



# 2026 BEYOND THE FOUNDER

BUILD A BUSINESS THAT WORKS WITHOUT YOU.

PROGRAMME BROCHURE

# KEFILWE TSELA ACADEMY

KTA is an accredited skills development and entrepreneurship academy focused on equipping young people, professionals, and business owners with future-ready skills for the digital economy. Since its founding, KTA has delivered impactful training programmes across entrepreneurship, digital skills, workplace readiness, and business development.

## Leadership Academy

Kefilwe Tsela Leadership is a specialised division of Kefilwe Tsela Academy (KTA), our parent institution. The Leadership Academy is a leadership and organisational development school focused on SME transformation—supporting founders and teams to build team-driven, system-enabled, and execution-ready businesses that deliver sustainable impact.

We work at the intersection of people, systems, and strategy, helping organisations move beyond survival mode into structured, scalable operations.

Our core areas of expertise include:

- Skills development programmes
- Entrepreneurship training
- Leadership and team capability building
- Organisational systems and operating-model design
- Micro-learning and modular courses for continuous upskilling

## Accreditation



# THE PROBLEM

## FOUNDER-DEPENDENCY SYNDROME

*Founder dependency is when a company relies too heavily on its founder for daily operations, key decisions, and success, creating a bottleneck that hinders growth, increases risk, and devalues the business by making it unable to function if the founder steps away.*

Most SME training programmes focus on teaching the business owner how to manage every part of the business.

Digital marketing.

Finance.

Operations.

Systems.

People management.

But the reality is simple:

The SME leader is not meant to be the expert in everything.

When leaders return to their businesses, they either:

- struggle to implement what they learned, or
- hire teams that are not properly skilled, or
- end up doing the work themselves.

This creates founder dependency, burnout, weak teams, poor execution and unsustainable businesses.

# THE SOLUTION

**Kefilwe Tsela Leadership** was built to solve this problem. We train leaders with their teams – so skills are shared, systems are understood collectively, and execution does not depend on one person.

The leader leads.

The team delivers.

The business grows.

The business does not fail

The business becomes profitable and sustainable

## **Designed specifically for SME reality**

Our programme is built for:

- small teams
- small and medium enterprises
- limited resources
- cashflow & revenue uncertainties
- founder-led structures
- African business contexts

## **It is:**

Not corporate theory.

Not generic entrepreneurship content.

Built for implementation, not inspiration

This is not just another entrepreneurship training.

Participants leave with:

- documented workflows
- role clarity
- SOPs
- KPIs
- accountability structures
- a 12-month execution plan

# BEYOND THE FOUNDER

This programme is designed to fix what most entrepreneurship training gets wrong: training the founder in isolation. We train leaders together with their teams to build shared skills, clear systems, and strong execution. The result is a business that runs through capable people and practical processes, not one overwhelmed individual.



## DETAILS

### **Identify execution gaps and team capability risks**

Assess where skills, systems, and ownership are breaking down.

### **Build shared operational systems**

Design workflows, SOPs, and communication structures that teams actually use.

### **Improve individual and team performance**

Implement KPIs, accountability tools, and performance standards.

### **Create measurable action plans**

Develop a 12-month execution roadmap for team-driven growth.

## COMMITMENT

Duration: 6 weeks >

Synchronous Virtual

live sessions: 2/course

> Daily Coursework:

60-90 min./day

## PRICING

R55 000 PER TEAM

(CAPPED TO 10

MEMBERS)

## CREDENTIAL

Certificate of Completion

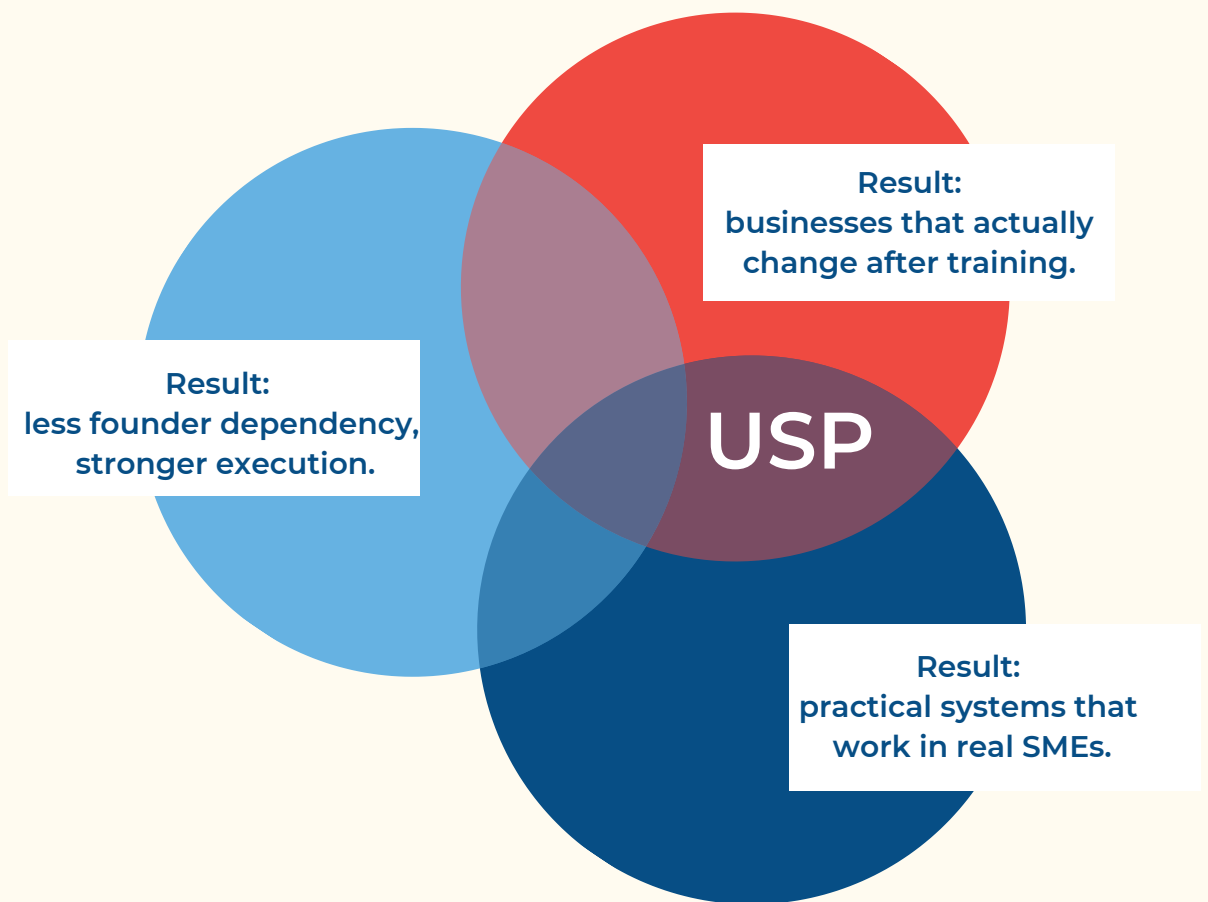
Issued by Kefilwe Tsela

Leadership

# WHY THIS PROGRAMME MATTERS

**MOST PROGRAMMES TURN LEADERS INTO MARKETERS, OPERATORS, AND MANAGERS.**

We train leaders and their teams together so skills, systems, and accountability live in the organisation – not in one person's head.



Our programme trains leaders with their teams, not in isolation, so skills and systems live in the business, not one person. It delivers practical workflows, KPIs, and execution plans built for real SMEs, reduces hiring mistakes and underperformance, and frees leaders from daily firefighting to focus on strategy and growth.

# PROGRAMME STRUCTURE

## WEEK 1

### Leadership & Team Alignment

Business vision & strategy alignment  
Leadership roles & decision authority  
Team role clarity (RACI framework)  
Expectations & performance standards  
Trust & team dynamics  
Red Teaming  
Founder Energy

#### Outputs:

Leadership structure chart  
Role clarity matrix  
Team charter

## WEEK 2

### Systems, Communication & Execution

Internal communication systems  
Meeting & reporting frameworks  
Workflow mapping  
SOP fundamentals  
Accountability tools  
Achieve Operational Excellence

#### Outputs:

Process maps  
SOP templates  
Communication flow structure  
The Strategic Delegation Framework

# PROGRAMME STRUCTURE

## WEEK 3

### Performance, Culture & Ownership

KPIs & performance dashboards  
Feedback & coaching culture  
Values & behaviour standards  
Ownership mindset  
How to Build a Culture of Responsibility

#### Outputs:

Team KPI scorecards  
Accountability agreements  
Performance dashboards  
90-Day Safety Culture Implementation Roadmap

## WEEK 4

### Sales Systems and Revenue Ownership

How sales actually flows through the business  
Clear roles in lead generation, conversion & retention  
Simple pipeline & CRM systems  
Revenue forecasting basics  
Customer retention systems  
Role of marketing

#### Outputs:

Sales process map  
Team sales responsibility matrix  
Simple pipeline template  
Revenue tracking dashboard  
Customer retention plan

## WEEK 5

### Financial Clarity and Cashflow Uncertainty for team

How money flows through the business (simple cashflow mapping)

Revenue drivers vs cost drivers

Team-level financial responsibility (who influences what)

Basic budgeting for departments

Pricing basics & profitability awareness

#### Outputs:

Business cashflow map

Team financial responsibility matrix

Monthly budget template

Simple financial dashboard

Cost-control action plan

## WEEK 6

### Digital Tools & AI for African SMEs

Practical digital tools for operations, finance, sales & customer management

AI tools for productivity, marketing, customer support & decision-making

Low-cost automation for repetitive business tasks

Building digital workflows for teams (not founders only)

Data basics for better business decisions

#### Outputs:

Custom SME digital tools stack (per business)

AI use-case map by team/function

Team digital roles & tool ownership map

Digital adoption & implementation plan



# A World-Class

## Learning & Implementation Experience

This programme is designed to deliver more than training. It delivers transformation.

Participants experience a structured, high-quality learning environment that combines executive-level facilitation with practical, hands-on business application.

### **Our approach includes:**

- Pre-programme diagnostics to understand each organisation's challenges
- Professionally facilitated, highly interactive sessions
- Real business case work drawn from participant organisations
- Proven frameworks adapted to the SME and African business context
- Guided system-building sessions (workflows, SOPs, KPIs, accountability tools)
- Practical templates and toolkits for immediate implementation
- Action planning embedded into every module
- Post-programme resources to support execution

We focus on outcomes, not attendance.

### **Every participant leaves with:**

- documented systems
- clear team roles
- measurable performance tools
- and a realistic execution roadmap.

This ensures organisations do not just learn, but change.

# The

## D I F F E R E N C E

Typical Business / Entrepreneurship Programmes	Our Programme (Kefilwe Tsela Leadership)
Train only the founder or business owner	Train the leader <b>together with their team</b>
Assume the leader will implement everything	Build shared capability across the organisation
Focus on theory, tools, and knowledge transfer	Focus on <b>practical implementation and systems building</b>
Turn founders into marketers, operators, and finance managers	Help leaders remain leaders while teams deliver
Leave teams untrained and confused	Align teams around shared skills, roles, and systems
Produce motivated but overwhelmed founders	Produce structured, supported leaders
Low translation of learning into execution	High execution and adoption in the workplace
Encourage founder dependency	Reduce dependency on one person
Generic content for “entrepreneurs”	Built specifically for real SME environments
Training ends at the classroom	Support implementation with tools and execution plans
Measure success by attendance and completion	Measure success by operational improvement
Short-term inspiration	Long-term organisational capability

# INTAKES

## QUARTER 4

October-  
November  
(TBA)

## QUARTER 1

02 March  
6 April



August-  
September  
(TBA)

## QUARTER 2

04 May-  
12 June

## QUARTER 2

# COMMUNICATION

## REGISTER TODAY!

### Email

[leadership@kefilwetsela.co.za](mailto:leadership@kefilwetsela.co.za)

### Administration Email

[info@kefilwetsela.co.za](mailto:info@kefilwetsela.co.za)

### Business Mobile Number

081-798-7800

### Website

[www.kefilwetsela.co.za](http://www.kefilwetsela.co.za)

## BUSINESS INFORMATION

### Business Address

472 Spionkop Ave, Kya Sand, Johannesburg, 2163

## BUSINESS HOURS

Monday to Friday

10am to 5pm

### THURSDAY LATE NIGHT HOURS

10am to 8pm