André W Diederichs

Abbreviated resume

Andre is a keen observer and student of global trends and globalisation and its impact on the world of work, global competition and the changing role of governments. He studies and communicates the impact of leadership values on the sustainability of countries and companies alike.

He identified SMMEs as the most important strategic market for South Africa and is currently managing Old Mutual's marketing focus on SMME focus. Family Owned Businesses and Franchises form an integral part of this focus with Broad Based Black Economic Empowerment as a specific focus to rid us from unemployment.

Personal exposure

Arranged, attended and participated in numerous workshops and conferences and addressed numerous audiences in South Africa and audiences from elsewhere in the world on subjects such as:

- Globalisation and how to compete in a global economy
- The Economic threats of globalisation
- SMME development in the world
- Entrepreneurship (lessons from Wildlife for Entrepreneurs)
- Needs and solutions for Franchisors and Franchisees
- Needs and solutions for Family Owned Businesses (FOBs).
- Corporate Governance and Business Ethics
- Broad Based Black Economic Empowerment
- Sustainable development in a globalised economy

Achievements

- Selected as the national chairman of the Trade and Industry Chamber of the AHI in South Africa for 2006 and again for 2007
- Selected to serve on the South Africa government's Small Business Advisory Council
- Selected to be interviewed as a country expert for the Global Entrepreneurship Monitor (GEM), South Africa
- Selected to be *someone who taught Mensans a thing or two*.
- Guest speaker for numerous MBA students in South Africa and from elsewhere in the world such as Ohio University (USA), London Business School and Erasmus University in the Netherlands.
- Founding member of FABASA (Family Business Association of Southern Africa).

Publications:

- Published more than 800 articles in business magazine's, employer magazines and newspapers. Regular articles in Succeed , Entrepreneur and Your Business magazines
- Appears regularly on live television and radio talk shows and did a TV series over the last five years focusing on lessons from nature for entrepreneurs and Family Owned Businesses.
- Did a series on lessons from nature for entrepreneurs and Family Owned Businesses in Media 24 newspapers, City Press and Sunday Times over the last four years.
- Published his first book, *Whirlpool of chang*e, on Globalisation and its impact on South Africa in 2002.
- Published a second book, *Manage family in your Family Business*, on the importance of values for Family Owned Businesses in 2007.
- Published his third book, internationally registered as *People versus Profit*, during June 2007.
- Published his fourth book *Business Jungle* (in English) and *Besigheidsoerwoud* (in Afrikaans) in 2008.
- Publishes his fifth book *Veldwysheid* (Afrikaans only) in 2009.
- Published his latest book *Leierskapswaardes: Wysheid uit die Planteryk* (Afrikaans only) in Mei 2010

Qualifications: Holds a Masters in Marketing (Tshwane Technological University)