

Whenever the Essential and Business Skills program is presented, excellent results are being achieved. René de Beer from Mandala Consulting interviewed Marius Joubert, developer of the Essential and Business Skills program to find out more about this phenomenal program and the impact that it has on business results.

René: “What motivated you to develop the Essential and Business Skills program? Please give us short background.”

Marius: “Being in the financial sector for years and working with employees across all levels of work, it became evident that there is a lack of business and financial skills in the workplace. A thorough understanding of the financial performance of a business forms an integral part of the strategic direction of that business and therefore has to be understood and simplified to integrate into business plan by all employees.

Essential and Business Skills program creates an intuitive understanding of the drivers of financial performance.

In essence the program will assist financial and business employees to:

- Understand the current economic cycle and related impact on financial performance
- “Demystify” financial performance by linking strategic planning and financial performance
- Guide the participants through various profitability optimisation concepts and techniques.
- Explain how these techniques were used to significantly increase the financial contribution of organisations
- Explain how to differentiate between profitability improvements due to productivity improvements (sustainable) and price recovery (not sustainable)
- Explain how to identify the 20% of your customers/ products that generate 80% of your profitability
- Explain how you integrate these techniques in your performance measurement and reward system”

René: “How long did it take you to develop the whole program?”

Marius: “It was developed as part of my MComm studies and practically refined over a period of 12 years, whilst still being employed in the finance industry. The business simulation that makes this program unique, took more than a year to perfect.”

René: “What makes the Essential and Business Skills Program unique when compared to the rest of the programs in the market?”

Marius: "The program creates an understanding of the impact that business activities have on the performance of the business and how that influences the financial performance of a business.

It simplifies the vague and often difficult to understand concepts of the financial statements.

The program is unique as it is updated continuously to keep it market related and the business simulation is an experiential learning experience. It is also illustrated with practical examples where the concepts were used to significantly improve the financial performance of businesses."

René: "Give a brief explanation on each of the areas addressed during the course."

Marius:

"Day 1: Business Simulation

The participants will be required to manage the financial of "their business" by integrating the underlying dynamics of the business environment, the economic environment and competitor behaviour.

Day 2: Understand the current economic climate

The participants will be exposed to the following concepts: Economic Cycle, Inflation, Financial Markets and the impact on financial performance.

Day 2: Linking strategic planning to financial performance

The participants will be exposed to the following concepts: Systems Thinking, Strategy Dynamics Modelling, Balanced Scorecard, Benchmarking and other financial performance concepts

Day 2: Practical Application

The participants will be exposed to the practical application of these concepts in their own environment."

René: "Is the course NQF aligned?"

Marius: "Yes. Level."

René: "Any additional comments that you would like to add?"

Marius: "The program forms the basis of business performance understanding and can potentially be integrated into the strategic planning process and related financial modeling."