

# DO YOU TRULY C.A.R.E. AS A BUSINESS OWNER?



In the fast-paced world of business, where profit margins and market share often dominate the conversation, it's easy to forget one essential truth: 'No one cares how much you know until they know how much you care'. These words from President Theodore Roosevelt echo a sentiment that transcends mere knowledge or expertise; they speak to the heart of what it means to truly succeed in business.

As business owners, we're constantly faced with challenges, opportunities, and decisions that can shape the course of our business. But amongst the hustle and bustle of everyday operations, do we pause to consider whether we're

actively engaging in a C.A.R.E Eco-system?

**COMMUNITY:** Are you leveraging the opportunity to collaborate and brainstorm with like-minded business owners regularly?

Being part of a community of like-minded business owners is not just about networking or expanding your contact list. It's about finding a space where collaboration thrives, where ideas are exchanged freely, and where mutual support fosters growth. By actively participating in such a community, you not only contribute your expertise but also gain invaluable insights and perspectives from others facing similar challenges.

**ACCOUNTABILITY:** Do you embrace accountability as a beacon that provides guidance toward overcoming business challenges and achieving your goals?

In the journey of entrepreneurship, accountability is key. It's about having the courage to set ambitious goals, the discipline to follow through on commitments, and the humility to seek support when needed. In a C.A.R.E Eco-system, accountability isn't about finger-pointing or blame; it's about fostering an environment where every member is empowered to strive for excellence and supported in overcoming obstacles.

**RESULTS AND EDUCATION:** Are you committed to continual growth through goal setting and education?

Continuous learning and adaptation are essential for staying ahead in today's dynamic business landscape. Being part of a C.A.R.E Eco-system means having access to a wealth of resources, from educational materials to business tools, aimed at helping you refine your skills, optimise your strategies, and achieve your goals. It's about investing in your personal and professional

development to unlock your full potential as a business owner.

But beyond the practical benefits, being part of a C.A.R.E Eco-system is about something deeper: a shared commitment to excellence, integrity, and service. It's about building relationships based on trust, respect, and mutual support. It's about recognising that success is not just measured in profits or accolades but in the positive impact we have on our clients, our communities, and each other.

So, as you reflect on your journey as a business owner, ask yourself:

- Do I really C.A.R.E?
- Am I actively participating in a community that uplifts and empowers me?
- Am I holding myself accountable to the highest standards of excellence?
- Am I committed to continuous learning and growth, both personally and professionally?

If the answer is YES, then congratulations—you're already on the path to success. But if there's room for improvement, consider joining our Business Owners MemberSHIP C.A.R.E Eco-system

where your passion, expertise, and dedication are not just welcomed but celebrated. Together, let's redefine what it means to be a business owner—to not just run a business but to build a lifestyle, to not just seek success but to create significance, and to not just be exclusive but to be inclusive in our pursuit of excellence. ■

Contact me on <https://linkshare.co.za/marlenepowell> or call +27 (0)83 479 4471



**C.A.R.E.**

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SCAN QR CODE TO LEARN MORE ABOUT THE MEMBERSHIP



# USING TECHNICAL ASSESSMENT AS A VITAL MANAGEMENT TOOL

For AfriSam, South Africa's leading suppliers of cement, aggregate and readymix concrete to the building and construction industries, the regular technical assessment of its equipment has become an operational necessity.

AfriSam Construction Materials National Engineering Manager, Theolan Govender, explains the background to this key management philosophy and the scientific way it is applied in practice.

"We manage a large and complex production and distribution network nationwide. To give you an idea of the scale in construction materials, we currently produce ready mix from 40 plants nationally and mine aggregate at 16 of our quarries, six in KwaZulu-Natal, two in Cape Town, seven around in Gauteng and one in Mpumalanga. A massive amount of equipment is needed to be maintained on these sites and we currently operate a crusher fleet of approximately 100 units."

The construction industry

works in an intensely competitive environment and the ability to deliver on time is a key factor. Theolan, with support from General Manager Aggregates, Glenn Johnson, implemented an effective maintenance strategy to ensure that the company's equipment would, through a series of planned interventions, always be able to meet market demands.

"We developed and implemented a strategy that would allow a mutual benefit relationship with our suppliers and hold accountability between the parties through the correct channels in order to achieve effective equipment uptime. We believe that by working with the original equipment manufacturers, it would effectively develop a cohesive relationship, bringing and maintaining the correct skills and knowledge into the industry in order to improve equipment uptime. We engaged with our major equipment providers and explained what we needed from them in terms of skills, support and spares inventory planning. We had to gain a real-time

understanding of the condition of our equipment and be able to forecast with accuracy our future maintenance and replacement needs."

Theolan believes that the key element of this type of endeavour is relationships and by that he means rapport between the manufacturer's technical and service personnel and AfriSam personnel on-site.

The cooperation that exists between AfriSam and Pilot Crushtec International creates synergies illustrated by the fact that when the customer explained his needs his supplier already had the solution in the form of the Technical Analysis Report (TAR). Literally from that moment onwards every AfriSam crusher has undergone an annual strip down and check up with detailed descriptions of preventative measures to be taken, which are acted upon implicitly.

The Engineering department at AfriSam Construction Materials has also been proactive and has collated data gathered from



reports into a 'heat map' status report which provides an 'at a glance' picture of the operational readiness of every crusher in the fleet. Through the outcomes of the technical assessment process, the crusher condition per assembly, thus overall condition, are plotted against a Probability and Impact risk matrix. This allows the business to plan and mitigate effectively the troublesome areas.

Not only has the TAR assisted Theolan and his team to meet production expectations but benefits have also been

appreciated downstream. Planned maintenance eases out spikes in the department workload while the accountants have quality information to assist capex budgets and forecasting.

"Pilot Crushtec International has supported the process well by providing the necessary after sales support and skills to resolve issues timeously. In addition, everyone operates with an open-door policy beginning with CEO Sandro Scherf," says Theolan. ■

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