

Public Sector

MANAGER

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on the state of government pensions

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The Effectiveness Company for Top Women in Business



Profile:
Chief Executive Officer: Suzanne Ravenall



EFFECTIVENESS COMPANY

Overview of business activities

The Effectiveness Company is an outsourcing/co-sourcing operations implementation company, utilizing proprietary generic and scalable toolkits, run through a "managed services factory", as an end to end solution, supported through IT and corporate finance/consulting, to provide speed, agility, and overall performance improvement. The Effectiveness Company specialises in operational implementation and has the

capability, experience and know-how to deliver the business transformation that the client requires either via an outsource or license model.

The Effectiveness Company currently provides generic and scalable performance improvement services within the following areas: The solution provides a Performance Improvement Vehicle which aligns individual and organisational change initiatives with business results. Performance is addressed at the individual, process and organisational level.

CRM: Customer Relationship Management incorporating Field Services and Training	HRM: Human Resource Management, Training and Labour Managed Services
BOM: Back Office Management, Administration incorporating back office. Financial Services	SCM: Supply Chain Management, Strategic Sourcing and Procurement Services
EAM: Enterprise Asset Management, Property and Facilities Management Services	ICTM: Professional services, Business Intelligence, software development, software product (HRM,CRM,BOM)

Gender empowerment Initiatives & Achievements

The Effectiveness Company encourages a view of personnel and business development in the private sector, which is non-racial, non-sexist and non-discriminatory in the most fundamental sense. The Company's view is that South Africa's challenge is the positive integration of diversity and the fullest utilization of our country's variety of talents and aptitudes. A more holistic approach to the work environment is the essence of The Effectiveness Company Employer of Choice Strategy (EOC) in that it assists the company in attracting and retaining staff that will serve the needs of the business, whilst ensuring that the employees are more satisfied and productive, leading to a harmonious working environment.

The Effectiveness Company recognizes the fact that South Africa has a legacy of discrimination in relation to race, gender and disability that has been denied access to opportunities for education, employment, promotion and wealth creation, however, these critical problems can only be most effectively addressed under conditions, which allow business leadership the freedom to seek optimal growth and returns on investment. The Effectiveness Company believes that workplace discrimination on the basis of gender, class, race, religion, politics or cultural differences, has no place in their organization. Their approach to employee and business development for disadvantaged South Africans must be in accordance with optimal growth of their Company. The objective of The Effectiveness Company is to ensure a working environment where employees have an opportunity to contribute, learn, grow and advance based on merit.

TOP Woman
Suzanne Ravenall, Chief Executive Officer

As the CEO of The Effectiveness Company, Suzanne is responsible for the vision and overall achievement of The Effectiveness Company strategic direction. Suzanne started her first job at an international travel agency in the UK after finishing school with 7 O-Levels. She came to South Africa in 1992 and after seeing a considerable gap in the market, started The Effectiveness Company in 1997.

Suzanne puts her stamp on the company's values and corporate personality. Honest and integrity is non-negotiable with her. "Brutal honesty has to be a key value of any business wanting to sustain success," she says, "...asking the right questions of your own business and sometimes those that people don't want to hear is critical".

These are not just words, but something that everyone in The Effectiveness Company lives and breathes.

Suzanne has what she calls "survival skills", exceptional tenacity and a passion to succeed. She sees herself as a democratic leader and focuses on empowering the staff. This means The Effectiveness Company creates a competitive environment in which staff are accountable and can take calculated risks. But every so often there is no time to be democratic and a decision needs to be made quickly, "Then there is no time for democratic views" says Suzanne emphasizing the need for balance between empowerment and immediate action.

Ravenall was voted one of SA's Leading Managers (2003/4 and 2004/5) from over 250 plus selected entries where only 59 were chosen. She has also been included in the 2003/4 and 2004/5 version of the International Historical Who's Who, an international publication that recognizes key individuals in 150 countries across the world that are seen to be shaping and changing economies. She was nominated as one of the 5 finalists for the Nedbank Business Women of the Year in 2004 and received a commendation and runner up for the African Investor Business Women of the Year 2004.

She is a member of the Institute of Directors, Young Presidents Organisation, Board Member of the Digital Partnership (Section 21 Company) and Patron for Nkosi's Haven.

Business Sector
 Outsourcing - Business Process Transformation Outsourcing

Description of Activities
 The provision of proprietary toolkits for the purposes of operations execution and business transformation provided either through a license fee or outsourcing model.

Products & Services Provided
 Business transformation outsourcing through:
 Outsourcing/co-sourcing
 License fee model
 International franchising (outside of Africa)

Awards
 The Effectiveness Company has been recognised within the following arenas:
 2011/2012 Top Business Support Services Company in Best Companies to Work For
 2010 Top Business Support Services Company in Best Companies to Work For
 2009 Placed and featured in the Top 300 Performing Companies
 2003 to 2008 Nominated and featured in Best Companies to Work For
 2007 Placed in the Top 10 Best Companies to Work For
 2003 to 2007 One of Most Promising Companies

Our Group CEO, Suzanne Ravenall has excelled in the arena of leadership:
 2011/2012 Nominated and featured in Top Women
 2009 Nominated and featured in Top Women
 2003 to 2008 Nominated and featured in Leading Managers of South Africa
 2007 Honouree award for Top Women Entrepreneurs in World
 2006 Nominated for the National Business Leader Award
 2005 Nominated for Ernst & Young Entrepreneur of Year
 2005 African Investor Award finalist
 2004 Finalist in Nedbank Business Woman of the Year
 2004 African Investor Award runner-up

Holding company
 The Execution Company

Annual turnover
 The Effectiveness Company is not a listed company and therefore does not publish its financial results

Gender empowerment level
 % of female shareholders - 50.1% >
 % of female executive directors/senior management – 25.1 – 50% female executive directors
 % female staff members (overall in company) – 25.1-50% female staff

BEE Status
 Level 3

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