

EFFECTIVENESS COMPANY



www.effectivenesscompany.com

The Effectiveness Company is an outsourcing/insourcing company, within the industry known as 'business transformation outsourcing'. The company delivers sustainable operational performance improvement and optimisation to its clients through an outsourcing/insourcing execution model.

The vision of the company is to be a global leader in the delivery of world-class operational implementation using total quality management processes in order to deliver a predictable outcome.

The mission is to provide dynamic and innovative professional outsourcing/insourcing services, which enable customers to excel in operational effectiveness while enriching the lives of all stakeholders and having fun.

All these are achieved because of what the company's staff deliver. It is what people choose to deliver to customers and to each other that makes the company who it is. It starts with what the company agreed on as its vision, mission and values – all of which were created by the people of the company.

The Group CEO, Suzanne Ravenall has excelled in the arena of leadership: 2009 to 2011: 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; and 2004: African Investor Award runner-up.

## COMPANY INFORMATION

### STATISTICS/ DEMOGRAPHICS/ HISTORY

**Year founded:** 1997

**Founding members:** Suzanne Ravenall

**Employees:** 300

**Branches:** Head Office in Kyalami Office Park

**Current customer base:** Corporate

**5 Top brands:** Labour Managed Services, Customer Relationship Management, Management Consulting, Execution Box and Field Management Services

**New products:** Business Process Outsourcing (BPO)

### NATURE OF BUSINESS

**Activity:** Offering a world-class operations outsourcing service to its customers

**Products/Services offered:** Labour Management, Training and Coaching, Outsourcing and Insourcing

### CONTRACTS & AWARDS

**Environmental health & safety standards:** Operates and abides by the Health and Safety Policy. The company provides and maintains a working environment that is safe and without risk to the health of its employees.

**ISO rating:** ISO 9001: 2008

**Recent awards: 2011:** Top Services Company 2011/ 2012: Nominated and featured in Best Companies to Work For; 2003-2012: SA's Top Companies; 2009: Top Business Support Services Company in Best Companies to Work For; 2009: Placed and featured in the Top300 Performing Companies; 2003 to 2008

### TRAINING & CSI

**Empowerment initiatives:** Offers equal opportunities to all by embracing diversity within a fair and honorable environment. These efforts are equally supported by a mentorship programme that aims at flourishing its employees capabilities of developing from 'good to great'.

**CSI initiatives:** Actively involved in the positive transformation of SA's realities, particularly through various social, community and health programmes. The Effectiveness Company has launched a host of CSI initiatives to assist in the upliftment and empowerment of people throughout South Africa. Suzanne Ravenall has a passion for community upliftment and her role as Nkosis Haven's patron, shows just that.

### EMPOWERMENT STATUS

**Black Empowerment Level:**

shareholding: >50.1% / non-executive directors: 25.1%-50% / total staff: >50.1%

**Empowerment rating:** Level 3 – Siyakha Consulting

### FAST FACTS

1. Delivers sustainable operational performance improvement and optimisation to its clients
2. ISO rating ISO 9001: 2008
3. Outsourcing/Insourcing is divided into three areas: Labour Management, Training & Coaching and Outsourcing/insourcing Operation
4. Best Companies to Work For, almost 10 years in a row
5. Top services company 2011 & 2012
6. Employs 300 people

**SUZANNE RAVENALL**  
CHIEF EXECUTIVE OFFICER



### CONTACT INFORMATION

**CEO:** Suzanne Ravenall

**Marketing & Communications Manager:** Marco Da Silva

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**Telephone:** +27 (0)11 466 5038

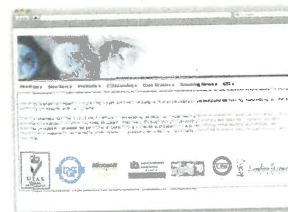
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## TOP WOMAN: SUZANNE RAVENALL, CEO

Suzanne Ravenall started working at the age of 16 as a personal assistant. In 1994 she moved to South Africa and launched Beyond Outsourcing in 1997 with a staff complement of seven members. In 1998 the first toolkit was developed in CRM, following the second in 1999 and the third and fourth in 2001 and 2002 respectively. In 2004 she was a finalist in Business Woman of the Year and in 2006 all the separate companies amalgamated. By 2007 she had a staff complement of 300 and was voted one of the Top 11 Women Entrepreneurs in the World. In 2008, a staff trust was launched and black empowerment shareholding introduced. With the official launch of the Effectiveness Company and Execution Box more recently, Suzanne is currently the Chairman. *TW*



## COMPANY INFORMATION

### COMPANY SYNOPSIS

**Business sector:** Business transformation, outsourcing and consulting/technology

**Employees:** 155

### PROFILE

The Effectiveness Company set out by providing performance improvement services within the business transformation outsourcing sphere, through various innovative outsourcing and in-sourcing models. The Effectiveness Company has consistently been rewarded by both current customers continuing to work with the company and new customers beginning partnerships with the company. The group has evolved its offering to include content and technology tools that enable performance improvement – they like to call it 'Experience in box'. These tools are licensed and trained into the environment and are delivered through the subsidiary, the Execution Box.

### FORWARD OUTLOOK

Board strategic ambition for the next 5 years:

- Global distribution of performance improvement tools

### GENDER EMPOWERMENT & SED

- Increased maternity leave
- Job sharing
- Part-time work capability
- Career breaks

**Name of programme:** Nkosi's Haven

**Aim:** Helping those who are affected and infected by HIV/Aids

**Beneficiaries:** Nkosi's Haven is a non-profit organisation that was founded by Gail Johnson in 1999 in memory of her foster son who was infected at birth. It aims at becoming the prototype for addressing all needs of HIV/Aids women, their children and Aids orphans. They also offer residential care to Aids orphans.

As part of our values we empower people to be accountable for their responsibilities and to take charge for their own destiny. Each staff member is given one free paid work day per year to work on a charitable initiative of their choice. Our focus is to better serve the socio economic needs of the South African people from a pro-active and involved angle. This new approach will align with our investment philosophy and company values, also aligning with the country's broader development framework and objectives.

### GENDER EMPOWERMENT: STATISTICAL OVERVIEW

#### Female percentage

>100%	>75%	>25%
shareholding	executive directors / senior management	total staff

#### Black female percentage

>33%	>25%	>25%
shareholding	executive directors / senior management	total staff

## CONTACT INFORMATION

**CEO:** Suzanne Ravenall

**Non-Executive Director:** Leonard Fine

**Non-Executive Director:** Alun Frost

**Physical address:** 10 Monte Carlo Crescent, Kyalami Business Park

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**Website:** www.effectivenesscompany.com

## FAST FACTS

1. Cutting-edge, unleashing the potential in the best people
2. Renowned for its innovative ways, pushing the limits
3. Dynamic company operating in performance improvement – enabling execution and delivery
4. Track record of achieving great implementation results
5. Specialists in business transformation and the implementation of 'how to'

## HOT TIPS FROM THE CEO: SUZANNE RAVENALL

1. Have a solid plan; know what you are going to do, what you want to offer the market place and how it's going to be better than what other people are providing
2. Execute this plan vigorously and keep referring back to it
3. Think through every single eventuality and devise a scenario plan so that you have contingency backup in case things don't play out the way you had imagined they would
4. Do what you love and are passionate about – in this way you will keep going when the times are tough