

# Development Squared

The story so far.....



## Roffey Park Institute take their leadership training back to the floor

Roffey Park Director tests out the business mentoring scheme with one of Swaziland's leading companies

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## How the digital marketing man got the chilli factory fired up

Oliver Hughes works his digital magic with immediate results

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## What happened when The Guardian mentored Swaziland's national newspaper

Read how the paper's daily production time was cut by 2 hours

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# A win-win situation

Although it's only two and half years since we launched Development Squared, so much has happened that it already feels like a lifetime ago. Our aim was characteristically optimistic of its Directors: To revolutionise Leadership Development Programmes in the UK. But there was a twist – we wanted more – we wanted the programme to benefit the developing world. And we chose Swaziland.

## The Swaziland Link

Swaziland, which borders South Africa and Mozambique, has its fair share of problems by any standard. With the worst HIV and AIDs epidemic in the world, life expectancy is now 49 years of age, rising from an all time low in 2008 of only 32 years. One of the catastrophic outcomes has been the decimation of the adult working population, leaving the country's skill base badly lacking.

## Match Making

Working with All Out Africa, our partners on the ground, we match UK professionals looking for a leadership development opportunity with companies in Swaziland who have identified specific skill gaps. By closely matching the skills needs of the Swazi businesses with the skills of the UK delegates, we've achieved a winning combination. Mentoring a business in Swaziland for a week provides a unique opportunity to lead, influence and problem-solve in a new and unfamiliar setting. Here are some case-studies from our 2014 programme.....



AMANDA  
HUMPHREY

DIRECTOR OF  
SUPPORT SERVICES

ROFFEY PARK  
INSTITUTE



**Amanda** is responsible for HR, legal, finance and operations at Roffey Park Institute. Roffey Park works across the world with organisations from the private, public and not-for-profit sectors in the fields of leadership, management, coaching, human resources and organisational development. As an organisation they are keen to develop their courses to encourage more experiential learning and the Swaziland business mentoring scheme was just the collaboration they were looking for.

Amanda's background and experience gave her the perfect skill set to mentor Baobab Batik, a successful, high-end interiors and fashion company. Baobab Batik has grown impressively, but their systems and structures hadn't kept pace. Amanda worked intensively with their management team for a week, helping them with their business strategy and developing their systems in a way that will allow their growth to continue long term.

Baobab Batik's feedback:

*"We got stuck into it! Working with someone of Amanda's experience has been very beneficial. We have gained a new perspective and new knowledge."*

Amanda's feedback:

*"I do now feel something bigger and different is out there, and I'm more rounded and confident that I have valuable skills that can be shared to good use."*



**Oliver** is Display Director for a busy digital marketing agency called iCrossing. He manages the team that runs and measures the impact of campaigns for an impressive range of clients.

iCrossing immediately saw the value of the d2 leadership development programme and invited their talent pool to apply to take part as part of their internal reward-based company development. We were delighted that Oliver applied!

We could have placed Oliver in almost all of the host companies we've signed up in Swaziland. Everyone is desperate for digital marketing skills and Black Mamba is no exception. An ambitious young organisation with outstanding ethics, Black Mamba has cracked the national market and wanted to use digital marketing to break into the international market. By buying chillies grown by more than 50 swazi women, Black Mamba are able to simultaneously produce amazing chilli products, whilst supporting a large number of rural families.

Black Mamba's feedback:

*"Oliver had exactly the right skills and achieved in days what would have taken us months"*

Oliver's feedback:

*"I've learnt to work within an unfamiliar situation, & be more resilient and flexible. I feel more confident to influence and lead following the experience."*



OLIVER HUGHES

DISPLAY  
DIRECTOR

ICROSSING  
DIGITAL  
MARKETING  
AGENCY

Meet the Black Mamba family...



# the guardian



JOHN STUTTLE  
SYSTEMS EDITOR  
THE GUARDIAN

**TIMES**  
Of Swaziland

**John** is a systems editor in the Editorial Systems Development department at Guardian News & Media. For the past 15 years he has been involved in the specification, development, training and support of editorial systems for both print and web. John was able to take part in the d2 programme through The Guardian Foundation which supports editorially independent newspapers overseas.

The Times of Swaziland is Swaziland's main daily newspaper. The management have been aware for sometime of the need to embrace the digital world, and with a broadband network being promised for Swaziland imminently, they have been more focused than ever on the need to develop their digital offering and business model. John had the perfect background.

In fact, when John arrived on his first morning he realized that there were other quick wins that he could implement immediately that would have an immense effect on the efficiency of the paper's production, so he and the Editor agreed to prioritise the production initially over the digital aims. Within two days, John had written and implemented new macros that meant the production time of the newspaper was reduced by 2 hours!! John did also manage to get the paper using social media much more actively by the end of his week with them.



Times of Swaziland feedback:

*"We consider ourselves very lucky to have received this help with our business development, and for free."*

John's feedback:

*"The week has been an intense but very rewarding time. I would definitely do something similar again if the opportunity arose."*



d2 directors as they get ready for another of their enjoyable d2 networking evenings.

*From left to right:*  
Anne-Marie Harrison  
Mel Freeman  
Loretta Harrison  
Tim Williamson



**Development Squared has a range of exciting businesses in Swaziland that need a whole host of different skills. Helping them could be the perfect development tool for your staff.**

**Eazy Grow Insurance** needs

- Marketing
- Sales
- Account management & customer service

**JeremPaul fashion designer** needs

- International marketing
- International retail
- International PR

**Mobilize Transit TV** needs

- Filming, editing and post-production

**Rosecraft** fashion and interiors needs

- Business strategy
- PR
- Social media

**Star Paint** – paint manufacturers need

- PR
- Social media

**Tintsaba** handcrafts needs

- Production
- Marketing
- Social media

**Get involved in our win-win leadership development revolution! Call Mel on 07799 882761 or see our website [www.developmentsquared.com](http://www.developmentsquared.com)**

**Next programme dates: June, September, November.**