



From left: Robin Buck (SA Top Student), Bruce Griffiths (Principal, Business Academy SA), Lizette Olivier (SA Top Student), Amelia Mansell (UK Top Student) and Mark Herbert (UK Top Student).

BUSINESS ACADEMY'S WORLD-CLASS PROGRAMME INSPIRES ENTREPRENEURS

The Louis family has built their business by successfully nurturing their entrepreneurial spirit over nine decades. It is therefore not surprising that a major focus of the current generation of the Louis family is to "pay it forward" to positively impact and equip other members of the business community. The result, after two years of research and preparation, was the launch of the Business Academy in 2003 with the aim of teaching individuals the 'secrets' of building a sustainable business while promoting the virtues of stewardship, honesty and integrity. In 2007, the Business Academy was boosted by a unique collaboration with Stellenbosch University Business School, which sees its programme accredited by this renowned institution.

"Our goal is to make a difference by providing people with the practical tools they need to survive and thrive in business," says Alan Louis, Founder of the Business Academy. "Louis Group's high level

of commitment to this outcome is demonstrated by the fact that every student who attends the Business Academy is wholly sponsored by the company," adds Michael Ansell, who has served as the Dean of the Business Academy since its inception.

To date, in excess of 3 000 applications have been received and over 1 150 men and women have graduated. Looking to the future, talks are underway with the University of Stellenbosch to extend the course into historically disadvantaged areas where an emerging entrepreneurial spirit can benefit significantly from some of the tried-and-tested tools which the programme provides. The hope is that the Business Academy will play a significant part in fuelling a grass roots explosion of business initiatives that in turn will uplift local communities.

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