

Legends FAQs - Frequently Asked Questions



1 What is the Legends Programme?

The Old Mutual Legends Programme is a national business development initiative that supports accelerated growth in small businesses & NGOs nationwide. Open to entrepreneurs, SMEs, non-profits and community-based organisations across a range of sectors, the programme has been running successfully since 2007. Legends is currently active in all 9 Provinces across South Africa.

2 Who are the Project partners?

The programme is funded by the Old Mutual Foundation, and implemented by enterprise development specialists Fetola.

3 When did the programme/project start?

Legends was started in June 2007. It was initially focused on the craft and design sectors, but has since expanded to include tourism, hospitality, services, agriculture and other sectors.

4 What is on offer?

Interventions include a range of practical, needs-based business skills workshops, regular e-learning, business systems development, one-on-one and remote mentoring, market access and peer-to-peer contact platforms.

Results through Legends have been exceptional, with group turnover increasing 290% (2007 – 2010) and job creation up 76%. Participant business numbers doubled in 2011 from 34 to 67, and the goal is to further increase this number in 2012.

5 What are the selection criteria for project beneficiaries?

The criteria for accepting participants into the programme include the following:

- They must be black-owned businesses or community benefit projects
- Must be an established enterprise with proven business viability (minimum 2-3 yrs in operation)
- Must show viability and potential for growth
- Leaders must show willingness to learn and to engage in change
- Access to communications (email and cellphone)
- Preference to enterprises benefiting women, rural communities, poor and needy communities, high poverty nodes, high impact in terms of job creation

6 How is Legends different from other similar programmes?

The Legends programme delivers exceptional results because it is designed and implemented by experienced entrepreneurs with a passion for supporting the growth of others.

The programme focuses on matters that directly relate to the success of your business or Social enterprise. This includes training & business advice that is relevant and practical. In addition, your time out of the business is kept to a minimum as training and support is available to you in your place of work, whilst the shared peer resource allows for networking with dozens of organisations and ensures that there is a sense of being part of a group of likeminded individuals.

7 What is innovative about what Legends does and/or its approach to what it does?

Fetola is motivated by a culture of continual improvement, which means that we are always looking for better ways to do things! We encourage participants to give us active feedback and suggest improvements.

Notable programme innovations include:

- A full range of **Basic Business Building Blocks®** which include template designed specifically for SMMEs in South Africa.
- **Business systems** that include production management, simple CRM, sales reporting, time management, financial management and retail/stock management support. We have designed simple, user-friendly systems that are ideal for SMMEs.
- **The Volunteer Mentor Programme** – teaming rural businesses with urban mentors. This new programme ensures shared value between businesses at all levels. It helps to build a sense of community throughout the country and upholds the ethos of nation-building.
- **The Mentor Hotline®** provides expertise to businesses throughout the country via email and cellphone on a 24/7 basis. This exciting innovation reduces the cost of enterprise development and makes expert assistance available to all participants around the country, even where access to computers is difficult.
- **Peer to peer share network** – a simple to use shared resource that puts participants in direct contact with each other, encourages communication and builds a sense of community. This network is also used to distribute **e-learning skills training materials**

8 How long do participants remain in the programme?

Legends is designed as a three-year intervention, however participant businesses are assessed annually in terms of performance and commitment and a decision is made as to their continued participation by the management team of the programme.

9 Are there any costs involved?

There is no charge for participation, but all participants are expected to commit fully to the programme requirements and complete all tasks as agreed upon at the outset. From time to time, certain activities over and above programme parameters will be considered on a cost share basis.

10 What is expected from participants?

The Legends Programme offers an invaluable suite of services and support to participant organisations. Competition for acceptance to the programme is tight and places are limited, so we seek motivated and committed participants that really want to step up to the next level of success.

In return, the programme implementers expect the following:

- Open and regular communication by email and phone
- Participation on the shared participant platform
- Timeous completion of e-learning tasks and other assignments
- Monthly reporting on sales turnover and job figures – a template is provided for this
- Enthusiasm, commitment and a desire to change!

11 What impact has Legends had for beneficiaries?



"Being part of the Legends programme has totally changed the way in which we run our business. It has given us the valuable tools necessary to grow our business in areas that we had not focussed on, due to lack of knowledge. It has helped us realise our company vision and allowed us to work on our sales strategies, staff management, product pricing and costing - to name just a few areas we've learnt to develop through the programme and through the workshops we have attended." Julie Hadley – Owner, Heartfelt

"Without doubt, being a part of Legends has helped us transform our company into a more organized, professional, confident and passionate business." Zainab Paruk, co-owner Chilli Chocolate Chefs

"Our funding went from R54,000 in 2010 to R1,1million in 2011! I do not know where we would be without the support of the Legends programme." Neftaly Malatjie, MD Diepsloot Youth Projects