



**SKILLS FOR SUCCESS IN A RAPIDLY CHANGING WORLD**

**Programme overview of TSIBA Elevate 2024**

**Dates:**

7, 8 & 9 July 2025	Online
14 July - 22 August 2025	In person, Cape Town, SA

# THE ELEVATE PROGRAMME

Week 1   SETTING THE SCENE						
Day	7   Mon	8   Tue	9   Wed	10   Thur	11   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 12 JULY 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.” — 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						

# THE ELEVATE PROGRAMME

Week 2   ENTREPRENEURIAL CULTURE AND AN INNOVATION MINDSET							
Day	14   Mon	15   Tue	16   Wed	17   Thur	18   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>		
<b>Lunch provided on Campus</b>							
Afternoon	<b>Panel Discussion:</b> Innovation Mindset	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	Practical Exercise: Conceptualise innovative solutions aligned with SDGs		
Evening	Self-study, online Innovation Flipbook series	Self-study, online Innovation Flipbook series	Self-study, online Innovation Flipbook series	Self-study, online Innovation Flipbook series			

# THE ELEVATE PROGRAMME

Week 3   PROJECT MANAGEMENT FOR UNOFFICIAL PROJECT MANAGERS							
Day	21   Mon	22   Tue	23   Wed	24   Thur	25   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		
<b>Lunch provided on Campus</b>							
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	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Explore on your own		

# THE ELEVATE PROGRAMME

Week 4   BIG DATA, BIG ANALYTICS							
Day	28   Mon	29   Tue	30   Wed	31   Thur	1   Fri	Weekend	
Topic	Introduction to Data Science:	Data Sets and Visualisation	Business Intelligence and Data Analytics	Data Driven Business Decisions			
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		
<b>Lunch provided on Campus</b>							
Afternoon	Action Learning Workshop	Action Learning Workshop	Action Learning Workshop	<b>Fireside Chat in the Atrium</b> Innovative Data Driven Businesses	Group Work Find or collate and analyse relevant datasets to inform decisions and motivate solutions for chosen keystone project		
Evening	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own		

# THE ELEVATE PROGRAMME

Week 5   EFFECTIVE COMMUNICATION							
Day	4   Mon	5   Tue	6   Wed	7   Thur	8   Fri	Weekend	
Topic	Active Listening:	The Art of Storytelling				<b>Scheduled Cultural Immersion:</b> !Khwa ttu Nature Reserve	
Format	In Person	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	Put your learning into Action <ul style="list-style-type: none"> <li>Develop Keystone Presentations</li> </ul>	Keystone Project Group Work Guidance,Check-In and Progress Updates	Keystone Project Group Work Guidance,Check-In and Progress Updates		
<b>Lunch provided on Campus</b>							
Afternoon	Action Learning Workshop	Action Learning Workshop How to create Slides to tell your story <ul style="list-style-type: none"> <li>Google Slides</li> <li>MS Powerpoint</li> </ul>	Put your learning into Action <ul style="list-style-type: none"> <li>Develop Keystone Presentations</li> </ul>	Action Learning Workshop <ul style="list-style-type: none"> <li>Verbal Presentation Skills</li> </ul>	<b>Panel Discussion:</b> "Beyond Numbers and Prototypes: How Compelling Narratives Fuel Startup Growth and Transform Corporate Innovation."		
Evening	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own		

# THE ELEVATE PROGRAMME

Week 6   A DESIGN SPRINT							
Day	11   Mon	12   Tue	13   Wed	14   Thur	15   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						
<b>Lunch provided on Campus</b>							
Afternoon	Group Work	Group Work	Group Work	Group Work	<b>Field Trip:</b> Visit to a Co-Working Space (Philippi Village)		
Evening	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Homework Explore on your own	Explore on your own		

# THE ELEVATE PROGRAMME

Week 1   THE FINAL STRETCH						
Day	18   Mon	19   Tue	20   Wed	21   Thur	22   Fri	Weekend
Topic	KEYSTONE PROJECT	KEYSTONE PROJECT	KEYSTONE PROJECT	KEYSTONE PROJECT	EVENT Keystone Project Pitching and Programme Close	ON YOUR WAY HOME BY 24 AUGUST 2025 (Final included Accommodation check-out date)
Format	In Person	In Person	In Person	In Person		
Morning	Project Milestone Checkpoint and Feedback	Prototype Refinement and Testing	Reflect and Refine Presentations	Pitching and Presentation Skills Refinement		
<b>Lunch provided on Campus</b>						
Afternoon	Project Milestone Checkpoint and Feedback	Prototype Refinement and Testing	Reflect and Refine Presentations	Pitching and Presentation Skills Refinement		
Evening	Explore on your own	Explore on your own	Explore on your own	Explore on your own		