

Omni HRC: pioneering sustainable models for small business development

Business and people development specialist Omni HR Consulting is harnessing its proven methodologies to bring about sustainable growth in selected small businesses.



Lize Moldenhauer: Managing Director, Omni HR Consulting (Pty) Ltd.

With a track record of people and business development spanning over a decade, Omni HR Consulting is well positioned to guide the growth of local start-ups. Whether the company is focusing on supplier development or the growth of an external small business, Omni HR Consulting is passionate about business growth.

“Having successfully grown our own business from start-up phase and with years of experience in supporting the development of client organisations; it is embedded in our company DNA to share our learnings and support business growth,” says Omni HR Consulting MD Lize Moldenhauer.

More than checking boxes

Enterprise and supplier development initiatives should be approached as much more than a check-box exercise forced by the Broad-Based Black Economic (B-BBEE) Codes, says Moldenhauer. “Enterprise development should be tackled for the right reasons, and it should be done in a sustainable way. One of our foundational philosophies is collaborative relationships and partnerships. So in our view, enterprise and supplier development is a long road you walk with the



Doné Basson: Omni HR Consulting head of operations for Gauteng.

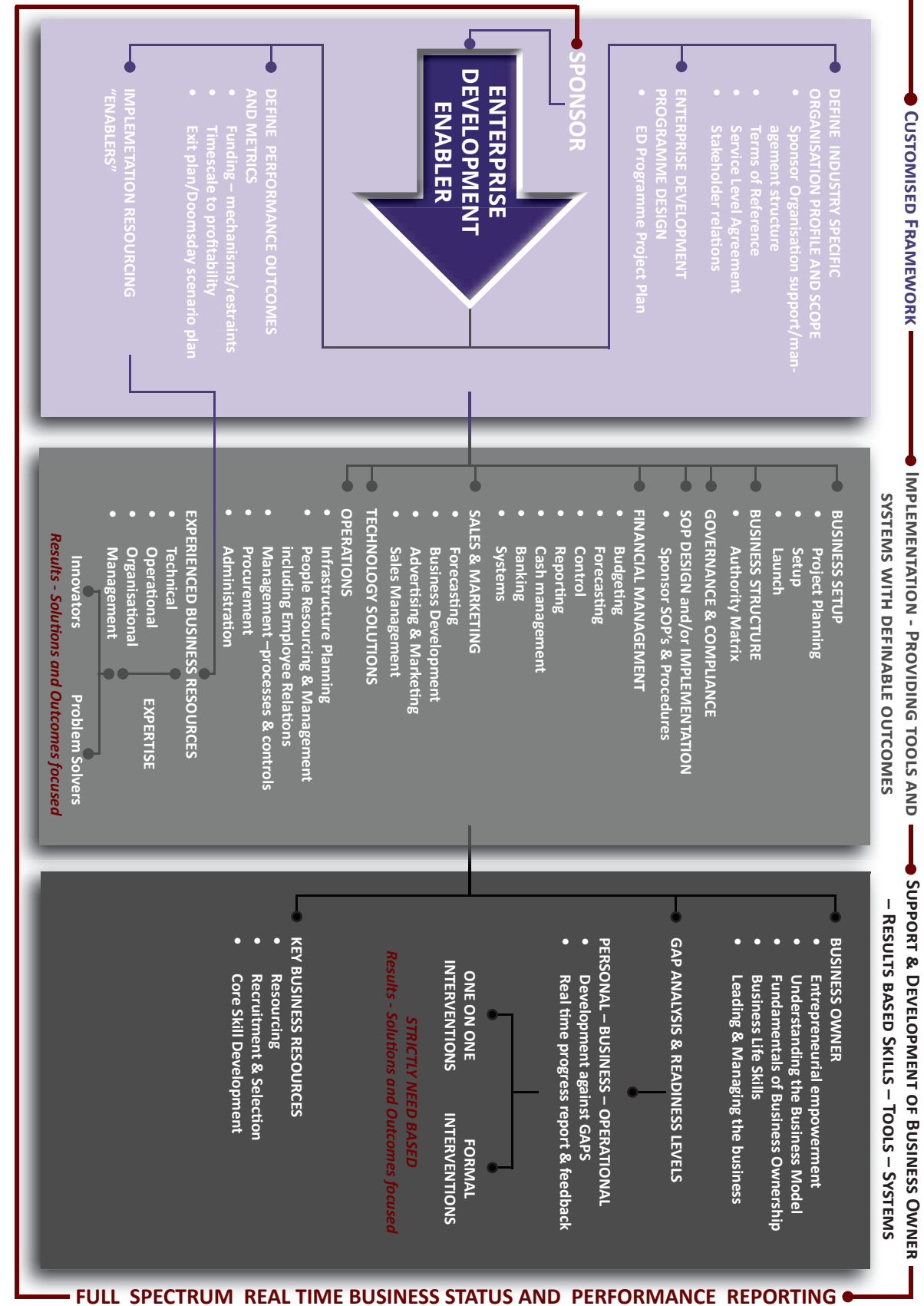
beneficiary, and you don't part ways until they are well on track to sustainable business growth.”

Omni HR Consulting's enterprise development model is an agile and practical one, founded on best practice business development principles, but adapted in line with the needs of each beneficiary.

Fast tracking small business growth

Doné Basson, Omni HR Consulting head of operations for Gauteng, also manages the company's Gauteng beneficiary relationships. Two beneficiaries have already graduated from Omni's multi-year enterprise development programme, and a further two are currently the focus of the initiatives. Basson explains that when beneficiaries are selected they are supported with intensive and ongoing coaching and mentoring throughout the development model. It starts with careful selection, a full gap and needs analysis, and a priorities roadmap agreed on in partnership with the beneficiary.

Among other measures, Omni HR Consulting fields two retired business executives, who meet the beneficiaries weekly to assess progress and provide ongoing





*Cassandra Julius:
Omni HR Consulting,
Marketing Executive.*

mentorship and support.

Omni HR Consulting also goes to great lengths to help beneficiaries access business opportunities that not only build capacity and grow revenue, but also help the small business develop a credible track record.

Cross-company development culture

But the company's approach to enterprise and supplier development is not limited to defined beneficiaries and finite programmes – it extends across the organisation's day to day activities and throughout the ecosystem it operates in. Cassandra Julius, Omni HR Consulting Marketing Executive, says the company has designated in-house commodity (supplier) relationship managers to support a mutually beneficial business partnership with its suppliers. Ongoing supplier support includes ensuring early payment, extending partnership opportunities and offering discounted development services.

Says Moldenhauer: "One of our founding philosophies is making a difference in the communities we serve, and our definition of community encompasses our staff, suppliers, clients, learners and the broader community. Therefore our entire organisation is structured to make a positive difference and deliver mutually beneficial partnerships across all our operations."

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Omni HR Consulting enterprise development successes

- A Western Cape canvas upcycling business has grown from a one-woman operation to a fast-growing SME employing eight people and scaling up its capacity, thanks to a three-year enterprise development journey with Omni HR Consulting. Omni supported the business in areas including product differentiation, pricing strategy, mentoring, training and development, business/organizational compliance and governance and marketing gap analysis.
- A small town bakery and craft brewery has increased its foot traffic, now runs an internship programme, and has expanded the reach of its craft beer range as a result of development support from Omni HR Consulting.
- Two retail franchise owners are currently enhancing their business skills and growing their businesses through ongoing mentorship and support from Omni HR Consulting. A full gap analysis of the enterprise is done by a retail subject matter expert, who identified needs within areas OMNI has been able to support. These areas included,
 - Compliance and Governance
 - Human Resources
 - Management of Health & Safety
 - Enterprise image and branding
 - Customer service and sales
 - Business performance metrics
 - Managerial operations

Implementation of suggested solutions, as agreed by all stakeholders, are closely monitored and detailed feedback is given monthly. A business coach (the SME) has been assigned to each franchise owner to assist, support and guide implementation of the suggested Omni solutions.

