WISDOM & WEALTH

Explore the 12 Pillars

A practical learning sample

Selected pages from the 2026 Business Skills Roadshow / 12 Pillars master study book.

See the learning approach, intended outcomes, a founder scenario, business application and a practical SWOT worksheet.

This is a sample of the wider learning series. It is not the complete standalone condensed workbook or a promise that every course uses this exact edition.

For monthly online intakes or workbook orders:
hello@wisdomandwealth.co.za

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THE LEARNING MAP

One set of skills. Two kinds of goals.

Apply the chapters to a venture and your own life.

PURPOSE

What do I want to improve? What need does the business serve?

PEOPLE

Who is affected? Who can help? Who makes the decision?

RESOURCES

What time, money, skill, equipment or access is available?

EVIDENCE

What do I know? What am I assuming? What should I test?

ACTION

What is the next useful step, who owns it and when?

REVIEW

What will tell me it worked? What will I change if it did not?

PERSONAL GOAL EXAMPLE

Goal: apply for an apprenticeship. Evidence: entry requirements and closing date. Action: gather documents and ask a mentor to review the application by Friday.

BUSINESS GOAL EXAMPLE

Goal: win more repeat catering orders. Evidence: customer feedback, average order cost and timing. Action: contact five past customers with a short feedback question this week.

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EXPECTED OUTCOMES

What you should be able to do

Use these outcomes to guide your reading and measure your progress.

01 | EXPLAIN THE TWELVE PILLARS

Describe each pillar in plain language and connect its key terms to an example from everyday life or a South African business.

02 | MAKE BETTER-INFORMED CHOICES

Separate evidence from assumptions, identify who is affected, compare options and explain the trade-offs behind a decision.

03 | APPLY THE IDEAS IN DAILY LIFE AND BUSINESS

Use practical tools for personal goals and for customer understanding, strategy, operations, finance, marketing, sales, governance, leadership, funding, procurement and growth.

04 | USE TWO LENSES AND A SWOT

Notice physical conditions such as time, equipment, money and access; consider psychological factors such as confidence, habits and pressure; then complete a useful SWOT that leads to action.

05 | DISCUSS AND DEFEND A POSITION

Answer learning questions, consider both sides of a debate, listen fairly and use examples or evidence to support a view.

06 | BUILD A REALISTIC NEXT-STEP PLAN

Choose an action, name an owner and date, identify support, define evidence of progress and review what to continue, change or stop.

BY THE END OF THE BOOK

You should leave with clearer language, stronger questions and a practical action plan for a business idea, a growing venture or a personal goal.

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PILLAR 01 OF 12

Founder Mastery & Mindset

Lead yourself well when the next step is not obvious.

UNDERSTAND — APPLY — REVIEW



MEET A FOUNDER

Zinhle is building a weekend catering service while studying. A large booking looks exciting, but the deposit is small, the delivery date overlaps with exams and two helpers are unavailable. Her challenge is not simply “working harder”; it is making a calm, informed choice and protecting her commitments.

WHY THIS PILLAR MATTERS

Entrepreneurship asks you to act before everything is certain. Mindset does not remove real barriers such as limited capital, transport, time or access to customers. It helps you respond with clear priorities, support and useful experiments instead of panic or avoidance.

START WITH THIS QUESTION

What is resilience?

WHAT YOU WILL BE ABLE TO DO

- Explain a key idea in your own words.
- Connect the idea to a daily-life decision.
- Use it to improve a business, project or personal goal.

REMEMBER

You do not need to have a registered company to practise entrepreneurial skills. Start with a real problem and a responsible small action.

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Make it work in a business

A practical example and a method to apply to your own idea or venture.

BUSINESS IN CONTEXT

Business: separate a promising opportunity from a workable commitment. Check capacity, full costs, customer expectations and cash timing before accepting a large order. If the answer is “not yet,” offer a smaller pilot or a later date. A clear boundary can build more trust than a promise you cannot keep.

A PRACTICAL IMPLEMENTATION SEQUENCE

Use the sequence in order where possible. Add an owner, time frame and evidence to each step.

01 Name the decision and deadline.

02 Write down facts, assumptions and feelings separately.

03 Identify what you control, can influence and must monitor.

04 Choose one responsible next step and one person to involve.

05 Set a review date and record what you learn.

QUESTIONS BEFORE YOU COMMIT

Who is the customer? What does the customer expect? What does delivery cost? Who is responsible? What would make you pause, revise or decline?

TRANSFER TO YOUR PLAN

Write one sentence describing where this pillar belongs in your business plan, project plan or personal goal plan.

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Turn a SWOT into a decision

Use the example, then complete one for your business and one for a personal goal.

WORKED BUSINESS EXAMPLE

Strength: You already know the customer problem and are willing to learn.
Weakness: Stress, self-doubt or inconsistent routines can interrupt follow-through.
Opportunity: A mentor, peer group or small pilot can provide feedback and encouragement.
Threat: A rushed promise or a setback can strain cash, health or trust.

DO NOT STOP AT THE FOUR BOXES

A SWOT is useful only when it changes a choice. Ask: How can we use a strength to act on an opportunity? What weakness must we improve before the threat becomes serious?

S | STRENGTHS

What do you already do well? What resource, relationship or evidence supports you?

_____

W | WEAKNESSES

What is limited, missing or dependent on one person? Which skill could be improved?

_____

O | OPPORTUNITIES

What customer need, partnership, technology or learning route could help?

_____

T | THREATS

What outside change, competitor, cost, rule, delay or personal pressure may interfere?

_____

USE SWOT FOR A PERSONAL GOAL

Strengths: skills and support I already have. Weaknesses: gaps or routines I can improve. Opportunities: courses, mentors or openings I can pursue. Threats: time, money, access or outside changes I should plan around.

MAKE ONE MOVE

Choose one SO, WO, ST or WT action for your venture or personal goal. Name an owner and a date.

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