



SWEEP Economic Activation Workshop - 25 to 27 January 2022 PROGRAMME

Day 1, Tuesday 25 January

Tier 1: Leadership and professionalism

FOCUS AREAS

- Growing independence through work
- Developing the voice of courage and self-confidence
- The role of fairness and equity
- Dignity and respect in the workplace
- Growing boldness and personal power in the world of work

Time	Duration	Item	Person/s
Session 1			
09:00 – 09:15	15 min	Word of welcome	Ms Linda Lindani, Master of Ceremonies
09:15 – 09:30	15 min	Setting the scene: SWEEP and the economic activation of student women	Dr Norah Clarke, Director: Entrepreneurship, Universities South Africa (USAf)
09:30 – 10:30	60 min	Purpose and mentorship	Ms Ntsiki Mkhize, Founder: MentHer
10:30 – 10:45	15 min	Discussion with audience: What are the realities of student women in terms of work and economic participation?	Ms Ntsiki Mkhize, Founder: MentHer & Ms Linda Lindani
10:45 – 11:00	15 min	Comfort break	
Session 2			
11:00 – 11:30	30 min	Growing boldness and personal power in the world of work	Dr Linda Meyer, Director: Operations, Universities South Africa (USAf)



11:30 – 12:00	30 min	Empowering entrepreneurs for success: Leading with courage, confidence, and professionalism.	Ms Terine Lott-Cupido, Founder and Managing Director: EmpowerLink Services
12:00 – 13:00	60 min	Lunch break	
		Session 3	
13:00 – 14:00	60 min	Who you are and where you're from – an interactive session on how identity and culture shape our work	Dr Carina van der Walt, Educational Psychologist & Cultural Transition Expert Ms Kholiswa Masiso Dr Norah Clarke, Director: Entrepreneurship, Universities South Africa (USAf)
14:00 – 14:30	30 min	TBC	Ms Lindy Scott, Managing Director and Creative Strategist, Conceptual Eyes
14:30 – 14:45	15 min	Comfort break	
		Session 4	
14:45 – 15:15	30 min	Going places: Learning to drive with Drivio and SWEEP	Mr Martin Manmohan, Director: Business Development, Drivio
15:15 – 15:45	30 min	The entrepreneurial woman building an innovative enterprise	Ms Leonie Greyling, Senior Manager: Enterprise Development, North-West University



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Day 2, Wednesday 26 January

Tier 2: Entrepreneurship

FOCUS AREAS

- Economic independence and dignity through entrepreneurial activity
- Being courageous as a young woman in business
- Fairness and equality in business
- Growing a powerful business

Time		Item	Person/s
08:45 – 09:00		Login & Registration	
		Session 1	
09:00 – 09:10	10 min	Welcome and recap from yesterday	Ms Linda Lindani, Master of Ceremonies
09:10 – 09:45	30 min	Economic independence and dignity through entrepreneurial activity	Ms Sarah Collins, Founder & CEO, Wonderbag
09:45 – 10:05	30 min	In this world, bubble over.	Ms Lelethu Shabangu, Founder and Owner, Yoyisa Consulting
10:05 – 10:25	20 min	Showing up in business: meetings, interactions, business	Ms Louise Steyl, YPO employee and Certified Gallup Strengths Coach
10:25 – 10:35	10 min	Comfort break	
		Session 2	



10:35 – 11:05	30 min	Building your confidence to have better financial Conversations	Mr Marc Johnson, Founder: It's a breeze
11:05 – 11:35	30 min	Work session: Balancing your business and academics (work life balance)	Ms Elona Hlatshwayo, Legacy Strategist, Bizpreneur
11:35 – 12:30	55 min	Lunch break	
		Session 3	
12:30 – 13:30	60 min	Birds and lemons. Aka: its not what you've got, its what you use that makes the difference	Mr Simon Gifford, Co-founder: Mashauri Institute
13:30 – 14:00	30 min	Asset-based community development	Mr Martin Manmohan, Director: Business Development, Drivio
14:00 – 14:15	15 minutes	Comfort break	
		Session 4	
14:15 – 15:15	60 min	Building a positive image and refining your style	Ms Zana Boshoff, Project Manager: Entrepreneurship and Business Owner, Twin Lifestyle, Image Consultant and Stylist



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Day 3, Thursday 27 January
Tier 3: Sustainability and Resilience

FOCUS AREAS

- Understanding the significance of sustainability in tough times
- Maintaining independence and dignity under pressure
- Remaining courageous and confident in hardship
- Regaining personal power after trauma

Time		Item	Person/s
08:45 - 09:00	15 min	Login & Registration	
		Session 1	
09:00 - 09:10	10 min	Welcome and recap from yesterday	Ms Linda Lindani, Master of Ceremonies
09:10 - 09:40	30 min	Leveraging digital technology for sustainable economic participation	Dr Stella Bvuma, Head of Department: Applied Information Systems, University of Johannesburg
09:40 - 09:50	10 min	Discussion, Q&A with audience	Mr Chad Lucas and Ms Vuthlarhi Shirindza
09:50 - 10:20	30 min	Maintaining independence and dignity under pressure	Dr Linda Meyer, Director: Operations, Universities South Africa (USAf)
10:20 - 10:30	10 min	Comfort break	
		Session 2	



10:30 – 11:15	45 min	Growing personal resilience for a resilient business	Dr Norah Clarke, Director: Entrepreneurship & Resilience Expert; Dr Carina van der Walt, Educational Psychologist & Cultural Transition Expert
11:15 – 11:45	30 min	Remaining courageous and confident in hardship: Don't merely survive, T.H.R.I.V.E!	Ms Gail Motlhaudi, Coordinator: Centre of Entrepreneurship, Sol Plaatje University
11:45 – 12:30	45 min	Lunch break	
		Session 3	
12:30 – 13:00	30 min	Student women say what they need – research outcomes	Prof Natanya Meyer, Associate Professor: Entrepreneurship, University of Johannesburg
13:00 – 13:45	15 min	SWEEP Student Chapters Is there a need? What would the purpose of a SWEEP University Chapter be? How would it function? What might membership benefits be?	Ms Karen Snyman & Member/s of the national EDHE Studentpreneurs Community of Practice (CoP)
13:45 – 14:00	15 min	Comfort break	
		Session 4	
14:00 – 14:45	45 min	Work session: Strategising for the next steps	Mr Richardt Kok, Stakeholder Manager: EDHE, Universities South Africa (USAf)
14:45 – 15:00	15 min	Closing and upcoming opportunities	Ms Frances Zowa, Project Lead: SWEEP