



BUSINESS BRIEFS



Back to (Summer) School

If you want to get ahead in your career this year, consider taking a short course at the University of Cape Town, which recently earned number 146 in the World University Rankings. It's the only institution in Africa to make it to the Top 200 of a list that is headed by Harvard University in the US. Register at the Centre for Extra-Mural Studies, which runs in summer and winter while

students are on holiday. The next course cycle takes place from 15 to 23 January 2010; you can choose from options such as Improving Your Written English and Communicating Science. For more information, call ☎ 021 650 2888 or e-mail ems@uct.ac.za



NEW YEAR, NEW JOB?

IF ONE OF YOUR NEW YEAR'S resolutions is to move from dead-end job to passionate career, follow this advice from Carol Ann Rice, life coach and coauthor of *Find Your Dream Job*.

➤ **Blow your trumpet:** Write down everything you've ever achieved, from being a loyal friend to successes at school or work. Ask your friends what your strengths are and start to gather positive evidence about yourself that you can refer to when you are feeling low.

➤ **Ask yourself: Why am I here?** Is it to have fun, make a difference, help others, entertain, teach, guide, harmonise or be the best? Write down anything that comes into your head. Don't worry if it sounds odd, ludicrous or unobtainable – it's your vision, so don't judge it.

➤ **Get out there!** Once you've settled on your new direction, offer your services for free. Give free taster sessions or workshops, or fulfil public speaking appointments – anything you can think of to spread the word about your new passion and possibly attract business.

➤ **Buddy up:** Find a reliable mentor who will support you in your new career change with weekly telephone catch-ups or e-mail check-ins. Accountability really sharpens the focus. Make sure the pal is a positive one, though, as misery tends to love company. ☐

NIFTY NETBOOKS

WHAT ARE THEY? Designed specifically for Internet usage, netbooks are mini-laptops with built-in Wi-Fi connectivity, which means you won't need a 3G card or modem to surf the Internet or read e-mails. Smaller and lighter than your typical laptop, they're perfect for business travel and fit easily into a briefcase.

NOTEWORTHY: The ASUS EEE PC T91 is great for presentations or sales pitches, thanks to its swivel touchscreen. **Price:** From R5,000.



Put Your Website to Work

How to maximise your business online:

- **PROVIDE A CALL TO ACTION:** Clearly state the type of response or action you want from browsers with active words, such as "Buy now" or "Sign up today."
- **PARTNER WITH SOCIAL MEDIA:** Post links on social media platforms, such as Twitter and Facebook, to increase your visibility and to be a conduit for the creation of communities and networks.
- **EDUCATE:** Frequently provide useful articles about a niche area linked to your core business. This is useful to visitors, as it gives a reason for them to return, and also shows you are an expert or leader in your field.

Source: Pete Flynn, MD of software development company White Wall Web



45 is South Africa's ranking out of 134 in The World Economic Forum Global Competitiveness Index 2009/2010 for our good performance in business areas, such as labour market efficiency, innovation and macroeconomic stability.