



COMPANY PROFILE

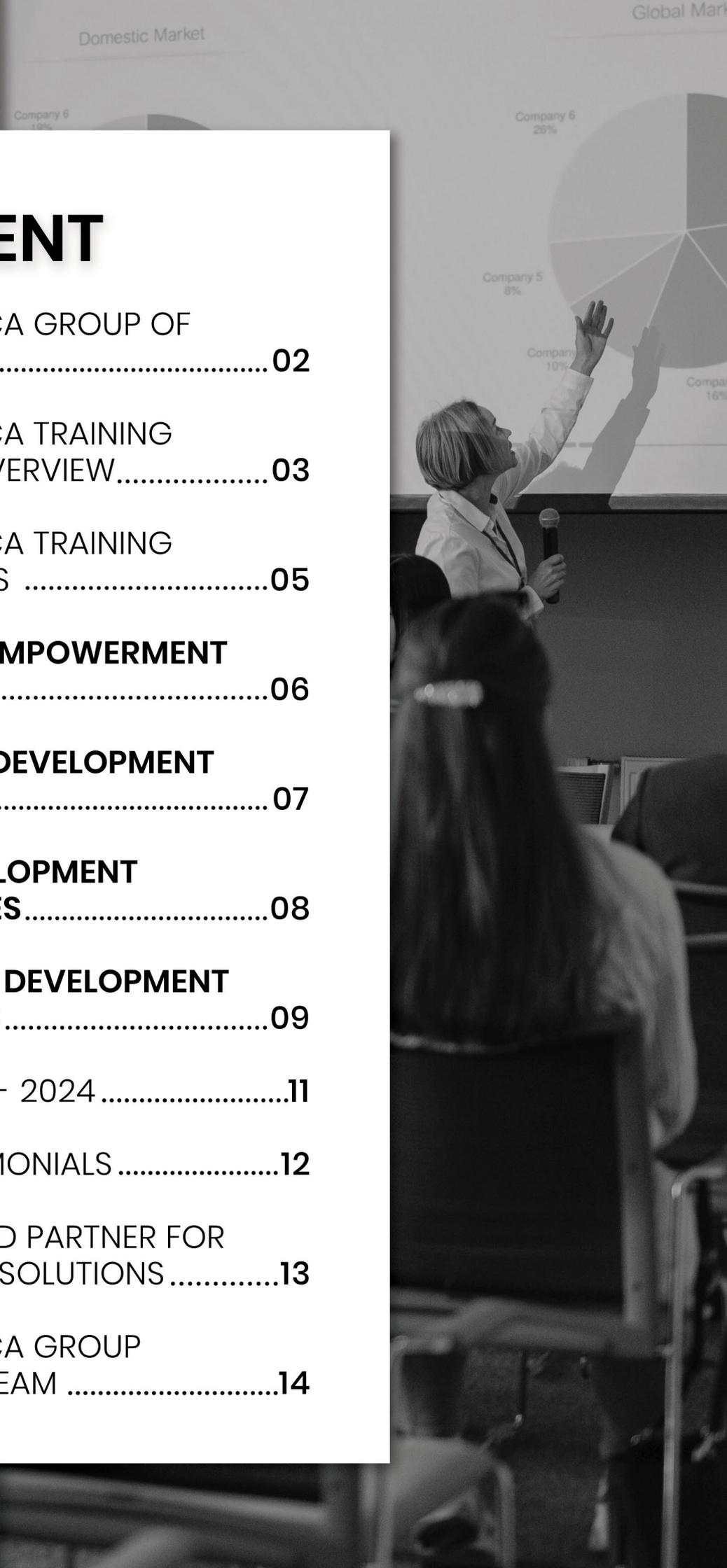
Unlocking the potential of people
and communities

A training company that focuses on personal, leadership,
and socio-economic skills development in Africa.

www.beulahafrica.co.za

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BEULAH AFRICA GROUP OF COMPANIES

Beulah Africa is a dynamic group of social enterprises, focused on the socio-economic development of Africa to facilitate sustainable change.

Founded in 2013, Beulah Africa has vast experience in designing, consulting, and implementing large-scale human and community development programmes in the private and public sectors of South Africa.

Africa is a blessed continent. It is overflowing with the potential for wealth, innovation, and inspiration. And yet our current reality in the continent and country is unfortunately not reflecting this potential. Our story is still painted with poverty, brokenness and dependencies. But, as Beulah Africa, we firmly believe this picture can and should change.

We are motivated by hope and compelled by love to play a role in Africa's transformation. We exist to unearth the potential that lives in its people's hearts and land.

**CREATING
SUSTAINABLE
CHANGE**



TRAINING

An empowerment-focused training company providing personal, leadership and socio-economic skills development in Africa.



CONSULTING

A socio-economic consultancy, focused on enabling Africa's natural resources industries to be the primary drivers of Africa's development.



FOUNDATION

A non-profit company (NPC) offering practical community-based solutions to Africa's socio-economic development challenges.

BEULAH AFRICA TRAINING COMPANY OVERVIEW

Beulah Africa Training is a training company providing personal, leadership and socio-economic skills development in Africa.



Our mission is to **unlock the leadership & economic potential of people and communities**, and to empower them towards a future hope.

BEULAH AFRICA TRAINING TRAINING PROGRAMMES

We achieve our mission through economic empowerment trainings, youth development programmes, leadership development trainings, and community development workshops.



ECONOMIC EMPOWERMENT TRAININGS

The Beulah Africa Economic Empowerment trainings are designed to equip individuals with the skills and knowledge necessary to achieve financial stability and independence. Our training helps participants discover their skills, talents, and interests to start their path to economic empowerment, leading to improved livelihoods, greater resilience, and sustainable livelihoods for families.

LEADERSHIP FOR LIFE TRAINING

Leadership for Life is an international programme with exceptional success in multiple countries, unlocking leadership potential within communities by applying timeless principles of personal transformation. Beulah Africa is a licensed service provider that facilitates the training. This fosters a mindset shift, encouraging individuals to take responsibility for changing their lives and communities. Furthermore, it establishes ownership and accountability, motivating individuals to set up and follow through on livelihood projects that benefit others.

WORK READINESS TRAINING

The Work Readiness training targets individuals, particularly young people, who are currently not in employment, education, or training (NEET) or recent graduates. This training programme empowers individuals to confidently transition into economic activity and secure improved livelihood prospects. It provides the skills and tools individuals need to access and retain employment opportunities, such as creating a CV, interview skills, financial literacy, career guidance, communication skills, time management, professional behaviour, and customer service.

ENTREPRENEURSHIP TRAINING

Our Entrepreneurship Training empowers individuals to develop their entrepreneurial abilities and skills, enabling them to run a business successfully. The programme equips start-ups and existing businesses with essential entrepreneurial qualities, motivating them to become independent and capable entrepreneurs. The training features practical activities and group learning, facilitating knowledge sharing, collaboration, and the exchange of ideas. Participants are assisted in completing a feasible business plan and mentored on its successful execution.

LEADERSHIP DEVELOPMENT TRAININGS

Beulah Africa is partnering with Thinking Fusion Africa to deliver world-class leadership training. Thinking Fusion Africa, founded by Prof René Uys, is affiliated with the University of North West and is unparalleled in terms of leadership development. The following programmes are available and guarantee a significant impact.



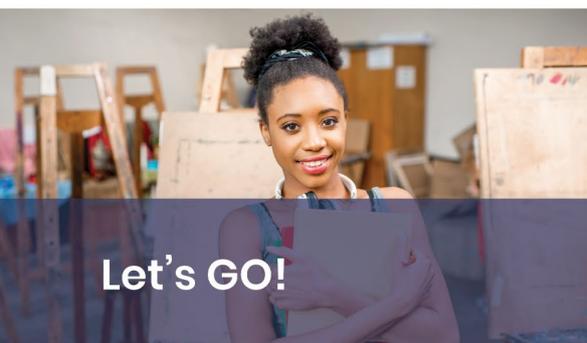
Boys2Men

The primary objective of this programme is to empower young males, aged 12 to 18, with essential self-awareness and personal growth by thoroughly exploring the different stages of their development, learning effective relationship skills, and understanding the value of respecting females and all individuals. This programme ultimately aims to foster a deeper and more profound understanding of themselves and others, promoting healthy relationships, positive interactions, and a stronger sense of community.

The ultimate goal of this comprehensive and empowering programme is to enable young females, aged 12 to 18, to gain a deeper and more profound understanding of themselves, their unique strengths, and their individual potential. This is achieved by acquiring a broad and comprehensive knowledge base about the different stages of their personal growth and development, learning effective strategies for navigating complex relationships, and recognising the vital importance of treating others with respect, kindness, and compassion.



Becoming a Woman



Let's GO!

The Let's Go programme is dedicated to supporting individuals aged 15-30, from learners and students to graduates, interns, and professionals in training, on a transformative journey of self-discovery. This empowering programme enables participants to master self-development, acquire new skills, and embrace their unique strengths and talents. By doing so, they can craft their personal brand and embark on a purposeful path, unlocking their full potential and securing a successful future.



The Launchpad programme helps learners, students, and professionals develop inner strength, emotional intelligence, and personal power. It enables them to understand themselves and others, navigate workplace expectations, and build strong relationships. The programme focuses on preparing individuals to cultivate inner strength and skills, such as emotional intelligence and communication, for personal growth and differentiation.

The Self-Leadership programme has an exclusive and focused self-leadership emphasis, fostering deep self-discovery and mastery. It guides participants through a transformative journey, redefining their purpose at work and in life, with tailored development plans. The programme is highly respected for its profound personal impact, building trust in teams, and enhancing overall collaboration, with quality assurance from NWU Business School.



The Essential Leadership Insight programme has a unique focus on self-leadership, deepening self-discovery and mastery through a transformative personal journey. Participants redefine their purpose at work and in life, supported by tailored development plans. The programme is renowned for its life-changing impact and building trust in teams, with quality assurance from NWU Business School.

The Women Who Lead programme is specifically designed for women in senior, middle, and specialist roles, with flexible customisation options available for junior managers. The programme distinctly stands out by directly addressing the unique and complex challenges faced by women in the workplace, sparking meaningful and thought-provoking debate, and fostering empowerment that extends far beyond traditional stereotypes. Quality assurance is rigorously provided by the esteemed NWU Business School.



This programme is specifically tailored for senior and middle managers, as well as specialists, boasting a unique design and leadership focus that sets it apart. It effectively empowers leaders to adopt new and innovative approaches, ultimately making a significant and lasting impact on their respective teams and organisations. The programme offers a rigorous, comprehensive, and immersive developmental experience, thoroughly exploring leadership theory and practice at an advanced and sophisticated level.

YOUTH DEVELOPMENT PROGRAMMES

At Beulah Africa, we are dedicated to empowering the next generation through our comprehensive youth development programmes. These programmes are compilations of our existing training service offerings, tailored to support young individuals at every stage of their journey, from unemployed youth identifying their economic pathway in life to tertiary education students preparing for their professional life, and graduates launching their careers.



Our programme for unemployed youth supports young people aged 18–35 who are unemployed and/or Not in Education, Employment, or Training (NEET). They face significant barriers to economic activity, struggling with limited access to education, job opportunities, and training – which risks long-term unemployment, poverty, and social exclusion. As a critical focus, we invest in these young people to break cycles of disadvantage, foster inclusive growth, and unlock their potential. Our programme tackles poverty mindsets of hopelessness, providing holistic support, skills development, and pathways to economic empowerment.



Our training programme for tertiary students empowers university and college students with essential skills and knowledge to succeed in the job market. As students navigate their academic path, they often overlook critical soft skills and practical knowledge required to secure employment. The programme bridges this gap by providing comprehensive training in job market navigation, work applications and readiness, soft skills development, and professional etiquette, tailored for 18–35 year old students. It complements academic studies, ensuring scholars are job-market ready, empowering them to succeed in a competitive job market.



Our programme for graduate internship supports companies in developing the skills and potential of their newly placed graduates. This comprehensive programme offers training in soft skills, professional leadership, and job-specific competencies. Through this programme, graduates develop essential soft skills, such as communication, teamwork, and problem-solving, to enhance collaboration and productivity. They cultivate professional leadership skills, including adaptability, strategic thinking, and mentorship, to prepare them for future leadership roles. Additionally, they gain practical insights and skills to excel in their new roles and expectations.

COMMUNITY DEVELOPMENT WORKSHOPS

At Beulah Africa, we believe in empowering communities to drive positive and sustainable change. Our Community Development workshops are designed to equip community leaders, members, and stakeholders with the essential knowledge, skills, and tools to make a meaningful impact. With years of professional community development experience, our workshops ensure academic rigour, best practices, and practical applications.

INTRODUCTION TO COMMUNITY DEVELOPMENT

Our interactive introduction to community development workshop comprehensively equips community leaders, members, and professionals with the essential community development knowledge and skills. Participants gain a deeper understanding of the complexities and opportunities in community development, as well as practical tools and strategies to address them. Our programme covers the fundamentals of community development, including defining community, development, and community development. It also explores the importance of sustainable development, key development principles and frameworks, and the role-players in development and their contributions. Additionally, the programme delves into the community development process and its applications, the Sustainable Livelihoods Approach (SLA) framework and its application, and community-based planning and its benefits. Finally, it provides an overview of training and development, legal, and compliance frameworks in the South African context.

INTERACTIVE COMMUNITY ENGAGEMENT (ICE)

Our Beulah Africa Interactive Community Engagement (ICE) workshops facilitate community-led development by clarifying local needs, strengthening communication structures, and ensuring local support and ownership of development plans and projects. The ICE workshops are grounded in Community-Based Planning principles, bringing together diverse social groups and stakeholders to co-create a shared development plan. Our people- and community-centred approach fosters sustainable transformation in the lives of individuals and communities. We work collaboratively "with people" to understand their community, identify development needs, and prioritise plans. This inclusive approach involves traditional leaders, ward councilors, community leaders, social group representatives, and Interested & Affected parties. Each workshop is customised to meet specific needs, incorporating activities such as Crossing the River role-play, geographical mapping, services analysis, and community economics analysis.



“Our children may learn about the heroes of the past.
Our task is to make ourselves **architects of the future.**”

– Jomo Kenyatta



IMPACT

2016 – 2025

Beulah Africa Training is dedicated to creating sustainable change in South Africa and beyond.

Our unique **'beulification'** approach empowers individuals and communities, fostering a deeply committed relationship with those we serve. We celebrate diversity, value human life, and strive towards our vision of a thriving Africa, where hope, faith, joy, and love flourish.

As we continue on our journey, our impact leaves a lasting footprint across the companies and communities we serve.



OUR IMPACT STATS



Number of Training Classes Conducted 528



Participants Trained 9,658



Participants Successfully Referred to Other Economic Opportunities Post Training 859

Work Placements 537

Entrepreneurship 17

Further Training 305



Small Businesses Kick-Started Post Training 163

TESTIMONIALS



AngloAmerican
PLATINUM



NACOSA

"Beulah Africa has been a trusted partner delivering excellent service and professionalism. Their programmes have been very impactful. We confidently recommend Beulah Africa as a preferred supplier, especially for Economic Empowerment."

– NACOSA

"Beulah Africa's entrepreneurship programme has been a game-changer! I've gained invaluable skills, knowledge, and networks that have propelled my business forward. I'd highly recommend it to any aspiring entrepreneur."

– Entrepreneurship Participants



AIDS Foundation

South Africa

Developing Partnerships - Serving Communities

"The training has had a profound impact on my life. It completely changed my perspective, motivating me to believe in myself and pursue my dreams. The training has given me a clear pathway to my future and I am forever grateful."

– Work Readiness Participant



**COLLEGE OF
CAPE TOWN**

Inspiring minds

"As partner, Beulah Africa Training has delivered impactful trainings. With their expert facilitators, contextualised training material and interactive approach, they have equipped our programme participants with practical skills, enhanced leadership, and fostered collaborative growth."

– Beulah Africa Foundation



FOUNDATION NPC

CREATING SUSTAINABLE CHANGE

WHY CHOOSE BEULAH AFRICA TRAINING

At Beulah Africa Training, we believe that effective training is the catalyst for individual and organisational growth. With our expertise, we unlock potential, drive meaningful change, and achieve lasting impact. We are more than just a training service provider – we are a partner in the development journey.

Unlocking the
potential of people
and communities.

CONTEXTUAL EXPERTISE – Our training programmes are carefully crafted to address the specific challenges and opportunities of the African context. We understand the nuances of our environment and tailor our solutions to meet the identified needs.

PARTICIPANT-CENTRED APPROACH – We put the needs and aspirations of our participants at the forefront of our training design. Our programmes are engaging, interactive, and focused on delivering practical skills and insights that can be immediately applied.

HOLISTIC DEVELOPMENT – We believe that training should encompass more than just skills development. Our programmes are designed to foster personal growth, enhance leadership capacity, and promote organisational effectiveness.

COLLABORATION AND PARTNERSHIP – We work closely with our clients to understand their unique requirements and tailor our training solutions to meet their needs. Our goal is to build long-term partnerships that drive sustainable growth and impact.



PEOPLE
CHARACTER
LEADERSHIP
DIVERSITY
INTEGRITY
EXCELLENCE

VALUES

BEULAH AFRICA GROUP TEAM LEADERSHIP



Eugene Coetzee
GROUP CEO

EXPERIENCE: Project Management; Corporate Governance; Risk Management; Local Economic Development; Stakeholder Management.

Hazard Identification & Risk Assessment (2011) – OHS Academy
Contractual Law Certificate (2011) – Law Academy
Btech Building Science & Quantity Surveying (2008) – Tshwane University of Technology

Roné Coetzee
DIRECTOR

EXPERIENCE: Community Development; Community-Based Planning; Public Participation; Sustainable Livelihoods Approaches; Human Resource Development; Project Management; Impact & Social Return on Investment Measurements; Corporate Governance.

Introduction to Mining Engineering Certificate (2014) – WITS
Masters in Development Studies (MDS) (2013) – UFS
B.A. Community Development (2010) – UNISA
N.Dip. Pastoral Counselling (2009) – Philadelphia Training Centre



Masekhanya Matsie
DIRECTOR

EXPERIENCE: Community Development; Public Participation; Monitoring and Evaluation; Project Management; Impact & Social Return on Investment Measurements; Corporate Governance.

Professional Diploma: Monitoring and Evaluation (2015) – IAMR
Masters in Development Studies (MDS) (2013) – UFS
B. Tech Project Management (2010) – CUT
BSc Microbiology (2006) – UFS



TRAINING PTY LTD

CREATING SUSTAINABLE CHANGE

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