



DIFFERENTIATE

The marketplace is not lacking in talent; it is lacking in activated talent.

At Differentiate, we specialize in building curated Internships, Graduate Development Programs and other Early Career learning programs that transform high-potential graduates and students into high-performing professionals.

What is a Graduate Development Program? It is a structured development initiative designed to fast-track young talent into key roles within an organization. Through hands-on learning, mentoring, and strategic skills development, it accelerates their transition from education to the workforce, making them a crucial and cost-efficient asset to the business. A Graduate program is a decided long-term strategy for a robust talent pipeline and an opportunity to build legacy.

Our mission:

To design learning programs that drive real-world impact and shape the future workforce, one graduate at a time.

OUR PROCESS

Our programs aren't off-the-shelf. They are crafted with your business, your industry, and your future in mind.

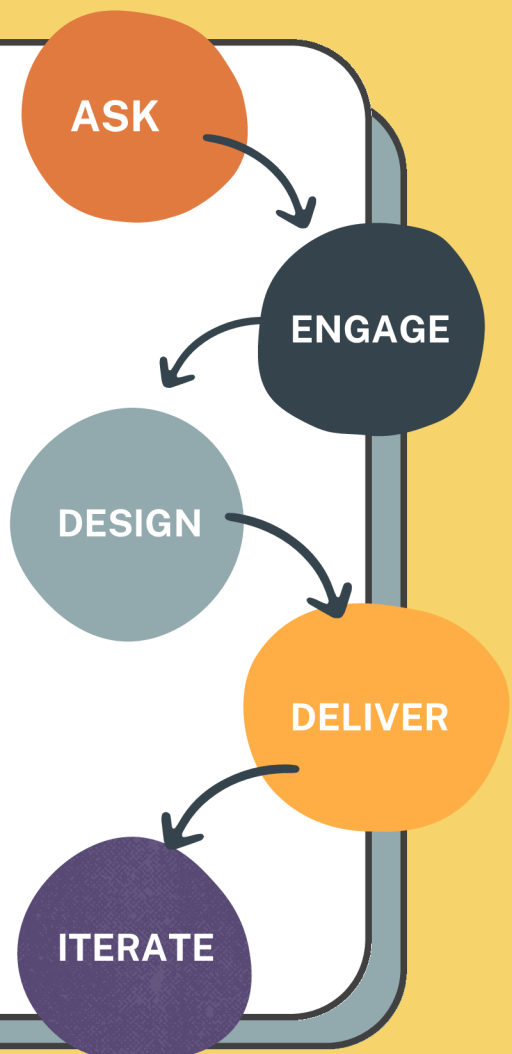
ASK: We listen carefully, exploring your goals, realities, and operational needs.

ENGAGE: We conduct a robust **needs analysis** to identify required competencies and build internal buy-in.

DESIGN: We create and refine a flexible, scalable curriculum.

DELIVER: We launch, facilitate, manage, and adapt the program for maximum impact.

ITERATE: We review, update, and strengthen the program annually, creating a living, evolving talent pipeline.





OUR LEARNING APPROACH

Through our GradLAB we blend trusted educational theory with practical design to bridge the gap between structured schooling and the dynamic world of work. Our programs are based on:

- **Competency-Based Development:** Focusing on critical cross-field competencies like communication, collaboration, critical thinking, situational awareness, and time management.
- **The Five Stages of Learning:** Strategically navigating the journey from unconscious incompetence to conscious competence.
- **Bloom's Taxonomy:** Guiding learning through structured levels of cognitive demand, from understanding to creation.
- **Experiential Learning and Reflective Practice:** Embedding active learning cycles and cultivating reflection as a critical workplace skill.
- **Bernstein's Sociology of Education:** Designing equitable programs that support diverse graduate lived realities across South Africa's socio-economic spectrum.

THE SUN DOES NOT
FORGET A VILLAGE
JUST BECAUSE IT'S
SMALL.
— African
Proverb

OUR SUPERPOWERS

When you partner with Differentiate, you don't just get a Graduate Development Program; you get a strategic partnership with specialists in both education and business, someone that doesn't just understand your need but is able to develop the pedagogy required to meet it.

- We absorb, internalize, and apply new knowledge quickly.
- Connect with others and lead complex stakeholder engagements as we learn about your business.
- Ask the difficult questions at the right time.
- Bring strategic and lateral thinking to tackle the toughest education and business challenges.
- Design learning programs where learning **actually** takes place, rooted in a well understood balance between education theory, context and experience.
- Build on existing internal initiatives that work OR start with a blank canvas.
- Adapt when the landscape changes.

DIFFERENTIATE | Build Tomorrow's Talent, Today