



FLORUS *Business Coach*

COACHING QUALIFICATIONS

Qualified SA Business Coach	31 Jan 2020
Qualified SA Business Coach	22 May 2020
UCT GSB Coaching to Excellence	31 Mar 2012

OTHER QUALIFICATIONS

Diploma in Management	30 Apr 1998
Masters Degree in Business Administration (MBA)	31 May 2000
Doctoral Degree in Leadership in Performance and Change	31 Dec 2004
Postgraduate Diploma in Knowledge and Information Systems	31 Dec 2014
Certificate in Digital Marketing	20 Jun 2016
Certificate in Marketing Management	30 Nov 1994
Certificate in Project Management	07 Apr 2006
Certificate in Public Financial Management	20 Jul 2011
Professional Designation: Skills Development Master	01 Mar 2021

COACHING SPECIALTIES

- Workplace Based Learning Business Coaching
- Life Long Learning Coaching
- Skills Development Systems Coaching

COACHING PASSION

My passion is to coach people to become life-long learners themselves and to implement systems and processes around them for others to also be life-long learners, be it in a company or in a family or community. I do this by coaching people to learn in the best way possible - through "workplace based learning", also known as on the job learning or an APPRENTICESHIP of the 21st Century an "A21" - that is my absolute passion ! By becoming a life-long workplace based learner, anybody can continuously improve themselves, their businesses and the lives of others. My passion is also reflected in the recent peer recognition by the professional body for Skills Development in South Africa that designated me formally as a Skills Development Master on 1 March 2021.

WORK EXPERIENCE

I have over forty years of working experience with the first twenty four years in the private sector mainly in marketing and sales. Since 2004 I have worked at executive level at national, provincial and local government. I have been responsible for development and implementation of numerous national legislative processes such as the Skills Development Act and Regulations. I have served as a technical expert member of the National Skills Authority and the Human Resource Development Council of South Africa, the two apex bodies that lead skills development in the country. At a provincial level I led the the Premier's Apprenticeship Game Changer programme in the Western Cape and at local Government level I co-created and continue to be involved in the development of a Skills Mecca in the Garden Route.

COACHING EXPERIENCE

Since 2010 I have been an internal coach to numerous people working within the public sector at national, provincial and local government level. This coaching has been focused on improving leadership, management and governance of executives working within the skills development environment. In particular since 2012 I have coached many colleagues on the modern, globally aligned quality apprenticeship systems that is endorsed by G20 and many world class organisations and many highly developed economies. I am now applying this experience as a business coach to any person linked with the skills development or technical vocational learning environment in South Africa.