

24 November 2022

Dear Mr. Nkagare Makhudu

Thank you for the most powerful, informative and transformational capacity building workshops you hosted last week. I must say it was such an honour to be in a room full of powerful entrepreneurs that have so much potential and hunger to changing the status quo of our economic landscape.

I would like to provide a review of what I have learned from the two sessions I was able to attend; there is a lot of knowledge acquired but the below will summarise what stood out the most for me.

#### Day 1 – Digital Marketing

- Goal Setting – Avoid time wasters, have a laser sharp focus as having access to digital platforms can tempt one to be looking at things that are not aligned to the business.
- Know and follow your competitors – Learn from competitors, benchmark and amplify digital marketing strategies and tactics based on insights from competitors. Use google trend and analytics.
- Pinpoint best industry practices, and initiate their adoption to keep an edge over the competition.
- Use keywords that will make my product-offering stand out from the rest.
- Understand how to use digital marketing tools like google ads, google listings, SEO and the purpose for each.
- Create and build customer loyalty.
- Digital marketing is the most effective, time saving and allows one to have an international reach.
- Understand how and when to use paid and owned media.
- Understand how to apply different segmentations in order to achieve effective results, demographic, behavioural and geographical segmentations.

### Day 3 – Mental Health

- Feedback – helps us to evaluate what we are doing right and what we are not doing right; this helps to avoid frustration and helps us to adjust our expectations.
- Plan of action – Steps towards the goal can change along the way if there are external environmental contributors but that does not have to derail us from the goal, learn to adapt quickly and change strategies towards the goal.
- Tasks complexity – Setting tasks that are aligned to your goals, some business concepts are very complex and requires small productive tasks that are aligned towards the goal.
- Resourceful state of mind – Every productive activity develops from a resourceful state of the mind; we at all times need to be cognisant of the state of our minds.

Looking forward to more impact driven workshops and learning from each other.

Kind Regards

Francina Tlali