



Promoting  
entrepreneurial excellence  
in SADC

SAFRI,

the Southern Africa Initiative of German Business,  
is pleased to announce a two day workshop designed  
to enhance entrepreneurial competitiveness:

## The Road to Excellence

**Self-Assessment using the  
SADC Quality Model Questionnaire**

May 24th-25th, 2003  
DaimlerChrysler Headquarters  
Pretoria, RSA

Sponsors:

# DAIMLERCHRYSLER

Kyalami Catering



Dr Gumbi, centre, assisting a small workgroup

**Dr Sikhomba Gumbi** CEO, RED1 Consulting Services

"I've come to realise that if Africa is to develop sustainably, its organisations must embrace the concept of performance excellence - and I plan to help them do it!"

Dr Gumbi launched his consulting company after becoming familiar with the SADC Quality Model through SAFRI, and offers a wide range of services, including training in the use of the Model. He will be the workshop facilitator.

### SAFRI

The Southern Africa Initiative of German Business, SAFRI, was founded in 1996 to help improve the economic and political parameters for business in Southern Africa. It focuses on member countries of the Southern African Development Community (SADC), promoting entrepreneurial excellence, competitiveness and empowerment by enabling Southern African entrepreneurs to upgrade their skills and competencies in Entrepreneurs' Workshops and SAFRI-initiated training courses.

### Registration

Fax to Beauty at: 012 677-1553

Family name(s)

Given name(s)

Company Name

Position

Since

Address

Telephone

Fax

E-mail

Web site

Company description

Number of employees

Signature

**Workshop registration** is strictly limited to ensure the best possible learning experience. Spaces will be reserved in order of receipt of payment. The workshop fee is R1 150.00 incl. VAT.

### For registration and information contact:

Beauty Luti  
DaimlerChrysler South Africa (Pty) Ltd  
Wierda Road (M10 West), Zwartkop, Centurion  
Tel. 012 677-1915  
Fax 012 677-1553  
E-mail: beauty.luti@daimlerchrysler.com

Every morning in Africa,  
a gazelle wakes up.

It knows that it must run  
faster than the  
fastest lion,  
or it will be killed...

*Special guests include:*

**Christoph Köpke**

Chairman of the Board  
DaimlerChrysler South Africa (Pty) Ltd.

Self-Assessment is an integral  
part of the way we do business.  
It helps us to focus and sharpen  
our competitive edge."



It doesn't matter  
whether you are a lion or a gazelle.

*The Way Forward*

Shortly after registration and payment, you will receive study material and instructions for optimal Workshop preparation.

*The SADC Quality Model Questionnaire & Workbook* will guide you through the uncomplicated, fact-based assessment of your organisation by helping you to review activities and results, and measure them against best practices in the Model's 11 criteria.

This analysis should be part of your *strategic planning activities*. After you have assessed your performance, you will set targets and prepare an action plan focused on achieving continuous improvement in priority areas.

At appropriate intervals, usually on an annual basis, you and your management team will then assess how well these actions are achieving results by repeating the Self-Assessment process.

**Remember: Excellence is the ultimate advantage!**

When the sun comes up,  
you had better be  
running!

*Sharpen your competitive edge*

Invest 2 days in a workshop featuring a combination of presentations, intensive discussion, practical exercises and case studies designed to start you and your business on a journey toward continuous improvement, performance excellence, and increased competitiveness.

*Self-Assessment using the SADC Quality Model Questionnaire*

Self-Assessment is a comprehensive, systematic and regular review of an organisation's activities and results referenced against a benchmark of performance excellence. The Self-Assessment process allows an organisation to clearly identify both strengths and areas in which improvements can be made, and culminates in planned improvement actions, which are then monitored for progress. It is also an effective means to co-ordinate an organisation's quality improvement initiatives.

Every morning in Africa,  
a lion wakes up.

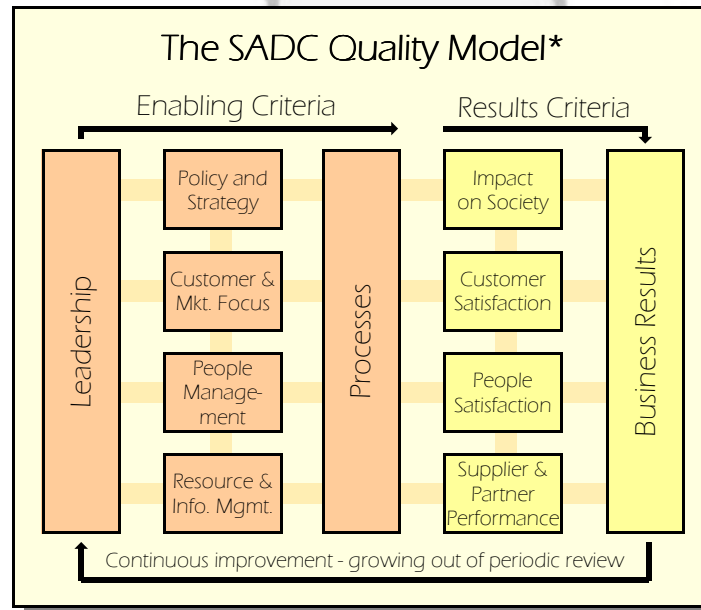
It knows that it must  
outrun the slowest gazelle,  
or it will starve to death...



**Alwyn Coskey**

Owner, Kyalami Catering

"Service Excellence is the key to Kyalami's success. We are driven by passion! This training helps one to systematise that passion and focus on the areas that can contribute most to business success."



\* The SADC Quality Model is identical to the South African Excellence Model, which was developed by the South African Excellence Foundation and then adopted by the SADC Council of Ministers for use in SADC.