carried out within the group - provide coherence in the brand message
- The brand message assimilated into all marketing communications across all the brand touch points to provide a clear and consistent message about the brand
- Correct branding of all promotional items; vehicles; business cards; signage etc.
- Design and development of Internal Company Newsletter
- Companywide involvement & awareness in CSI projects (e.g. Nelson Mandela day)
- Set up of bi-annual Social and Ethics committee meetings
- Update the tracking tool for Social and Ethics committee bi-annually
- Completes marketing department operational requirements by scheduling and assigning employees; following up on work results.
- Maintains marketing staff by recruiting, selecting, orienting, training employees.
- Maintains marketing staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.



### 3. HUMAN RESOURCES (Including Industrial Relations)

Translating the strategic critical success factors and competence requirements into people requirements based on an understanding of how people can bring differentiated value to the business strategy. Configure the HR Architecture to drive specific value for the business.

Possess a profound understanding of the discipline of the Human Resource function within an organisation and how to apply strategies for the most effective use of human resources to have a significant and powerful effect on the organisation. We ensure that best practice is implemented systemically within the organisation creating sustainability and thus business continuity. A LEADER in the implementation of Employee Engagement, increasing the wellbeing and productivity of all employees and ensuring a safe and healthy work environment.

Oversee all of the people functions and provide the direction necessary to align them to the strategy of the global group, the group's business needs and where and how they contribute to these targets and goals. Ensuring all employees have an understanding of Group policies and procedures. The role provides strategic human resources management for increased productivity of employees through engagement and plans to attract, reward, develop, and retain the best talent available.

The position drives the successful implementation of the culture change initiatives while embracing the group's business and financial objectives, putting in place the necessary organizational design, change management, compensation, and compliance to ensure the success of the company. Function as a strategic partner to the business units, providing thought leadership on people management practices and Industrial relations challenges and issues within the group of companies.

Significant experience managing various areas of Human Resources with a specialized focus on the functions below:

- Attraction, Recruitment and Selection

- Remuneration and Reward
- Employee Performance Management Development and Implementation
- Employee Relations (Labour Relations)
- Setting and achieving compliance targets in Employment Equity for the group
- Group committee facilitation (Employment Equity)
- Compensation and benefits administration;
- Contribute to the development of the organization's overall strategies by providing strategic inputs on talent management.
- Work with other company leaders to develop strategies that make sense in light of labour trends and the company's existing talent base.
- Facilitate business change and performance through the implementation of an effective people strategy.
- Influence business decisions on people management through a close partnership with Executive Leadership team.
- Convert strategic and tactical business plans into high-impact HR plans and programs that align with the business needs.
- Develop the organization's talent acquisition and retention strategy, providing direction to the recruiting function to ensure identification of the top talent for the company.
- Assess the company's workforce's current capabilities. Periodically examine future labour trends and expected vacancies.
- Develop a formal plan to attract, develop and deploy talent. Oversee external recruiting and succession management for Executive and Director Level.
- Creating and managing talent management programs such as on-boarding, performance management; employee development; succession planning; rewards and recognition.
- Manage the HR team, deliver talent management practices that attract and develop high potential, diverse talent for the organization.
- Employee Relations - Provide guidance and coaching to Leadership teams enabling them to be more successful as they lead their teams. Develop training programs at all levels within the group to integrate the learnings of line managers and employees in employee relations.
- Maintain minimal company exposure to lawsuits.
- Directs the preparation of information requested or required for compliance with laws. Approves all information submitted. Serves as the primary contact with the company employment law attorney and outside government agencies.
- Protects the interests of employees and the company in accordance with company Human Resources policies and governmental laws and regulations.



#### 4. TRAINING & DEVELOPMENT

Focus on the training and development needs of all internal and external employees within the company or group of companies. Design and Develop effective training programs to empower and develop employees. Develop and design a comprehensive training program to empower Executives, HOD's and Line Managers and all leaders within the Group of Companies, to implement discipline effectively, enhance their leadership ability, and improve their understanding of the South African Law. Ensure professional programs are developed and aligned to SAQA standards.

Providing high quality training and development options to the company or group to ensure employee engagement and sustainability of the business.

Significant experience managing various areas of Training & Development with a specialised focus on the functions below:

- Operating a Training Foundation - offering the complete service to a group of companies or a single company.
- Development and design of accredited and non-accredited Learnerships and Skills courses to aid job competency
- Setting of skills development targets and goals in line with legislation
- Implementation of accredited & non-accredited skills courses & Learnerships in line with SAQA & relevant SETA standards
- Develop group wide training programs to transfer brand knowledge throughout the group ensuring consistency of the brand
- Develop a skills matrix and Needs analysis
- Development and submission of the annual Workplace Skills Plan (WSP)
- Design training brochures, learner guides, facilitator presentations and other forms of communication
- Recruit and train technical trainers
- Quality System: Develop a quality system for the training entity to ensure that quality standards are understood and adhered to as per SAQA requirements.
- Write Group Key Procedures and Policies to manage consistent implementation of training and development ensuring that the entity delivers consistent high quality training.
- Drawing up and implementing Key Procedures to ensure the effective running of the entity. (managing bookings, purchase orders, evaluations and payments)



## 5. SALES SET UP AND IMPLEMENTATION

The Sales function is one of the most important skill sets required in a business and needs the relevant focus in order to be successful.

I focus on training and development of sales personnel in the 8 stages of the sales process which are: Pre-approach, approaching the customer, determining needs, presenting the product, handling questions and objections, closing the sale, suggestion selling, and reassuring and follow up. The quotation process and the submission of tenders are key competencies that need to be

Significant experience managing various areas of Sales with a specialised focus on the functions below:

- Training and development of Sales Personnel
- Clarity in product offerings
- Sales Tool development
- Segmentation and differentiation of customer base
- Call schedules defined
- Profitability of the business

A business model defines the manner by which the business enterprise delivers value to customers, entices customers to pay for it, and converts those payments to profit. The essence of a business model is: "How do we make money in this business?" Behind that question is a lineup of other questions:

In essence the Sales Function is the driver of the business and determines the various revenues that sustain the business.



## 6. B-BBEE STRATEGY FORMULATION AND IMPLEMENTATION

We support of the South African governments transformation objectives and are committed to the successful implementation of B-BBEE (Broad Based Black Economic Empowerment). We have taken proactive steps to ensure that we adopt an achievable B-BBEE strategy that contributes to the sustainability of business.

Significant experience managing various areas of B-BBEE with a specialized focus on the functions below:

- Development of an achievable B-BBEE strategy
- Implementation of the strategy to ensure that the B-BBEE target agreed upon is achieved at the end of the period.
- Researching, analyzing and reporting on the state of transformation throughout the process.
- Collaborating with relevant stakeholders to advance transformation
- Developing capacity and capability within the company to ensure that transformation is properly assimilated into the company.
- Incubator Set up and implementation; Ensuring that SMME's are identified and set up correctly to ensure that we maximize the points for the sector.
- Guiding Incubators through the compliance required to operate a successful business.
- Training and development of Incubators through the training sector with Skills programs or Learnerships such as New Venture Creation NQF Level 4 or NQF Level 2, depending on the education level of the business.



### Contact Us:

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