

MENTORS

BUSINESS ENABLERS

CREATING WEALTH
ACCUMULATING WEALTH
RETAINING WEALTH

CURRICULUM VITAE

Elana Siew

PERSONAL & CONTACT DETAILS

Name Elana Siew

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Gender Female

Nationality South African

Languages English (1st language)

PERSONAL PROFILE

As a qualified Industrial Psychologist, assessor and moderator Elana assists clients and individuals to maximize their performance by diligently assessing their characteristics using a wide range of assessment tools. She analyses areas which will bring meaning and choice to peoples' lives. She has worked successfully as a psychologist, assessor, moderator, mentor, consultant and coach. Having a natural ability to identify and assess circumstances which add value to the business situation, Elana has great insight into the people, relationships and business dynamics. She has experience both in general business and the training and marketing industries. Elana has run her own businesses since February 1996 and researches and prepares all of the course material currently used in Mentors' facilitation and training offerings.

PERSONAL APPROACH TO BUSINESS ENABLEMENT AND BUSINESS REJUVENATION

Elana's approach to business enablement and business rejuvenation is holistic as she considers the vision, resources and potential of the business. In order to achieve results she aligns this vision with the capacity, competencies and energy of the individuals or team who drive the company. Elana's combination of business knowledge and human capacity development positions her uniquely to integrate the best interests of the business with the aptitude of the executive team. Elana is integrally involved in the discussions, planning and implementation of clients' strategies. Her experience with diverse strategic interventions provides her clients with the advantage of considering the best solution for their organisation.

HOW SHE ENABLES HERSELF TO ENABLE HER CLIENTS AND THEIR BUSINESSES

By taking the time and interest to understand each business and the individuals within the company, Elana works with each client as a unique entity. Years of experience coalesced with ongoing personal development facilitates an evenly considered and modern opinion. Elana makes use of psychometric assessments, individual discussions, online tools and an educated insight to enhance her contribution to enabling businesses.



EXCEPTIONAL ACHIEVEMENTS

Having completed her Master of Commerce degree in Industrial Psychology with distinction, as a post cursor to her MBA degree, Elana prides herself on a solid academic foundation which supports a very assorted, broad and involved experience base working with people and businesses. Elana continues to develop her knowledge base as she currently works on her PhD thesis in Industrial Psychology. One of Elana's proudest achievements is the Coaching and Mentorship Handbook which she penned for Eskom.

A WORD ON ELANA

According to Elana's business partner and fellow coach, Neale Roberts:

Elana has a multi-disciplinary vision and approach, and accurate intuition, which allow her to recognise the human competencies required to achieve successful business outcomes. She is also able to diagnose what is and isn't working in a company in terms of its systems and its people. Elana has the rare ability to home in on counter-productive work behaviour and attitudes, and assist in changing them. She is skilled in structuring companies, managing projects, providing technical support and facilitating organisational change.

FACILITATION EXPERIENCE

- Strategy development for businesses in a range of different industries
- Leadership team problem identification and solution seeking
- Strategic Planning Getaways and weekends
- Senior Management teams
- Marketing teams brain storming sessions
- Sales team brain storming sessions
- Business planning processes
- Business processes
- Value Stream Mapping
- Management teams to managerial competence
- Business owners to strategic competence
- Balanced Scorecard development and implementation
- Mentorship and Coaching Programmes and individual sessions
- Individual Counseling Sessions
- Development Programme Conceptualising and development
- A broad range of psychometric assessments designed to enhance personal and business performance

TERTIARY QUALIFICATIONS

- Current – PhD (Industrial Psychology) University of Johannesburg
 - 2007 – Masters of Commerce (Ind. Psych.), University of Stellenbosch, cum laude
 - 2002 – Bachelor of Commerce with Honours, University of South Africa
 - 1998 – Master of Business Administration (MBA), Bond University, Australia
 - 1995 – Bachelor of Commerce, University of the Witwatersrand

ACADEMIC EXCELLENCE AWARDS

- Passed her Master of Commerce from Stellenbosch in Industrial and Organisational Psychology with distinction which is meritorious as it was done while working in Johannesburg fulltime





LECTURING EXPERIENCE

- 1997 – Lecturer UNISA Midrand Campus

ADDITIONAL QUALIFICATIONS & MEMBERSHIPS

- Personality Profiling: MBTI, Advanced MBTI and 16PF5, Jopie van Rooyen & Ass.
- Personality Profiling: DISC, Thomas International
- Health Professions Council of South Africa (HPCSA)
- Coaching and Mentoring Association of South Africa (COMENSA)
- Business Women's Association (BWA)
- South African Board of Personnel Practitioners (SABPP)
- Society of Industrial and Organisational Psychology of South Africa (SIOPSA)
- Member of the World Wildlife Foundation

CAREER AT A GLANCE

DIRECTOR MENTORS 1998 - Present

Responsibilities: Sales, market exposure, management assessment and human capital development sectors of the business. Facilitation of many aspects of business enabling with clients in SMME's spread over 23 different industries. Elana is passionate about people and their development in companies, both as leaders and individuals. Her success in assessing and growing people lies in her ability to understand people at many different levels. As a Director at Mentors her extensive and wide-ranging experience, years of varied local and international study place her in a great position to assist her clients.

DIRECTOR GUMPHISH MARKETING (PTY) LTD 1998 - 2004

Responsibilities: Sales and marketing of Recruitment software to recruitment agencies, technical support, training, and installation of software country wide. Managing the people factor in the business.

MEMBER SPHERE RECRUITMENT 2000 - 2002

Responsibilities: Strategy, budgeting and finance, planning to capitalise on gaps in the market and differentiate the company in the industry.

PARTNER INTERNET EXPRESSIONS 1997 - 1998

Responsibilities: Marketing and selling webpages when the web was new, meeting clients, helping designers with look and feel, customer care.

MARKETING CONSULTANT READUCATE LITERACY TRUST 1995 - 1997

Responsibilities: Designing marketing strategy, sales prospectuses, proposals, marketing communication materials and handling customer service.

PART TIME LECTURER UNISA CAMPUS 1997

Responsibilities: Compiling lecture notes, presenting lectures, assisting students.

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