

BUSINESS PROFILE



South African Training Academy (Pty) Ltd.

Create a Favourable Future



Introduction	3
Mission and Vision	4
Mission Statement	
Vision Statement	
The Shareholders and Team	5
SATA Development Pathway to Learning and Development Mastery	6
Our Strategic Partners	7
African Society for Training and Development (ASTD)	
S A Board for People Practices (SABPP)	
Guy Blackbeard and Associates (Pty) Ltd.	
The People Architects (Pty) Ltd.	
Passion 4 Development (Pty) Ltd.	
OD Management Services (Pty) Ltd. (ODMS)	
Mabatini Management Services (Pty) Ltd. (MMS).	
What Differentiates SATA In the Marketplace?	10
Contact information / Where to find SATA	11

INDEX

INTRODUCTION

The South African Training Academy Group ([SATA](#)) is a registered Private Further Education and Training Institution with the ETDP Seta, with MOU's with other Seta's. In 2013, SATA was born, when Prof. Sakkie Van De Merwe formed alliances with Dr Guy Blackbeard and Associates, Passion 4 Development. The People Architects as well as two 100% BEE companies:

- OD Management Services and
- Mabatini Management Services.

The partnership was formed to ensure that [SATA](#) could provide the capacity and expertise to serve all learners who were either full- time employed, requiring distance learning or full- time students. This being achieved through the use of innovative, National and Internationally researched learning methodologies and practices. To demonstrate our vision, [SATA](#) developed and now leverages off our unique [SATA](#) Development Pathway model “for all training interventions within the ODETDP professional arena”.

With the growth of HRM and HRD in South Africa (and internationally) and “C-level” executive adoption of the industry, [SATA](#) formed strategic alliances with the Board for People Practices (SABPP), together with the full accreditation of the ETDP SETA. Our partnerships demonstrate our purpose to continue sustained HRM and HRD development offerings – and build lifelong learning relationships with all our learners and partners, positioning our [SATA](#) brand as the leader in ODETDP.

Also providing logistical support and educational resources to all HRD and HRM businesses throughout Southern Africa and South Africa. [SATA](#) (and its affiliates) offer quality educational programmes, of which the models and principals are already applied in business, measured to ensure they have achieved maximum business impact.

We offer the ODETDP professional market a wide range of products and training solutions including:

- The Certificate in ODETDP at NQF level 4
- The National Diploma in ODETDP at NQF level 5 (Year 1, and Year 2)
- The National Certificate in ODETDP at NQF level 6.

Our experience shows us that there is a desperate need for a competent workforce, and how difficult it is to sustain this in the current business climate.

The ability to guide you on how to up skill your people, **on** the right course **at** the right time for the right reason is what differentiates us. And this is why we offer short courses in creative

ways at NQF level 4, 5 and 6 as well as non-credit bearing programs, if that is what your business requires. Recognition of Prior (RPL) learning at all levels is available, together with Assessment of job and candidate learning readiness and cultural fit.

Articulation with institutions of Higher Education remains one of our key priorities. Therefore we will be forming Private and Public Partnerships with Universities and FET Colleges for the benefit of our students.

Our accreditation with the Education Training and Development Practices Sector Education Training Authority (ETDP SETA) ensures that the delivery, material and tuition of [SATA](#) is of the highest standard and through our practical on the job training, ensure that your learners are always equipped with the latest practical information in the job market.

[SATA](#), through its affiliation with Passion4Development has invested in the latest engagement methodology namely "Gamification" adding excitement, and engagement to the learning experience and ultimately enhancing the enjoyment of the learner. [SATA](#) continues to differentiate itself from the normal legacy-education and training methods experienced in the current learning landscape and is quickly becoming the preferred partner of training services in the ODETDP field both Nationally and Internationally. Offering our clients the "HOW" to measure the Return on Investment of partnering with us and enabling this success to be demonstrated in the Boardroom.

MISSION AND VISION

[SATA](#)'s Vision and Mission is to enable learning to take place anywhere and at any time in the most effective methodology for the individuals both in Southern Africa and Internationally.

MISSION STATEMENT

We will provide affordable internationally benchmarked learning opportunities to Learners anywhere they are situated.

VISION STATEMENT

To be the most trusted, innovative and sought after HRD and HRM lifelong learning partner.



THE SHAREHOLDERS AND TEAM

The shareholders of **SATA** have been carefully selected as to ensure that not only do they act as Shareholders but also as the Academic Advisory Council for **SATA**. Each member has experience in excess of twelve years whilst some having spent a lifetime in the Educational Field. Therefore, with the combined experience of all the Shareholders, **SATA** can deliver not only Quality Training Material, together with effective tuition, but Material and Tuition that has a very practical slant through the combined Applied Business experience that the Team brings to the classroom.



Dr. Burton Malgas
Chairman Of The Board



Dr. Guy Blackbeard
Vice Chair of the Board



Prof. Sakkie Van De Merwe
Managing Director



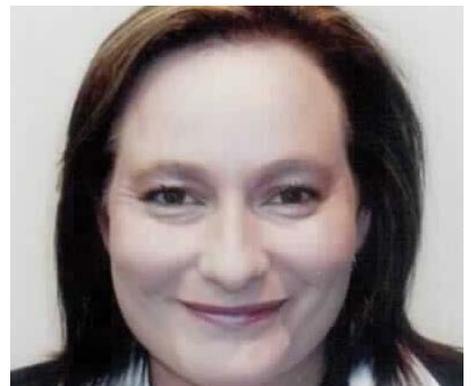
Dr. Deon Van Der Merwe
Chairman Academic Board



Dr. Tony Khatle
Non - Executive Director



Mr. Darryn Van Den Berg
Non - Executive Director



Me. Cindy Glasspool
Non - Executive Director

SATA'S DEVELOPMENT PATHWAY TO LEARNING AND DEVELOPMENT MASTERY

In ensuring that a structured career path can be followed by the learner at [SATA](#), a stepladder approach to the development Pathway has been adopted by [SATA](#) that consists of the following Themes or Focus Areas, the Qualification to engage with the years of study, the Professional Registration as well as the Target Population or the Position within the company that could benefit from engaging in a Learning and Development engagement.

Creating a favorable future

Your career partner

THEMES (FOCUS)	NQF	QUALIFICATION (ETDP SETA, CHE)	YEAR OF STUDY	PROFESSIONAL REGISTRATION (SABPP)	TARGET POPULATION (POSITION)
Inductory	3	Training Advisor, Administrator and Coordinator (S.A.T.A)	Skill Programme	HRD in Training	Admin, Coordinator, Advisor
Task	4	Certificate in OD ETDP (S.A.T.A)	1 (5 * 3 days)	Level 1 - HRD Technician	Skills Developer
Service	5	Higher Certificate in OD ETDP (S.A.T.A)	2 (7 * 3 days)	Level 2 - HRD Associate	HRD Practitioner
Best Practice	6	Diploma in OD ETDP (S.A.T.A)	3 (7 * 3 days)	Level 3 - HRD Professional	Internal Consultant
Strategic Intent	7	B.Tech	4 (6 * 5 days)	Level 4 - Chartered HRD Professional	Manager of H.R.D
Action Learning Research	9	M.Tech	5 & 6	Level 5 - Master HRD Professional	Subject Matter Expert (Chief Learning Officer)
Research	10	D.Tech	7 & 8	Master HRD Professional	External Consultant



OUR STRATEGIC PARTNERS

The South African Training Academy, (SATA), has the following strategic partners in the Group:



S A BOARD FOR PEOPLE PRACTICES (SABPP)

The SABPP is the professional body for HR practitioners, who are at the heart of the implementation of the Human Resource Development Strategy for South Africa. It is an autonomous body that sets standards for the profession and has been recognised by SAQA as a Professional Body that may grant recognised professional designations in terms of the NQF Act. Qualifying learners of SATA will be eligible for professional registration with the SABPP. SABPP was granted the status in 2002 by SAQA as Education and Training Quality Assurer, updated recently in line with changes in the SAQA processes to Learning and Quality Assurance body. SABPP is unique in this combination of professional body and TQA.

All the SATA Directors have been awarded the status of Master HR Professional by the SABPP.

GUY BLACKBEARD AND ASSOCIATES (PTY) LTD



Guy Blackbeard and Associates consults in the field of Needs Analysis, Course Design, and Development, Facilitation skills, Evaluation of Training, Organizational Development and the NQF alignment of all training and Development. Guy Blackbeard has been appointed by SATA to do all the RPL and APL for our clients. He is also a Shareholder and Vice Chairman of the Board. He is a member of the Academic Board for SATA. His experience in HRD and HRM spans over 34 Years.

MABATINI MANAGEMENT SERVICES (PTY) LTD. (MMS)



The core business of this company is developing leadership and Management Training Skills, Research, Project Management, Strategic Planning, Teambuilding skills, Change management skills, Conflict resolutions skills, Capacity building, Monitoring and evaluation as well as Motivational talks. The owner of MMS is a shareholder of SATA, a Board member and serves on the Academic Board of SATA.



THE PEOPLE ARCHITECTS (PTY) LTD

The People Architects is primarily a service rendering business that provides Quality Aligned Programs to the Public Service Departments and Individuals in the form of learnerships and/or skills programs. The People Architects offer easy and effective access to learning opportunities for those who:

- Want to become employable
- Want to improve their Social Standing.
- Are currently employed in the Public Service
- Who wants to advance in the Public Service

Their expertise spans over a 9 year period. The owner Me. Cindy Glasspool is a shareholder of [SATA](#) and a member of the Board as well as a member of the Academic Board of [SATA](#).



MANAGEMENT SERVICES

To be a leading consultancy company through quality products and services



OD MANAGEMENT SERVICES (ODMS)

OD Management Services (ODMS) is a consulting firm that specializes in performance measurement systems, and has extensive experience with front-end analysis, strategic development planning, and various performance interventions.

The services offered by ODMS are:

- Management of Curriculum
- Development of School improvement plans
- Monitoring and Evaluations
- Managing Change in Curriculum
- Adult Basic Education and Training Management.
- Research.
- Project Management
- Programs for Teacher Development.
- Learnerships
- Training for School Governing Bodies
- Capacity Building
- Legal services.

The owner of ODMS, Dr Burton Malgas, is a Shareholder of [SATA](#), Chairman of the Board of [SATA](#) and a member of the Academic Board of [SATA](#).



PASSION 4 DEVELOPMENT (PTY) LTD

This company was formed in 2007 with the focus being to impact on an organization through Dynamic and Progressive Gamification and Organizational Development interventions.

Their differentiating factors are:

- Tailor made solutions for every unique Organizational Development requirement.
- Gamification to convert the clients required solutions into FUN, Exciting and Engaging initiatives
- Networking through the unique structure utilizing a network of business specialists in every initiative
- Sustainability of every initiative implemented through continued involvement with your champions.
- Return on creativity can be measured on every initiative, always ensuring that their value added is tangible and proven
- P4D's Change Management expertise combined with the clients employees ensure a clear and exciting implementation of every OD solution they partner in.

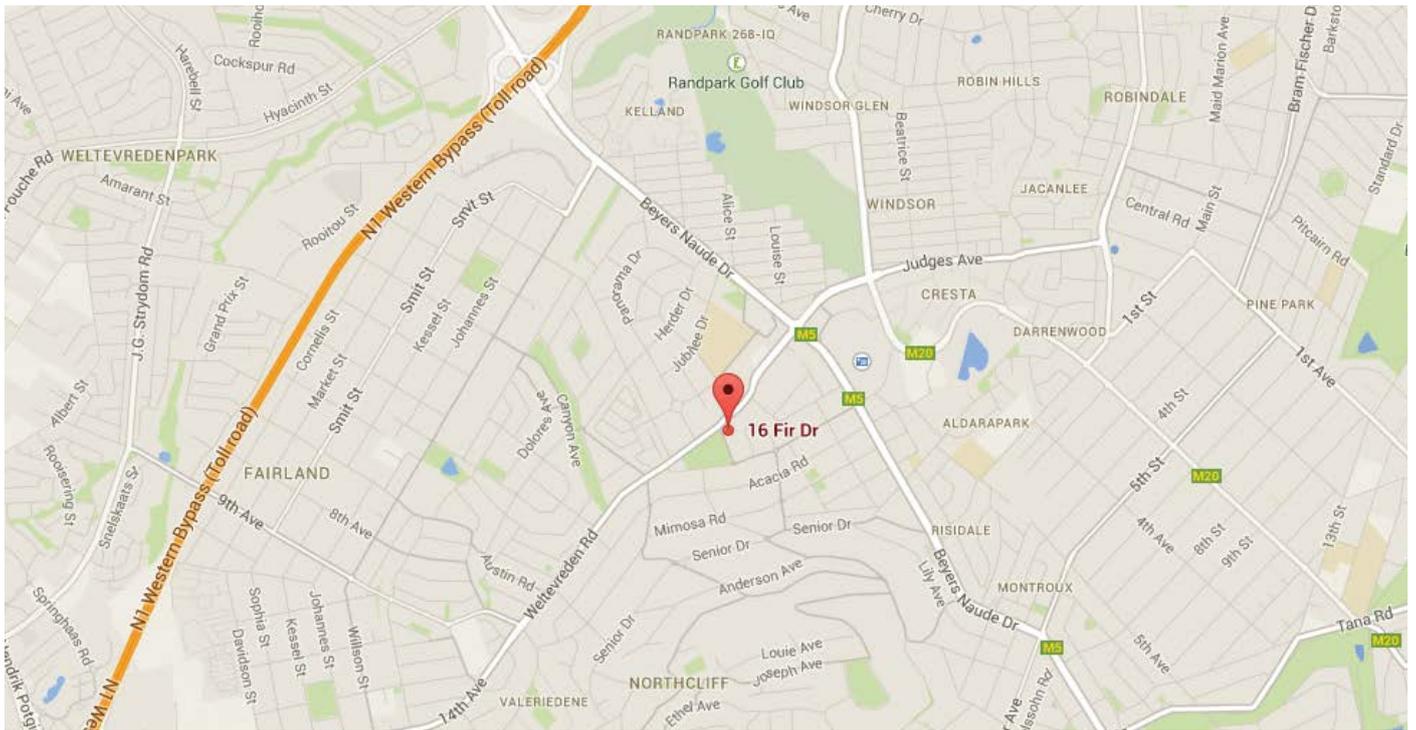
P4D's experience will be used by [SATA](#) to ensure that every learning intervention will make full use of cutting edge Social Media, Gamification and Electronic media and in so doing make every training intervention Fun for the learner.

The owner of P4D, Darryn Van Den Berg is a Shareholder of [SATA](#). Darryn also serves on the Board of [SATA](#) and is a member of the Academic Board.

WHAT DIFFERENTIATES SATA IN THE MARKETPLACE?

- Our strategic partners bring APPLIED business experience to the classroom that makes our learning offerings very practical for immediate business application.
- We have already moved away from the Legacy programs still being used by the rest of the market.
- We have adopted a Dynamic Development model that is Best Practice and well Researched in the World.
- We include Engagement and FUN training from the before the course begins to after the learner is competent - as we have as a Strategic Partner, the company that is the leader in this in the Country, namely Gamification.
- We are able to effectively tailor make solutions for our client's specific needs. We do not believe in one fits all.
- We are already catering for (and continue to Research) the 5 ways that will change in Higher Education over the next Decade, namely:
 1. Blended Learning will be used more and more. Our programs are developed with a minimum of 3 different learning platforms available for achievement.
 2. Online education will be used more frequently by learners as it gives them more options. We are catering for it by introducing Gamification to our learning processes that embrace and engage with online interaction. Enabling learners to learn from each other not just our team.
 3. Embracing adaptive learning as all students do not study at the same pace. We are building toward online learning (through fluid intelligence integration), adaptive virtual classrooms, and self-paced video interaction with mentorship and coaching opportunities for our learners.
 4. Using a flexible calendar so students can start a course whenever they want and complete it at their own speed. All our training embrace this already, and we continue to research new and cutting edge ways that learning can be done when and where the learners needs it.
 5. Qualifications based on what we know, not on how much time is spent in the classroom. SATA brings practice and theory together in all its learning interventions and with simple Recognition of Current Competence options – we are changing history in Africa through learning.

CONTACT INFORMATION / WHERE TO FIND SATA



Prof Sakkie: +27 (0) 11 215 8680

Dr. Guy: +27 (0) 82 809 1812

Me. Cindy: +27 (0) 82 544 1613

Mr. Darryn: +27 (0) 82 925 2262

Website: www.satrainigacademy.co.za