

## Develop the Community by Empowering the Individual



January 2019

Thank you for expressing interest in Micro-MBA. It is likely that you've had a look at our Website <https://www.micro-mba.com>, Facebook page: <https://www.facebook.com/micromba.TridentInstitute/>, or that you are following us on Instagram: [https://www.instagram.com/micro\\_mba\\_international/](https://www.instagram.com/micro_mba_international/). If you are not yet doing these things, please do take a look.

We are the undoubted experts at what does NOT work because we have made so many mistakes as we have tried to alleviate poverty in society by promoting self-employment. We would like to help others to avoid the same pitfalls!

The **Micro-MBA Course** is a highly effective modular competency-based course that has been used by more than 240 development organisations throughout Africa. The course was developed specifically in relation to the needs and abilities of people in the micro-business sector of the South African economy, but has been found to be of value throughout sub-Saharan Africa, as well as in Latin America. More than 190 000 emerging entrepreneurs in the micro and small-business sectors have been educated in this way over the past 30 years. The course requires the equivalent of grade 6 literacy, but illiterate people are encouraged to bring a literate friend or family-member with them to the course. In this way “2 are trained for the price of one!”

The programme begins with a 5-day, learner-driven course, based on a series of simple workbooks covering the basics of business management comprising the following modules:

- Investigating the Market
- Using a Calculator
- Buying
- Costing and Pricing
- Selling
- Writing a Business Plan
- Money Management
- Stock Control

“Micro-MBA” incorporates Trident Institute (Pty) Ltd Reg: 2000/009699/07  
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Patron: Mrs. Albertina Sisulu & Dr Beyers Naude (late) Managing Director: Cedric Buffler

Micro-MBA meets the requirements of SAQA Unit Standard 14444

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After the basic classroom experience, each learner is expected to meet with the facilitator at least once a month for three months. At that stage, those who demonstrate that they are applying what they have learned are awarded a Micro-MBA Diploma. The course, which is updated and improved at irregular intervals, is offered in three versions, i.e. Blue books for Traders, Green books for Producers and Red books for Service Providers. The books are available in English, French, Portuguese, Spanish and Afrikaans. In practice, we have found that more than 97% of learners in South Africa choose English as their preferred language for the Micro-MBA course, therefore we have discontinued printing versions in isiXhosa, SeSotho, SePedi and isiZulu.

A pack of training materials required to enable each learner to write their own business manuals, including a basic business plan, costs R874 (including VAT). There is also a charge (currently R35 per set) for sending the goods via courier. The pack comprises 8 workbooks and sufficient bookkeeping materials to last for 6 months. Learners are encouraged to use the calculator on their cellphones. You may supply your own branded briefcases, if you wish. Please advise us if you are registered for VAT, so that we can invoice you appropriately.

Courses for people who wish to become Trainers and Mentors in their community are run regularly in Gordon's Bay, outside Cape Town and in Plumstead. The cost per person for this intensive 4-day course is R7 000 (inclusive of VAT), payable "up-front." Participants are required to complete all the exercises in all 14 workbooks prior to the first day of the course, therefore arrangements must be made two to three weeks prior to the course to allow time for the training materials to be sent via courier. The pack of training materials for Trainer-Mentors comprises 5 generic workbooks plus three each for Traders, Producers and Service-Providers – a total of 14 workbooks. It also includes a copy of the Trident "Bizzy" game, used to enhance calculator skills.

If you wish, you may pre-pay for 20 sets of Micro-MBA training materials (costing a total of R17 480, including VAT & Courier, but saving you R7 000, that is, 40%!) and attend the Trainer-Mentor course free of charge. Every 20 sets purchased no more than 30 days before the course, pays for one delegate to attend. The course typically starts on a Tuesday morning and finishes on Friday afternoon.

These courses are arranged by appointment in Cape Town, or as a quorum emerges in other areas.

*We are prepared to run courses for Trainer/Mentors anywhere, provided that the following conditions are met. We need:*

1. A pre-paid "quorum" of at least 10 delegates at R7 000 per person. Courier-charges for the training materials are for the account of the host organisation.
2. You may make use of the "20-set offer" above. (Please note the 30-day limit).
3. A suitable (air-conditioned) venue with seats arranged in a u-shape, with facilities for teas. The venue should include either a data-projector or a pc-compatible HD screen, plus a flip-chart and pens.
4. Travel and accommodation costs for the course facilitator from a day before the course until one day after the course plus a cash per diem of R300 per day to

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- cover dinners and incidentals.
5. Wi-Fi access must be available throughout the course.

On the Trainer/Mentors' course, we deal with the TASK and the PROCESS of empowering people to start or improve their small businesses. The TASK is fairly simple, but very important. It involves learning how to assist emerging entrepreneurs as they work through the 8 workbooks that comprise Micro-MBA. This section also includes a simple method to evaluate the viability of a business, as well as problem-solving with clients.

The PROCESS is as important as the task and here we deal with the principles that we have found to be important in bringing people from a place of dependence, through independence, to interdependence. Apart from concentrating on skills needed to implement the Micro-MBA course, we also deal with the basics of Competency-based Training; Transactional Analysis; Managing Change; the Trainer as Leader vs the Trainer as Manager and the importance of Effectiveness vs Efficiency. We also place a strong emphasis on Emotional Intelligence and Social Intelligence. We have come to recognise the enormous power that a prevailing world-view has on the culture within which it reigns. Throughout the course, we attempt to help delegates realise that development does not occur in a vacuum. It is vital to be aware of the belief-systems and paradigms of the communities in which one operates.

We believe that facilitators are the natural mentors of the small businesses, therefore they should be contactable by their clients after the basic course and follow-up period.

It would be a privilege to work with you for the empowering of the emerging entrepreneurs in your area.

I look forward to hearing from you.

Yours in Development



**CEDRIC BUFFLER**  
Managing Director

The Micro-MBA course meets all requirements for Unit Standard 14444, "Demonstrate an understanding of a general business plan and adapt it to a selected business idea," at NQF Level 1 with 7 Credits. If your organisation is accredited and you wish to add this Unit Standard to your portfolio, we can send you the appropriate Alignment Matrix to support your application.

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