

Mentorship key to business survival

Cindy Preller

MORE than financial assistance, entrepreneurs need mentorship for their businesses to survive.

This is the opinion of communication research specialist Dr Amanda Hamilton-Attwell.

She has embarked on research in the Eastern Cape, where she will be visiting entrepreneurial projects to determine the effectiveness of government support the businesses had received.

Hamilton-Attwell expects to complete the research – a government commissioned evaluation process with her research and consulting company, Business DNA, across the entire country – by the end of the year.

“Although we have only started with the interviews, the over-



AMANDA HAMILTON-ATTWELL

all feeling is that young people who want to start their own businesses need more basic assistance with mentorship and advice, not just financial assistance,” Hamilton-Attwell said.

While Business DNA has provided research and consulting services to blue chip companies in various sectors across the country, Hamilton-Attwell has for

decades had a particular passion for entrepreneurs and small business development.

The first woman in South Africa to be awarded a doctorate in communication science, Hamilton-Attwell said communication was a key internal and external tool of any business – no matter the size.

“There is a direct relationship between communication and the quality of an organisation’s productivity, safety and climate. If you do not have proper communication, absenteeism grows and safety goes down the tube,” she said.

Hamilton-Attwell is a former journalism lecturer at the University of South Africa and organisation researcher at the National Productivity Institute in Pretoria.



This article is copyright protected and licensed under agreement with DALRO. Redistribution, modification, re-sale of this is not allowed without prior written consent of the original author of the works.



DRAMATIC, ARTISTIC AND LITERARY RIGHTS ORGANISATION (Pty) LIMITED