



LIV UMTHOMBO MARKETPLACE PROGRAMME REPORT

KWA-ZULU NATAL
Sept '24 - Feb '25

01

Lead Yourself

- Understanding your potential
- Overcoming poverty mindsets
- Building heart & character
- Crafting your life story

02

Lead Your Finance

- Factors that keep us poor
- Financial management concepts
- Setting financial goals
- Budgeting, savings & debt

03

Lead Your Project

- Creating a shared vision
- Identify key focus areas
- Build strategic partnerships
- Developing a project plan

04

Lead Your Team

- Defining your team's purpose
- Establishing a positive team culture
- Defining an ideal future
- Defining roles and responsibilities

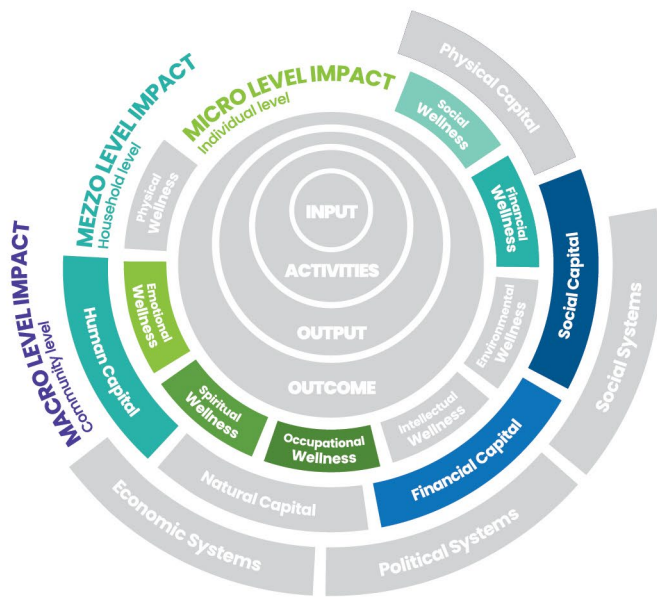
Programme Overview

The Umthombo Marketplace Programme is a LIV Village programme that seeks to empower and equip women with the leadership skills, mindsets, practical skills, and essential business knowledge required to successfully launch, grow, sustain, and thrive in their businesses. Beulah Africa provided Leadership for Life training to these women to help them navigate the challenges of entrepreneurship, foster resilience, teach them how to lead themselves, manage their finances, build entrepreneurial self-confidence, and lead their businesses effectively.

Leadership for Life is an international programme that unlocks leadership capacity for change. Through its four modules – Lead Yourself, Lead Your Finance, Lead Your Project (Business), and Lead Your Team – participants develop personal leadership skills, financial management skills, project planning skills, and experience a mindset shift that encourages individuals to take responsibility, drive change, and benefit themselves and their communities.



Level of IMPACT



THE PROGRAMME HAS YIELDED POSITIVE IMPACT IN TERMS OF THE HIGHLIGHTED AREAS ABOVE.

MICRO LEVEL Personal level







Measured according to the eight domains of personal wellness.

MEZZO LEVEL Household level

Measured according to the five livelihood capitals based on the Sustainable Livelihood Approach (SLA).

MACRO LEVEL Community level

Measured in terms of impact on economic, social and political structures and systems.

-  **198**
Total participants
-  **91%**
Of participants rated the training content as **life changing**
-  **99%**
Of participants would recommend this training
-  **34% to 94%**
Increase in participants being **very confident to lead**
-  **26% to 92%**
Increase in participants being **very confident to manage their personal finance**
-  **96%**
Of participants save money **post training**

TESTIMONIAL

"The training has had a transformative impact on me. I have come to realise that simply waiting for things to happen won't lead to progress. To move forward in life, I must take the initiative and actively pursue my goals. I am no longer bound by poverty mindsets, as I have come to recognise my potential as a strong leader. I now see hope and a clear path towards rising above my current circumstances."

- Busisiwe Dube

TESTIMONIAL

"I've learned to lead myself with confidence and embrace new beginnings without fear. I now recognize the incredible potential within me."

- Khanyisile Masondo

