

# THE ELEVATE PROGRAMME

## SKILLS FOR SUCCESS IN A RAPIDLY CHANGING WORLD

### Programme overview of TSIBA Elevate 2024

#### Dates:

27, 28 & 29 October 2025	Online
3 November - 5 December 2025	In person, Cape Town, SA

and

26, 27 & 28 January 2026	Online
2 February - 6 March 2026	In person, Cape Town, SA



# THE ELEVATE PROGRAMME

**For October / November 2025**

Week 1   SETTING THE SCENE						
Day	27   Mon	28   Tue	29   Wed	30   Thur	31   Fri	Weekend
Topic	Welcome and Programme Overview	Leading for Change	Cross-cultural understanding within a Business context	DEPART	TRAVEL DAY	ARRIVE IN CPT ON SATURDAY 1 NOVEMBER 2025
Format	Webinar	Webinar	Webinar			
Morning	<ul style="list-style-type: none"> <li>• Programme expectations &amp; pre-reading</li> <li>• Accommodation and Transport</li> <li>• Scheduled Adventures</li> <li>• Explore on your own</li> </ul>	<p>"Whenever smart and well-intentioned people avoid confronting obstacles, they disempower employees and undermine change."</p> <p>— John P. Kotter, Leading Change [with a New Preface]</p>	<p>"To understand and be understood are fundamental to human interaction." - David C. Thomas and Kerr C. Inkson</p>			
Afternoon	-----	-----	-----			
Evening		Self-study, online Innovation Flipbook series	Self-study, online Innovation Flipbook series			

# THE ELEVATE PROGRAMME

Week 2   ENTREPRENEURIAL CULTURE AND AN INNOVATION MINDSET						
Day	3   Mon	4   Tue	5   Wed	6   Thur	7   Fri	Weekend
Topic	Welcome to Cape Town and Innovation City	Exploring Entrepreneurial Culture in Business	Jobs to be Done Theory - Understanding Customer Needs	Defining a Value Proposition	Sustainable Development Goals	<b>Scheduled Cultural Immersion:</b> Explore Cape Town CBD on foot with Local Guide
Format	In Person	In Person	In Person	In Person	Field Trip	
Morning	Presentation: <ul style="list-style-type: none"><li>Tour of Innovation City</li><li>Overview of the Programme</li><li>Explore Keystone Project Theme</li></ul>	Lecture	Lecture	Lecture <ul style="list-style-type: none"><li>Value Proposition Canvas</li></ul>	<b>Campus Tour</b> <ul style="list-style-type: none"><li>Meet TSIBA Business School students</li><li>Lecture: SDG's African problems and solutions</li></ul>	
Lunch provided on Campus						
Afternoon	<b>Panel Discussion:</b> Innovation Mindset	Action Learning Workshop	Action Learning Workshop	Intaka Island talk + Boat trip	Practical Exercise: Conceptualise innovative solutions aligned with SDGs	
Evening	Welcome Dinner			Weekly Mingle, Dinner at Century City		

# THE ELEVATE PROGRAMME

Week 3   PROJECT MANAGEMENT FOR UNOFFICIAL PROJECT MANAGERS						
Day	10   Mon	11   Tue	12   Wed	13   Thur	14   Fri	Weekend
Topic	Introduction to Project Management	Defining Objectives and Scope	Time, Resources and Risks	Communications and Stakeholder Management	Keystone Project: Integrating sustainability into business cultures. Develop innovative solutions aligned with SDGs challenges.	
Format	In Person	In Person	In Person	In Person	In Person	
Morning	Lecture <ul style="list-style-type: none"><li>What is a Project?</li><li>Exploring PM Methodologies</li></ul>	Lecture	Lecture <ul style="list-style-type: none"><li>WBS, Milestones and Dependencies</li></ul>	Lecture <ul style="list-style-type: none"><li>RACI</li></ul>	Group Work Put your learning into action	
Lunch provided on Campus						
Afternoon	Action Learning <ul style="list-style-type: none"><li>Exploring enabling PM software tools</li></ul>	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	Group Work Put your learning into action	
Evening	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	Weekly Mingle with Guest Speaker	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input type="checkbox"/> Explore on your own	

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Week 4   BIG DATA, BIG ANALYTICS						
Day	17   Mon	18   Tue	19   Wed	20   Thur	21   Fri	Weekend
Topic	Introduction to Data Science:	Data Sets and Visualisation	Business Intelligence and Data Analytics	Data Driven Business Decisions		Scheduled Cultural Immersion: !Khwa ttu Nature Reserve
Format	In Person	In Person	In Person	In Person	In Person	
Morning	Lecture <ul style="list-style-type: none"><li>Logical Thinking</li><li>Basic Calculations</li></ul>	Lecture <ul style="list-style-type: none"><li>Use Spreadsheets to Analyse and Visualise Data</li></ul>	Lecture	Lecture <ul style="list-style-type: none"><li>Exploring Reporting Software</li></ul>	Group Work Find or collate and analyse relevant datasets to inform decisions and motivate solutions for chosen keystone project	
Lunch provided on Campus						
Afternoon	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	Fireside Chat in the Atrium Innovative Data Driven Businesses	Group Work Find or collate and analyse relevant datasets to inform decisions and motivate solutions for chosen keystone project	
Evening	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	Weekly Mingle with Guest Speaker	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	

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Week 5   A DESIGN SPRINT						
Day	24   Mon	25   Tue	26   Wed	27   Thur	28   Fri	Weekend
Topic	Ideation	Research and Validation	Prototyping and MVP Development	Keystone Project Refinement	Philippi Village	
Format	In Person	In Person	In Person	In Person	In Person	
Morning	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	<b>Field Trip:</b> Visit to a Co-Working Space (Philippi Village)	
	"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." - Tim Brown, CEO of IDEO					
Lunch provided on Campus						
Afternoon	Group Work	Group Work	Group Work	Outing: Aquarium + V&A Waterfront	<b>Panel Discussion:</b> "Beyond Numbers and Prototypes: How Compelling Narratives Fuel Startup Growth and Transform Corporate Innovation."	
Evening	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	Weekly Mingle with Guest Speaker	<input checked="" type="checkbox"/> Homework <input type="checkbox"/> Explore on your own	<input type="checkbox"/> Explore on your own	

# THE ELEVATE PROGRAMME

Week 6   THE FINAL STRETCH - EFFECTIVE COMMS AND PRESENTATIONS						
Day	01   Mon	02   Tue	03   Wed	04   Thur	05   Fri	Weekend
Topic	Active Listening:	The Art of Storytelling	KEYSTONE PROJECT	KEYSTONE PROJECT	EVENT Keystone Project Pitching and Programme Close	ON YOUR WAY HOME BY 6 DECEMBER 2025 (Final included Accommodation check-out date)
Format	In Person	In Person	In Person	In Person		
Morning	Lecture Mindfulness, Empathetic Listening and Non-verbal Communication	"The art of communication is the language of leadership." - James Humes	Reflect and Refine Presentations	Pitching and Presentation Skills Refinement		
Lunch provided on Campus						
Afternoon	Project Milestone Checkpoint and Feedback	Prototype Refinement and Testing	Reflect and Refine Presentations	Pitching and Presentation Skills Refinement		
Evening	<input type="checkbox"/> Explore on your own	Weekly Mingle with Guest Speaker	<input type="checkbox"/> Explore on your own	<input type="checkbox"/> Explore on your own		