



It has been very interesting to watch the diverse responses by corporate and small business to the economic crisis that the world faced last year. The two primary responses I have noted are either one of paralysis or action.

I watched (sometimes with horror) as budgets were frozen, contracts cancelled, meetings postponed, people retrenched and operations streamlined. These could be seen as purely negative but they initiated very positive responses too. I saw businesses returning to core, business leaders grappling with ideas of how to ensure their employees remain engaged and the big question on all minds was how do we sustain and increase productivity in the midst of all these challenges?

Being a small business owner, my economic challenges started earlier than the slump late last year. I am thankful for the crisis. It forced me into thinking outside of the box in order to find a way to secure my business going forward.

Strategic Partnership has been the key.

In January, I had the opportunity to meet with one of the most phenomenal business women I have had the privilege to know, Jules Newton. She is the Managing Director of Avocado Vision. Avo is a client-centric business that solves 'people connecting' challenges through skills development programmes, coaching and other learning solutions. Our initial meeting was meant to be a 'catch-up' session, but ended up being an opening to a door that I believe will benefit both companies greatly.

Essentially, Avocado Vision is now **THE** training partner of Every Woman and Every Man Education & Training Solutions. In return, we will be actively marketing the Avocado Solutions to our client base. I have always been impressed with Avocado Vision as a company and am thrilled to present, what I believe is the best value for money, training company around to my client base.

My particular focus for my clients over the next year will be as follows:

- Assist companies in **dealing with stress and fear** that the current economic climate may yield with an aim to minimise stress and increase engagement.
- Ensure that the companies are **growing exceptional managers** and supervisors to effectively lead the organisation forward.
- And, provide solutions for companies to **increase the productivity** of their employees therefore enhancing the impact of their work and so growing the profitability of the company.

Should you like me to come in to discuss this further with you, please feel free to give me a call on 072-823-1978.

All the best

Rachel van Doorene

MD: everyWOMAN Education, Training & Development Solutions (PTY) Ltd

The purpose of Every Woman is to touch the lives of working women, developing solutions that build and establish them as significant leaders in Africa and the world.