

APPLIED 'CREATIVE ABILITY: FROM DEPENDENCY TO RESPONSIBILITY

THE A2B MODEL OF ENTREPRENEURIAL TRANSFORMATION



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Objectives

STRIVING TOWARDS MAX.
SOCIO ECONOMIC SUSTAINABILITY of PDI'S



- 1.1 Applied creative ability
- 1.2 BBBEE model of transformation
- 1.3 Development model applicable in Informal & Formal job Sector
- 1.4 Entrepreneurial & intra-preneurial & community development

Background

Experience:

- 15 yrs of entrepreneurial development experience
- Mozambique, Malawi, South Africa

Highlights:

- 1998: Ntsika award for best entrepreneurial practitioner (Local business service centre) in Gauteng
- 1999: Alliance for Micro Enterprise Practitioners award (Best client centred focus programme)
- 2000: Licensed NFTE teacher training certificate(National Foundation for Teaching entrepreneurship) Boston, USA- best student award
- 2004: Global Entrepreneur monitor: UCT . Selected A2B as a country expert
- 2005: Accredited as business training provider by the Services Seta
- 2006: Tshwane Tourist Award:
- 2008: International Ashoka award

Ashoka Foundation



Ashoka is the global association of the world's leading social entrepreneurs—men and women with system changing solutions for the world's most urgent social problems. Since 1981, they have elected over 2,000 leading social entrepreneurs as Ashoka Fellows, providing them with professional support, and access to a global network of peers in more than 60 countries.

With our global community, Ashoka develops models for collaboration and design infrastructure needed to advance the field of social entrepreneurship and the citizen sector.

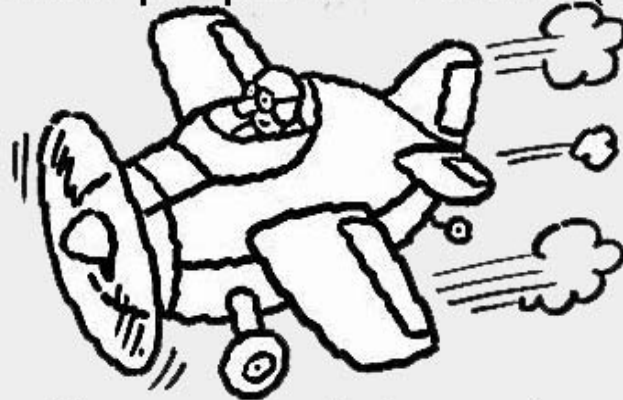
Our Fellows inspire others - demonstrating to all citizens that they too have the potential to be powerful changemakers.

www.ashoka.org

The A2B model

- The A2B theory is a hybrid between creative ability model, occupational science, entrepreneurial studies, neuroscience & emotional intelligence theories.
- Set up to fail in business
- Deprived state of volition

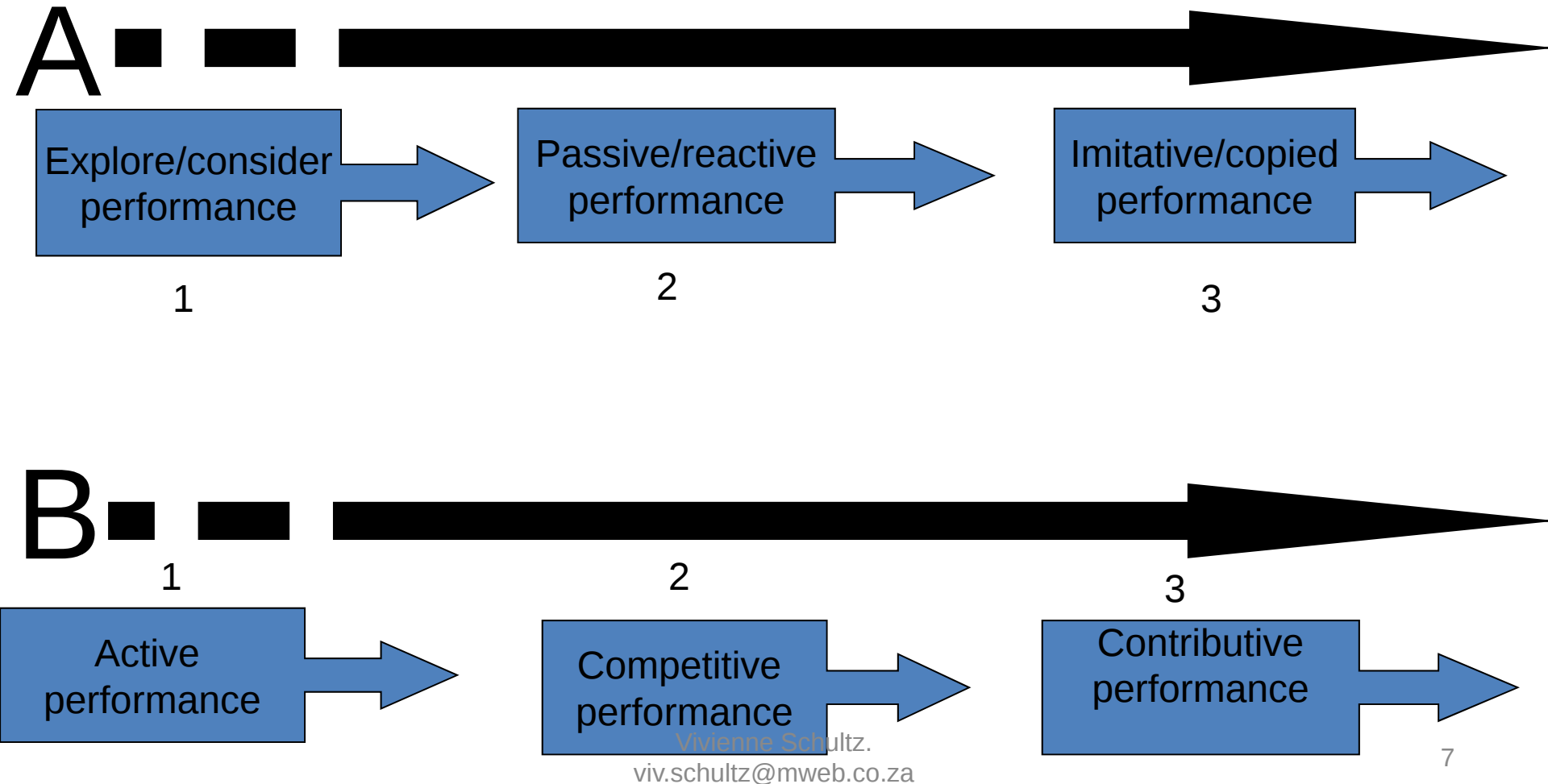
Human propellor=Volition(Will)



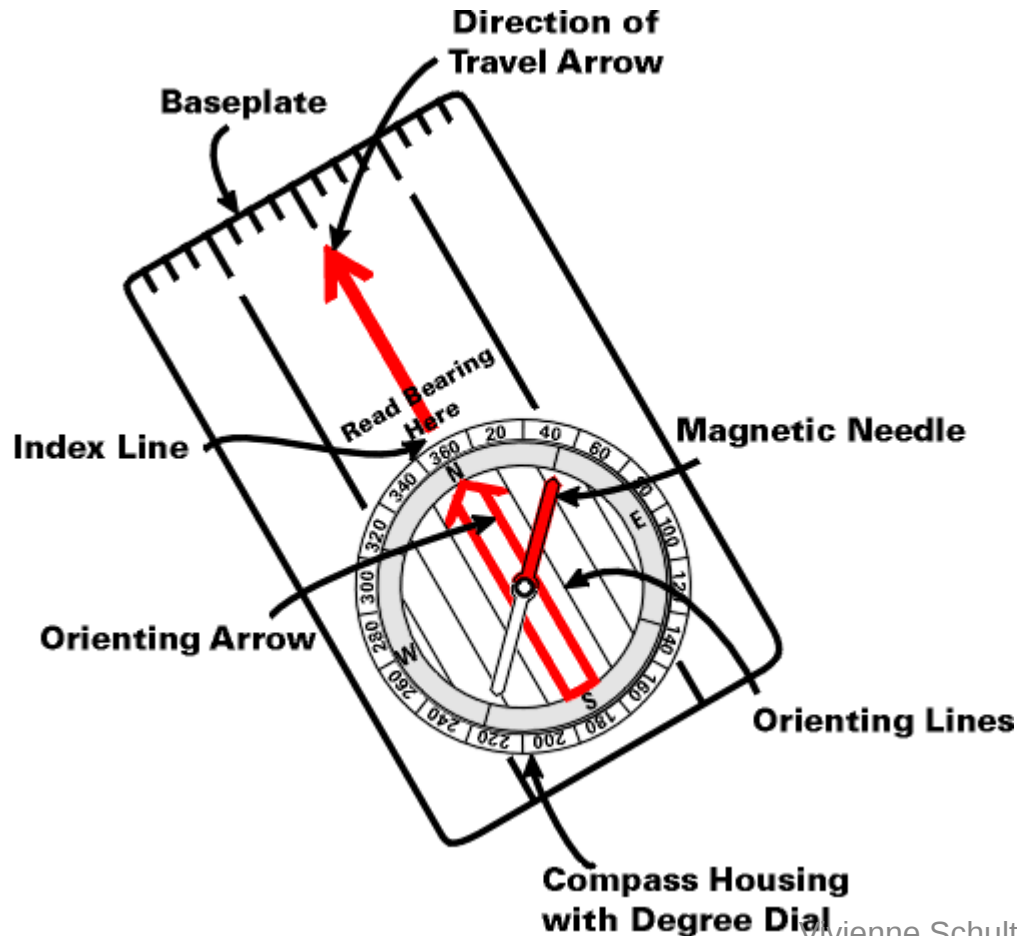
A cognitive process that propels a person to act & participate to life's demands.

Vivienne Schultz.
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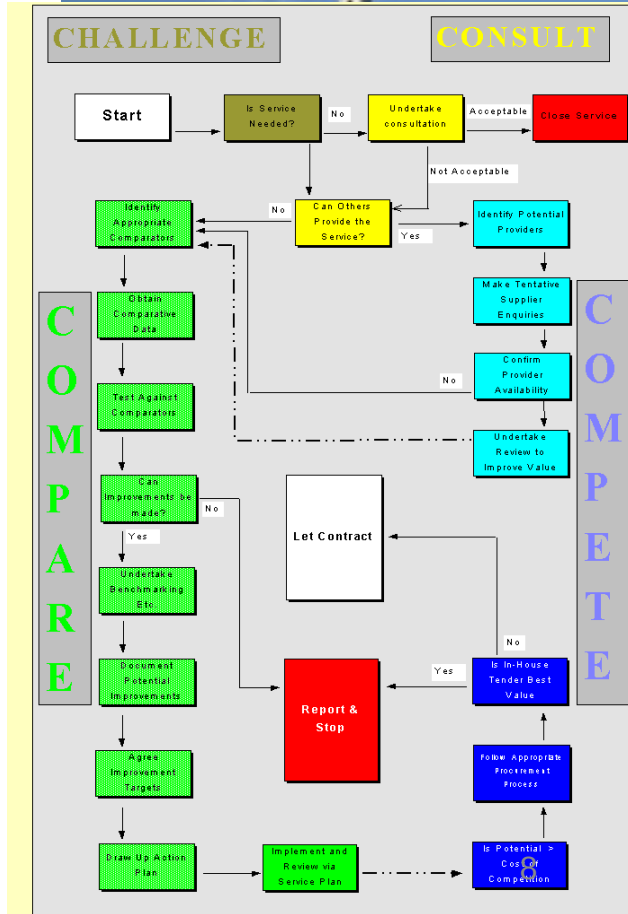
A2B ASSESSMENT



Navigating needs a map, a compass and a plan



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Action performance

- Identify existing A2B level
- Provoke the moving from point A2B



Admin staff at pension office

Jan 2008

Pass



Passive people: no asset, no decision making,
clogging up South Africa's growth potential!

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SA as a "patient"

A

«« A2B MOVEMENT »»

B

~~victim~~

blame

passive

reactive

~~perpetrator~~

oxygen thief

TRANSFORMING ↔ TRANSFORMER

Respect for self & others=belonging

We are in this together!
Alone, we can't get it right



Bridges between 2nd & 1st economy. Initiators and implements
(Skill mix according to OCCUPATIONAL PERFORMANCE LEVELS on tasks)

A2B Power partnerships

Amajobjob Hubs create Symbiotic bridging relationships between the poor and multinationals, educationists, students, development practitioners & the public



1. Community practice
2. Volunteering

Sustain- Ability

- Self -start ability (internal motivation for action)
- Analysis & synthesis
- Decision making ability
- Problem solving ability
- RESPONSE- ability (to life demands)
- Self discipline (maintain values & morals)
- Ability to take INITIATIVE

ACHIEVEMENTS TO DATE:



Number of beneficiaries : 900+



Entrepreneurial HUBS developed: 4



New Businesses enterprises/Co-ops developed : 8



Training of trainers graduates: 42

4. Current practical applications

1. Amajobjob Hubs – for existing practitioners
– OT community practice to help establish them
2. African Happy pants brand



E-HUBS

Africa

Entrepreneurial Hubs

MIXED INDUSTRIES

INCUBATORS



BLACK ★ STARS

**SELLING SOUTH AFRICAN
SOULFULLNESS**

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Why HUBs needed for Africa?

- Assessment & Selection environment -job samples
- Enabling milieus with the A2B system @ the core
- “Parenting” incubation environments’ for the developmentally deprived person
- E Hubs provides access to tools, equipment, materials, and workshop & office spaces.
- Self-esteem and confidence is instilled through meaningful entrepreneurial ‘doings’.
- Ongoing challenges on appropriate levels to promote higher CA & entrepreneurial levels
- System design celebrates milestones achieved

Hubs why? continued

- They earn while they learn” Motivation dominates action
- High values culture (consciousness versus conscience)
- Enthusiasm, vibe, belief, hope!
- E Hubs form life-long mentoring relationships to which beneficiaries can return to when life’s challenges get too much.
- Our multi-sectorial linkages & markets provide access to a host of people and resources with specialised skills and abilities that enable the deprived person to become sustainable.





5. Incubation and mentoring programme

- Inner city dwellers, prostitutes, etc.(from beggars to choosers)
- Entry level artisan/ craft/sewing skills from A2
- City of Tshwane- Co-operatives(tenderentrepreneurs) that failed

AFRICAN STEP INTO THE RHYTHM OF AFRICA!

happy pants™

BUY WHOLESALE AT AMAJOB JOB
0826767219

ARE
YOU
IN?

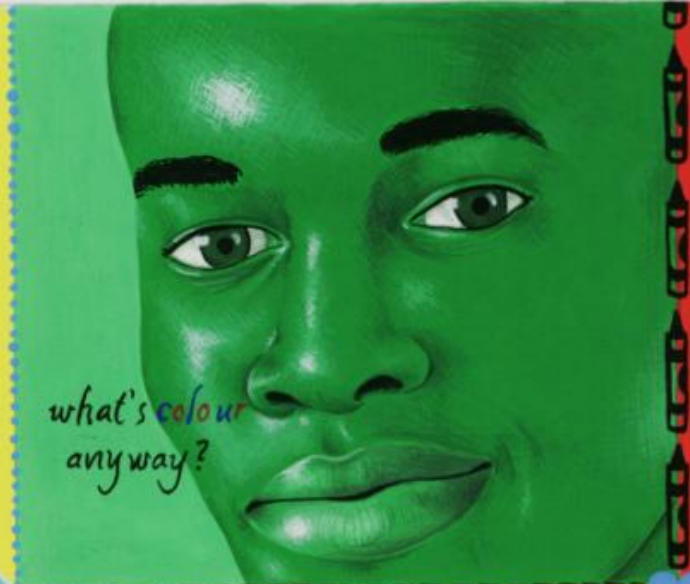
AVAILABLE AT THE
"WANNA-BE" SHOP
ON CAMPUS!



ultz.
eb.co.za



what's colour
anyway?



have a heart



the perfect
world =
 $(\text{love})^2 +$
 $(4 \times \text{tolerance})$
 $-(\text{hate})^5$

STOP
DISCRIMINATION
NOW!





- Each Happy Pants, and other product...
our Happy Pants range, is hand-produced by a formerly unemployed person who is developed into a self-sustaining entrepreneur in a value chain with Amajobjob. Our products undergo rigorous quality control checks to ensure customer satisfaction. By purchasing this valuable and durable product you not only assist these people to provide for themselves and their families, you also form an indispensable link in the break-the-unemployment-and-build-people's-self-esteem chain.

Just trust this label! Buy African Happy pants-Bye Bye Beggars! info@ehubs.co.za. We send worldwide!
www.africanhappypants.co.za 27 826767219

Further applications



1. A2B Training of trainers courses countrywide
2. Interdisciplinary alliances
3. Join the transformation consortia

6. Conclusion

A2B methodology should be applied as the golden thread of any community training or business development process. It makes a tremendous impact because it meets people where they are at – *level A* (victim mindset, lacking initiative, are driven by an external locus of control, lethargic without structure, have insufficient problem solving skills, etc.) and challenges their volition for action for every task to move closer towards a *B level* (have an internal locus of control, can solve their own problems and designers of their own future.

Affirmative action really means: =SELF mastery, sustainability



What **I can**
do for my
country and
family!

The
SOLUTION
lies in me!
Internal locus of control

A2B movement

Section 21 Company 2001/010760/08



Exact ingredients for award winning cake!

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Amajobjob Hubs- eco systems for change



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