



2022 | 5<sup>th</sup> EDITION  
THE WELLBEING ISSUE

HEAVY CHEF  
entrepreneur  
education report



# On The Menu

The Heavy Chef Entrepreneur Education Report is a research publication released every four months. It curates entrepreneur development insights from the various research and learning programmes hosted by Heavy Chef nonprofit, the Heavy Chef Foundation.

In this 5th edition, the Heavy Chef Foundation with the help of our research partner, In On Africa conducted an in-depth qualitative analysis of thousands of learning bites on our education platform, heavychef.com. With the help of sophisticated AI tools guided by qualitative researchers, we zeroed in on the topic of mental wellbeing, in particular the stresses that impact the mental wellbeing of local entrepreneurs

We are a resilient community who have over the years developed a

diverse set of skills and habits to deal with the mental and physical load of entrepreneur life. But what are the major causes of stress for entrepreneurs (hint: it's not only money)? What unhealthy behaviours amplify stress? Which techniques do entrepreneurs say help them most to reduce stress? And much more.

The insights gained from our research give entrepreneurs themselves, as well as educators and service providers that empower entrepreneurs, the awareness and tools to effectively improve and maintain their overall mental wellbeing.

Yours in serving entrepreneurs,

Heavy Chef Foundation

# Latest insights

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# 1

## Entrepreneur Stress

The things that keep entrepreneurs  
awake at night.

### Quick take-aways

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01

Entrepreneurs' expectation of themselves to always work, always be available and always be productive is one of the most prominent causes of stress.

02

The ever-present evaluation of whether everything is worth the effort is a major cause of stress for entrepreneurs.

03

The stress caused by a sense of isolation is amplified in particular when entrepreneurs do not feel they can relate to non-entrepreneurs around them.

04

Stress caused by the inherent uncertainty of starting something new fuels doubt in generating revenue, covering expenses, navigating a volatile macro environment as well as the belief in themselves.

# #1 introduction

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Being stressed has become a badge of honour in our society. People boast about how much pressure they deal with, how little they sleep and the long hours they work.

Because of this, it is almost impossible to admit when you are not coping. We fear that asking for help looks like a weakness, especially for entrepreneurs who are always on the go, solving all the problems and catching all the balls.

Always-on stress and pressure are not good for you. Understanding what causes you stress and dealing with it, is how you protect your own future and that of your business.

# #1 introduction

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“The context that we’re in, with the very real political-social-economic uncertainty, is an easy recipe for an anxiety pandemic.”



Helen Ludwig  
on Movement And Yoga

Visit [heavychef.com](https://heavychef.com) to dig into Helen’s recipe.

# 'Always-on' work ethic

Our research shows that entrepreneurs are aware of the pressure they put on themselves to give everything to their businesses: all their time and energy, functioning at 100% of their capacity, and being available 24/7, every day of the year.

It might feel like always-on is the only way to succeed, but is it sustainable? Surely not. We have to fill up our

reserves of energy and health; if we let them run dry, we harm our ability to make solid decisions, and productivity takes a dive.

High-pressure situations will always be there, especially when tight deadlines, tricky logistics and limited budgets intersect. That's when you need a clear head so you can identify priorities, and make plans.

## Learning Bites Analysis

Stress causes: Always-on work ethic

PRESSURE	AVAILABILITY	JUDGEMENT	PRODUCTIVITY
Expectation to function at 100% capacity all the time.	Expectation to be available 24/7, every day of the year.	Expectation that "one more" task will make a difference.	Expectation that overwork equals productivity.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs' expectation of themselves to always work, always be available and always be productive is one of the most prominent causes of stress.*

# Feeling unfulfilled

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If you only chase numbers - turnover, profit, money in the bank - chances are that your business will not be your happy place. You will not enjoy spending time in it and with it, and you won't get energy from it.

For your business to be sustainable you have to get joy and meaning from it, along with a sense that you are contributing to something bigger.

It is hard to keep going if you don't believe in what you're doing. And once discontent sets in, there is no profit margin big enough to keep you committed.

## Learning Bites Analysis

Stress causes: Lack of fulfilment



heavychef.org  
Source: Heavy Chef. 2022.



*The ever-present question of whether the results are worth the effort is a major cause of stress for entrepreneurs.*



# Feeling unfulfilled

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“I’ve spent too many years building things just because I thought they were cool, because I thought they would make me rich, or I thought it would add to my ego. When you get older, you realise that none of that matters. You’ve got to build stuff that you can sustain, and you only sustain things if you like building them.”

Nicholas Haralambous  
on Side Hustling



Visit [heavychef.com](https://heavychef.com) to dig into Nic’s recipe.

# Isolation and stigmatisation

Being an entrepreneur can be lonely... very lonely. You might not have a business partner, let alone a team, and as some entrepreneurs tell us, you often don't want to burden your family with your doubts and struggles.

Where does that leave you? Alone, is where. Your mates with their corporate jobs won't understand, and

it is difficult to confess that "being your own boss" is not as glamorous as you thought it would be.

Add to that, the fact that as a society we are uncomfortable talking about and dealing with the things that cause us stress, and we could easily end up in trouble. Take heart: you are not alone and it is bold to seek help.

## Learning Bites Analysis Stress causes: Isolation

BURDEN	RELATABILITY	CONVERSATION	STIGMA
Not sharing the burden of responsibility incl. with family.	Not believing others will understand or can help.	Not knowing anyone to share deep concerns with.	Not be seen to struggle or show weakness.

heavychef.org  
Source: Heavy Chef. 2022.



*The stress caused by a sense of isolation is amplified in particular when entrepreneurs do not feel they can relate to non-entrepreneurs around them.*

# Outcome uncertainty

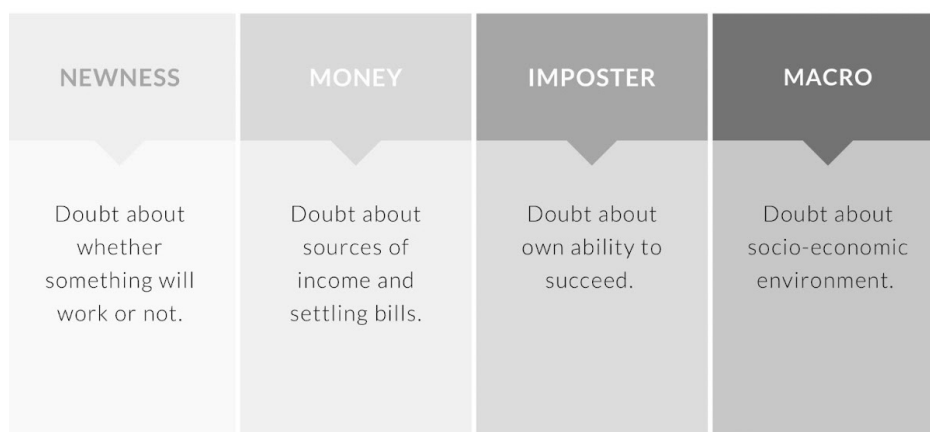
Entrepreneurs hatch new ideas, create new businesses and challenge the status quo. It is exciting, but also uncertain and full of unpredictable highs and lows. One day you win an award, the next day your cash flow crashes and liquidation looms.

In addition, information comes at us all the time and from all directions. Much of it is negative, unnecessary

and not relevant.

All these factors can lead to stress, and when you don't know how things will turn out, you can feel like an imposter, a fraud who will be found out. The trick is to filter experiences and nurture your ability to bounce back.

## Learning Bites Analysis Stress causes: Uncertainty



heavychef.org  
Source: Heavy Chef. 2022.



*Stress caused by the inherent uncertainty of starting something new fuels doubt in generating revenue, covering expenses, navigating a volatile macro environment as well as the belief in themselves.*

# Learn. Do. Share.

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**For entrepreneurs:**

*Stress is a fact of life but it shouldn't grind you down. How good are you at identifying the things that stress you out?*



**For educators:**

*The disadvantages and benefits of stress are well documented. What more can you do to guide entrepreneurs to come to grips with it?*



**For service providers:**

*Entrepreneurs have to replenish their stores of energy and health. What resources can you provide to support them in this quest?*



# Entrepreneur Unhealthy Habits

The unhelpful habits entrepreneurs are guilty of.

## Quick take-aways

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**01** Entrepreneurs say that an ever-present state of stress is one of the unhealthiest habits that they struggle to nip in the bud.

**02** Entrepreneurs acknowledge that they too often suffer from burnout, mostly caused by a dogmatic belief in an always-on work ethic.

**03** Entrepreneurs are honest about the bad coping mechanisms they rely on that significantly add to their stress levels and negatively impact their wellbeing.

**04** Entrepreneurs highlight an instinct to first think negatively about themselves and lack a healthy framework to deal with such thoughts.

# #2

## introduction

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We are not born with our habits - we learn them over time. This means that we can unlearn our unhealthy habits and replace them with behaviours that make the mind and body stronger and better able to cope with life's challenges.

As an entrepreneur who likes learning, how about adding self-care to your list of topics to cover? Then watch your business flourish as your mental, physical and emotional wellbeing improve.

Cultivating healthy habits to cope with challenges is not a luxury; it is a necessity for success in business and in life.

## #2 introduction

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“From a physiological perspective, our bodies are always in a state of slight fight or flight. There’s always a little bit of sympathetic nervous system arousal, and if you never give yourself a chance to reset the balance, it just builds and builds and builds.”



Helen Ludwig  
on Movement And Yoga

Visit [heavychef.com](https://heavychef.com) to dig into Helen’s recipe.

# Chronic stress response

Our response to danger dates from the time when our ancestors lived in caves. Life was simple then - you could clearly identify the predator that was coming after you, and choosing correctly between fight, flight or freeze usually saved you.

Your nervous system fired up to respond and calmed down when it was all over.

These days, we live with an underlying feeling of dread that doesn't go away. We never feel entirely safe and often don't know what the best response is. Chronic stress that keeps your nervous system on alert, is poison for your health and your productivity.

## Learning Bites Analysis

### Unhealthy habits: Chronic stress responses

EVER-PRESENT	FIGHT	FLIGHT	FREEZE
Disposed to always being in a state of stress.	Disposed to act combatively towards others.	Disposed to avoidant behaviours.	Disposed to procrastinate or not move forward.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs say that an ever-present state of stress is one of the unhealthiest habits that they struggle to nip in the bud.*



# Burnout

The World Health Organisation says that burnout is a collection of symptoms caused by unrelenting work-related stress. Given that entrepreneurs easily fall into the 'always-on' trap and often believe that they cannot afford to take a break, they are particularly at risk of burnout.

beyond your own limits, something's got to give, and too often it is your health. The result is a forced, unplanned, and often extended break from your business, which is exactly what you were afraid of.

Some entrepreneurs in our community have experienced burnout and openly talk about it.

When you keep pushing yourself

## Learning Bites Analysis Unhealthy habits: Burnout

DOGMA	EMOTION	HEALTH
Burnout due to dogmatic belief in hustle culture.	Burnout due to constant emotional strain.	Burnout due to ignoring physical wellbeing.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs acknowledge that they too often suffer from burnout, mostly caused by a dogmatic belief in an always-on work ethic.*

# Burnout

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“Burnout is not just being tired and needing a holiday. It’s about having your entire psychological and emotional states disrupted and unhealthy, influencing everything you do, think and say.”

Marc Rogatschnig on  
Finding Meaning



Visit [heavychef.com](https://heavychef.com) to dig into Marc’s recipe.

# Unhealthy coping mechanisms

When you struggle to get going in the morning, only the biggest mug of the strongest coffee wakes you up. When the accounts refuse to balance, chain-smoking calms you down so you can think. And tonight nothing relaxes you like a glass of whiskey (or three).

These are not moments in the life of a successful entrepreneur; they are examples of poor ways to manage stress. Unhealthy behaviours such

as drinking, smoking or emotional eating, put you into a cycle of using one bad habit to counter the effects of another.

But you can change that. For instance, instead of caffeine or alcohol, try exercise to energise you or to destress. Try breaking your bad habits one at a time and see the difference it makes to you as a person and an entrepreneur.

## Learning Bites Analysis

Unhealthy habits: Unbalanced coping mechanisms

MANAGEMENT	DIET	SMOKING	ALCOHOL
Tendency to overvalue current self-management.	Tendency to over- or under-eat.	Tendency to smoke, especially when stressed.	Tendency to drink too much, too often.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs are honest about the bad coping mechanisms they rely on that significantly add to their stress levels and negatively impact their wellbeing.*

# Negative mindset

Another challenge? No, thank you, I've had enough! At least one of our entrepreneurs spoke about the immediate negative response that people have when they are faced with challenges. This often comes from the belief that they cannot overcome difficulties, rather than trying to improve themselves.

against new behaviours. It feels too difficult to even try something new, let alone get into a different habit.

Instead of running away from a challenge, ask yourself what is holding you back from taking it on. It is important to identify and challenge your mindsets and beliefs.

Many people have mental blocks

## Learning Bites Analysis

### Unhealthy habits: Negative mindset

SELF-ESTEEM	INSTINCT	PARALYSIS	FRAMEWORK
Thinking negatively about your worth.	Thinking negatively as an instinct rather than truth.	Thinking negatively into a state of doing nothing.	Thinking negatively about ability to improve.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs highlight an instinct to first think negatively about themselves and lack a healthy framework to deal with such thoughts.*

# Learn. Do. Share.

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## **For entrepreneurs:**

*Knowing about a bad habit is one thing; translating your awareness into practical steps to address it is another. Have you connected with an entrepreneur recently who has conquered any unhealthy habits?*

## **For educators:**

*Many entrepreneurs tend to glorify the grit and hustle of entrepreneurial life. In what ways can your teachers, tutors or mentors instil a healthier and more balanced perspective about entrepreneurship?*

## **For service providers:**

*Your organisations are filled with talented and eager intrapreneurs. How does your culture enable habits that can lead to chronic stress and even burnout, and are there ways for you to cultivate a culture of balanced productivity?*



## Background

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Drawing on our own research results, the Heavy Chef Foundation decided to create a programme to guide entrepreneurs to set up an online store. The first step would be a pilot programme that we could use to explore, experiment and gather insights to design even better future learning programmes for entrepreneurs.

The 12-week pilot programme was launched on 23 May 2022 to empower disconnected entrepreneurs with the skills to set up their own e-commerce stores.

Three groups of 10 people, each led by a Community Ambassador, are participating in the programme. The Khayelitsha and Pretoria groups include men and women and meet in person, while the women-only group meets online. Participants are between 21 and 50 years old.

# Background

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“It’s good to see real people, like me, achieving things. It also means that I can also do it. So, I feel like I’m supported.”



Thuli Zikalala, founder of Yellow Owl

# Desire

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During the first few weeks, we asked each group about the content they need, the people they want to connect with and additional resources they struggle to access. Something that immediately caught our attention was that almost every person in every group asked for access to mental wellbeing support.

You see, the entrepreneurs in our programme have to navigate

extraordinary social and economic stresses, over and above the massive demands of starting a new business.

For instance (and you can't make this stuff up), one gentleman saw a murder the morning when the programme kicked off. "Part of my life," he said, as he sat down to learn about setting up an online store.



The Khaya-cohort: resilient, hopeful and a primary source of support for each other.



# Action

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The message was loud and clear: our programme design had to include elements of support as much as learning content.

Learning content is drawn from material available on the Heavy Chef learning platform, and each group could customise the programme to its members' needs by choosing five topics at the start.

Support comes in different forms. Through our partnership with

Vita Nova, a specialist counselling training centre, entrepreneurs in the programme have access to free and confidential professional counselling sessions.

In addition, peer support is built into the sessions and encouraged through a WhatsApp group. Given its power to counter feelings of isolation, peer support is a cornerstone of the programme. It leaves participants with a sense of belonging, support and guidance.

# Action

“I have enjoyed little tips from everybody that you can implement into your business. The support and feeling that you are not isolated and the market information that comes through.”



Annelise North, founder of MTB Coffee

# Impact

From information on the Heavy Chef platform and complimentary attendance of community events, to access to workspaces equipped with WiFi provided by our partner HP Store, the entrepreneurs have experienced an outpouring of assistance.

Going beyond the call of duty, Byron Clarence, Business Development Manager at PayFast (a Heavy Chef partner) participated in discussion sessions with the virtual and the Khayelitsha groups, and will soon meet with the Pretoria group.

Taking peer support a step further, the ladies-only online group has formed a safe space where they support and guide each other beyond

their weekly learning programme meet-up. They're proving that when women come together, amazing things happen.

The Pretoria members have successfully challenged themselves to move beyond feeling intimidated by online platforms to implementing versions that work for them. Knowing that they still have much to learn, they are embracing the path.

A similar spirit of courage and determination is evident in Khayelitsha, where members continue to lean into each other and show up for every meeting despite sometimes-daunting challenges.



**The State Of Mental Wellbeing**  
Anri van den Berg, Founder Vita Nova

scan to  
download





# Entrepreneur Stress Management

The tried-and-tested techniques entrepreneurs use to balance work and life.

## Quick take-aways

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01

Entrepreneurs agree that one of the best ways to beat stress is to role model (in an authentic way) the behaviours you yourself hold dear.

02

The practice of mindfulness is highly recommended among many entrepreneurs, in particular, to slow things down, zoom out, simplify and give perspective.

03

Work-life balance, healthy eating, exercise and regular breaks are frequently identified by entrepreneurs as critical to functioning optimally.

04

Entrepreneurs highlight the power of fostering a quality network of peers and professionals to help them cultivate a healthy approach to stress.

#3

## introduction

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Team members take their cue from their leaders, a reality entrepreneurs have to keep in mind when it comes to stress-management behaviour.

And as much as your actions influence the team, your overall level of wellbeing influences your business. You can, therefore, not postpone implementing the techniques that are necessary to establish a healthy work-life balance.

The sooner you start, the sooner you'll enjoy the benefits.

# #3 introduction

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“If you as a founder are burning yourself, you aren’t taking a break, then the rest of the team is going to think that’s appropriate and then overall performance just suffers.”



Hope Dithakanyane on  
Investing In Women

Visit [heavychef.com](https://heavychef.com) to dig into Hope’s recipe.

# Leading by example

One of the best ways to beat stress in your business, is to be an authentic role model of the healthy habits you subscribe to.

Healthy stress management can only be a priority in a workplace when the leaders lead by example. And they have to be real about it. It doesn't work, for instance, when leaders push mindfulness because they've heard somewhere that it increases productivity and resilience in teams,

but then they themselves dismiss the concept and refuse to practise it.

As the leader of your team, you determine your company's culture. You already lead the way productivity-wise; now do the same with stress-management behaviour, such as taking breaks to rest and recover. And be open about your own experience of stress and how you manage it - your team will thank you for it and you will benefit too.

## Learning Bites Analysis Stress management: Leading by example

AUTHENTIC BUY-IN	HONESTY	BREAKS	SUPPORT
Manage stress by embodying expected behaviours.	Manage stress by speaking openly and act transparently.	Manage stress by prioritising rest and recovery.	Manage stress by surrounding yourself with the right people.

heavychef.org  
Source: Heavy Chef. 2022.



*Entrepreneurs agree that one of the best ways to beat stress is to role model (in an authentic way) the behaviours you yourself hold dear.*

# Mindfulness

Mindfulness can help you to become more aware of your thoughts and how they affect you. It also helps you to leave negative experiences behind, rather than letting them poison other areas of your life.

Entrepreneurs in our community say they practise mindfulness by slowing things down, zooming out, simplifying and finding perspective. It's taking a break from "always-on" by giving yourself a few minutes of

peace and not having to focus on achieving anything. Sometimes the best way to make progress is to step away from your work for a while and simply focus on being present.

The key to mindfulness is consistent practice. Find a few minutes every day where you reconnect with yourself. This will help build resilience for when you find yourself in a tricky situation.

## Learning Bites Analysis Stress management: Mindfulness

PERSPECTIVE	CONTROL	RITUALS	TEAM	CONSISTENCY
Practice being aware of the temporality of the present moment.	Practice connecting with your ability to make a decision now.	Practice techniques you can call upon throughout your day.	Practice connecting with others on a regular basis.	Practice daily over a long-period of time.

heavychef.org  
Source: Heavy Chef. 2022.



*The practice of mindfulness is highly recommended among many entrepreneurs, in particular, to slow things down, zoom out, simplify and give perspective.*



# Mindfulness

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“Mindfulness would invite us to look at a bad experience, whether it’s sitting in traffic or breaking your leg or having an argument or being fired or whatever it might be, and recognising that that is just a moment in time.”



Nicci Cloete  
on Mindfulness And Breath

Visit [heavychef.com](https://heavychef.com) to dig into Nicci’s recipe.

# Work-life balance

You have to strike a balance between your life and your work - even when your work feels like it's your life. A balanced lifestyle means that healthy eating, exercise, sleep and relaxation are as much a priority as running the business.

As an entrepreneur, there is a direct link between your level of stress and that of your business. Making your health a priority is therefore an investment in your business too. Taking just one hour every day for

self-care will ultimately improve your performance and productivity. For example, when thinking about his tendency to prioritise work over sleep, one of our entrepreneurs realised how often he had to redo the work that he did late at night. Not sleeping had no benefit.

One of the skills you need to master on this journey is working out what is truly important for your business and focusing on achieving only that. Delegate or outsource other jobs.

## Learning Bites Analysis

### Stress management: Physical health

BALANCE	PRIORITISE	PLAN	ORGANISE
Invest in finding balance in eating, exercise, sleeping and taking breaks.	Invest in yourself and not over-committing.	Invest in scheduling fixed times to form healthy habits.	Invest in organising tools and people to support your health.

heavychef.org  
Source: Heavy Chef. 2022.



*Work-life balance, healthy eating, exercise and regular breaks are frequently identified by entrepreneurs as critical to functioning optimally.*

# Sources of support

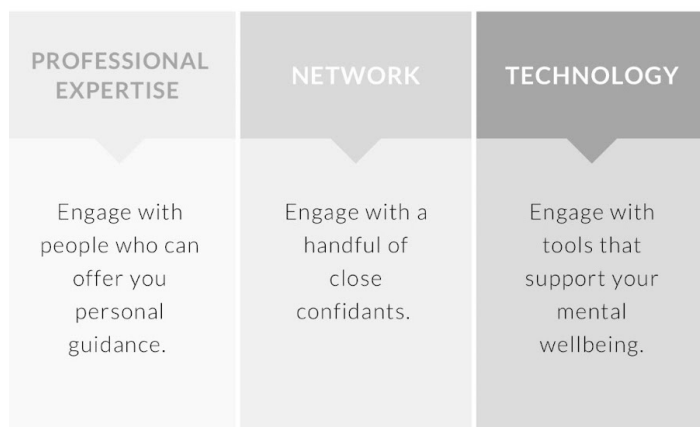
The good news is that you don't have to do the wellness stuff on your own. As our Heavy Chefs tell us, there is huge power in building a network of peers and professionals to help you cultivate a healthy approach to stress.

Be sure to have a few people in your network that you can speak to often and openly, about anything and everything. Seek out support groups or communities where you can share your entrepreneurship experience and learn from others with similar backgrounds. And call on a therapist,

counsellor or life coach when you need professional help. A business coach can also be helpful to guide you through a business issue.

The sharp increase in health and wellness technology startups over the past few years indicates that investors and entrepreneurs are starting to value mental health. Among these businesses are self-guided meditation and therapy apps that address anxiety in the South African context. Check them out and support not only your wellbeing but a fellow entrepreneur too.

## Learning Bites Analysis Stress management: Support



heavychef.org  
Source: Heavy Chef, 2022.



*Entrepreneurs highlight the power of fostering a quality network of peers and professionals to help them cultivate a healthy approach to stress.*

# Learn. Do. Share.

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## **For entrepreneurs:**

*Stress feels worse when you are alone or closed off. Why not get a buddy to help you take on one new habit that can help reduce some of your stress? How does a swim-, diet-, or mindfulness-buddy sound?*

## **For educators:**

*You care about your learners but also have high expectations of them to grow. How can you improve your learner engagement to take into account an entrepreneur's workload and lifestyle?*

## **For service providers:**

*Entrepreneurs can always use a helping hand but are also always short on time. What stress management resources can you make available online for them to access as and when they need them?*



# 4

## Entrepreneur Mental Wellbeing

How entrepreneurs look after their most important asset - their mind.

### Quick take-aways

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01

Entrepreneurs with mature businesses are more open to acknowledging that their mental wellbeing is a barrier to their personal development.

02

Startup entrepreneurs find it more difficult to access services that offer mental wellbeing support.

03

Entrepreneurs starting out and those with established businesses detect the same level of mental wellbeing needs within the communities they operate in.

04

There is a general improvement in the mental skills of entrepreneurs when starting out, an impact also felt by those who started their businesses some years ago. Upon reflection, this is particularly true as it relates to social and emotional skills.

#4

## introduction

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The stories we tell ourselves can boost our business journey, or throw up barriers to success.

It is therefore important to get to know your own mind and to understand how to keep it healthy.

Knowing when you need support, and what kind of support serves you best, are self-insights every entrepreneur must have.

# #4 introduction

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“Your mind is not always your friend. You have got to feed it and tell it nice things about yourself.”

Yanga Ngcayisa  
on Creating Products



Visit [heavychef.com](https://heavychef.com) to dig into Yanga's recipe.

# Mental wellbeing as a barrier to success

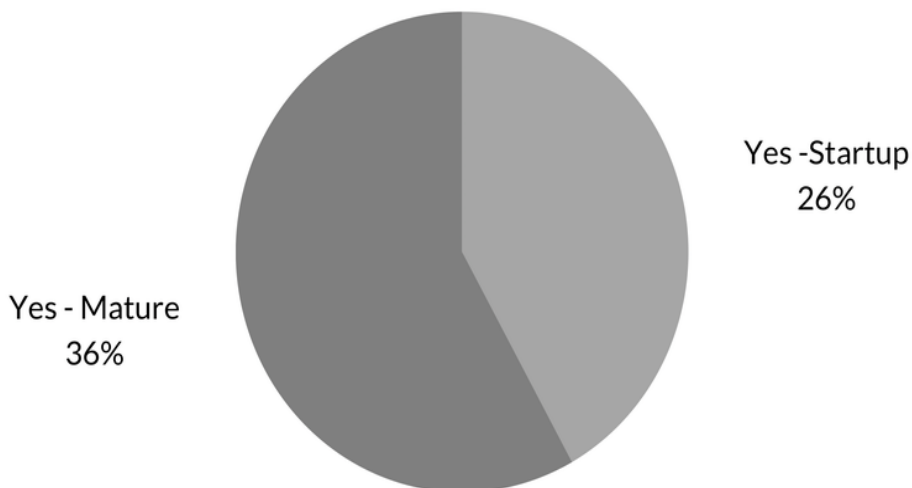
Mental health is something not many people are comfortable talking about or even acknowledging. Nobody wants to risk being labelled “crazy” or “weak”, especially not when you are trying to convince people to invest in your bright business idea.

In our community, entrepreneurs with mature businesses are more

open to admitting that their mental wellbeing is a barrier to their personal development.

The truth is that facing up to the fact that you are struggling, is a brave step to take. It shows self-insight and a willingness to grow, which are two of the most important characteristics an entrepreneur could have.

Is your mental wellbeing currently a barrier to your development as an entrepreneur?



heavychef.org

Source: Heavy Chef Entrepreneur Education Report. 2020.



*Entrepreneurs with mature businesses are more open to acknowledging that their mental wellbeing is a barrier to their personal development.*



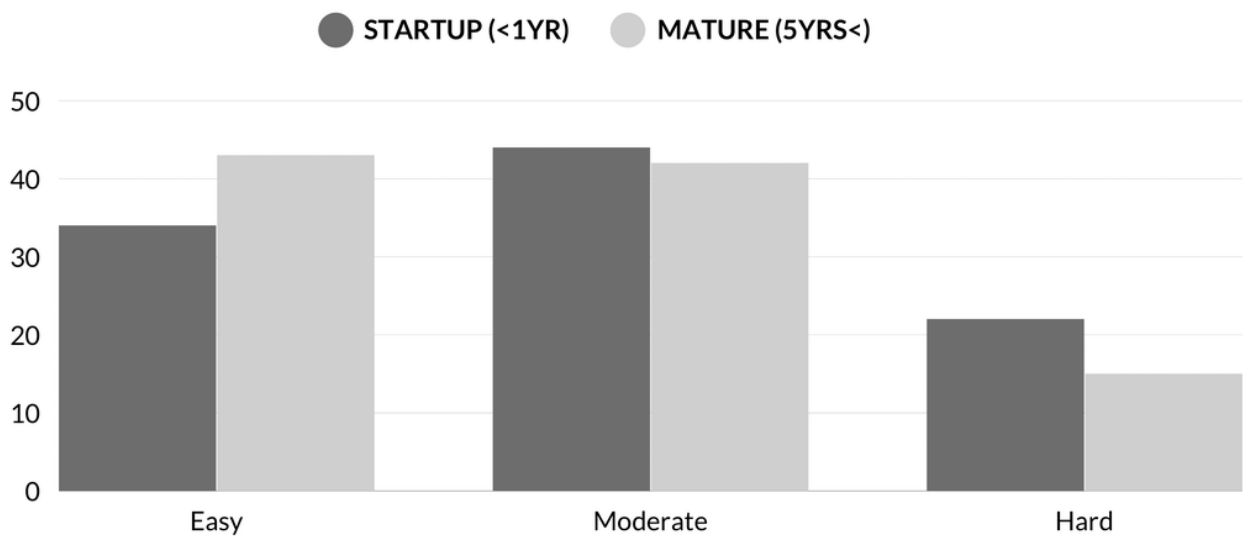
# Access to mental wellbeing support

Our research shows that startup entrepreneurs find it more difficult to access services that offer mental wellbeing support.

Another reason could be that it is more difficult for startups to define the support they need, which makes it difficult to find it.

It could be that they don't have the time to look for support, or that they believe their mental health will improve as soon as the business is running properly.

How easy/hard is it for you to access mental wellbeing support?



heavychef.org  
Source: Heavy Chef Entrepreneur Education Report. 2020.



*Startup entrepreneurs find it more difficult to access services that offer mental wellbeing support.*

## Access to mental wellbeing support

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“I think it’s also about understanding that when I give myself at least an hour, every day, that hour helps me to refocus, reboot and helps me to think better and not always find myself chasing my own tail because there’s so many things to do.”



Dr Mathobela Matjekane  
on Healthy Business

Visit [heavychef.com](https://heavychef.com) to dig into Dr Mathobela’s recipe.

# Mental wellbeing support

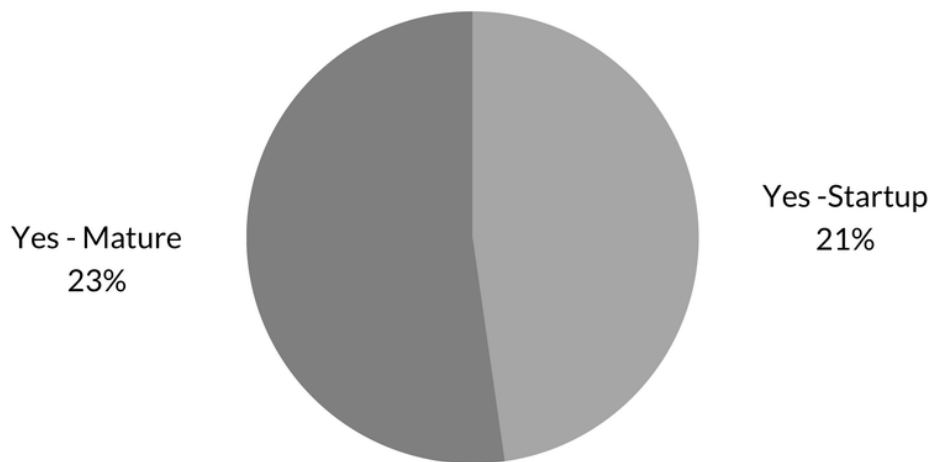
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Entrepreneurs starting out and those with established businesses detect the same level of mental wellbeing needs among their peers within their communities.

comfort from knowing that you are not alone; entrepreneurs around you also need support from time to time. By reaching out to each other, you can build networks of support.

This means that you can take

In general, do entrepreneurs in your community need mental wellbeing support?



heavychef.org  
Source: Heavy Chef Entrepreneur Education Report, 2020.



*Entrepreneurs starting out and those with established businesses detect the same level of mental wellbeing needs within the communities they operate in.*

# Mental skills

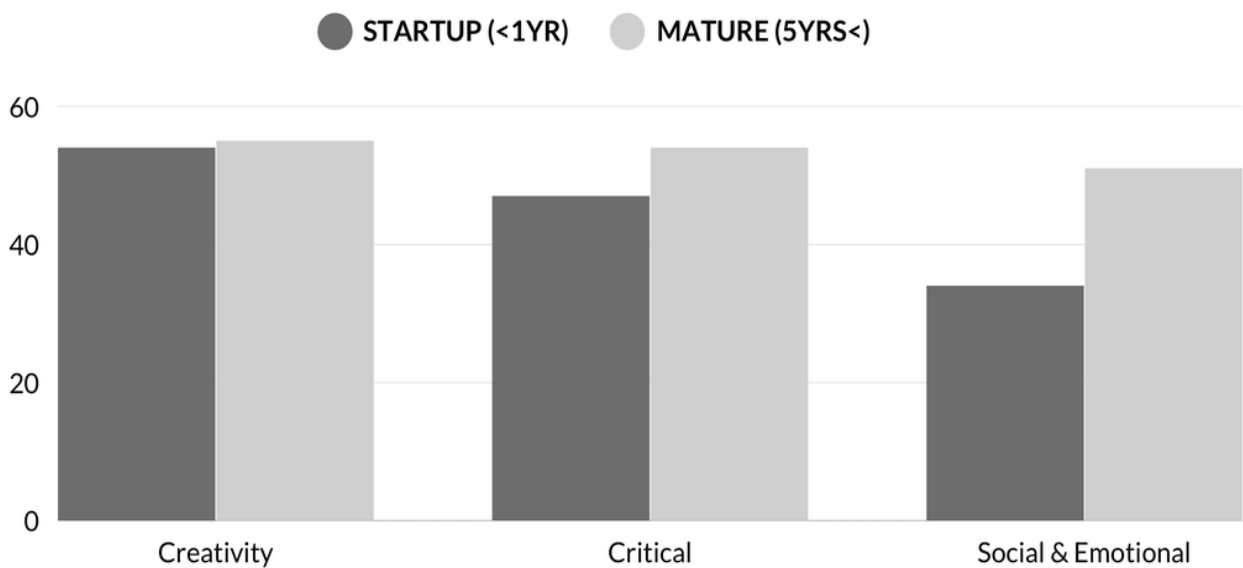
There is a general improvement in the mental skills of entrepreneurs as their businesses mature.

The steepest learning curve relates to social and emotional skills, which reflects the fact that running a business is about more than financial

acumen and product and service ideas.

To be a successful entrepreneur you also need emotional intelligence, maturity and relationship-building skills - all of which depend on mental health and wellness.

What mental skills have you learned most about since starting your business?



heavychef.org  
Source: Heavy Chef Entrepreneur Education Report. 2020.



There is a general improvement in the mental skills of entrepreneurs when starting out, an impact also felt by those who started their businesses some years ago. Upon reflection, this is particularly true as it relates to social and emotional skills.

# Learn. Do. Share.

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## **For entrepreneurs:**

*One of your most valuable sources of mental support is your peers. Find another business owner close to you with whom you can schedule a monthly mutual mental health check-in.*

## **For educators:**

*Tutoring and mentorship are proven education support tools. What tools do your tutors need to guide entrepreneurs, young ones especially, towards mental health?*

## **For service providers:**

*Your products and services do not exist in isolation from the entrepreneurs - the human beings - that use them. What links to resources and/or providers that offer mental wellbeing support can you add alongside or within your dedicated sales channels?*

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Heavy Chef Foundation



# Methodology & Data

Heavy Chef Research Partner



When Heavy Chef announced in 2019 that it was setting up a non-profit, Heavy Chef Foundation, to focus on connecting disconnected entrepreneurs, we identified two pillars of our programme of change: Research & Impact.

Our research vision was to develop South Africa's most in-depth data hub on entrepreneur education.

To date, Heavy Chef has surveyed 9,000 entrepreneurs and conducted over 200 in-depth interviews with a diverse set of entrepreneurs including women-, township-, youth- and e-commerce entrepreneurs, at different stages of their business and in different environments.

The Heavy Chef Entrepreneur Education Report employs a mix of quantitative (data) and qualitative (themes) methodologies.

For electronic surveys a convenience sampling methodology was used from existing databases of vetted business owners from Heavy Chef, Yoco and others. The sample was therefore not nationally representative but rather represented a sub-population of South African entrepreneurs e.g. those who are members of the Heavy Chef platform.

Due to the convenience sampling methodology, certain limitations must be acknowledged regarding the quantitative component of the study. These include geographical (skewed to Gauteng and Western Cape) and business size distribution (skewed to micro- to small businesses), where more entrepreneurs from these groups chose to participate in the survey.

Furthermore semi-structured ethnographic research (interviews via the Heavy Chef platform) allowed us to analyse in-person conversations, as well as deep analyses of learning 'bites' (content) from those interviews, all conducted to identify deeper contextual themes on particular topics.

The benefits of this mode of research allowed us to describe variations, explain relationships, hear from individual experiences and outline group norms which the statistical data highlighted.

We've come a long way since the first Annual Heavy Chef Survey in 2019. The data we now have on hand - statistical and qualitative - is unmatched and has been analysed, shared, and used to guide implementation far and wide. A significant feather in our cap.

At the same time the challenge of developing entrepreneurs is a substantial one. This places the responsibility on all of our shoulders to understand the data and then apply how we as a community can serve entrepreneurs.

***A special word of thanks to the team at Xero who have stood by our side since day one to share with you yet another world-class research product.***

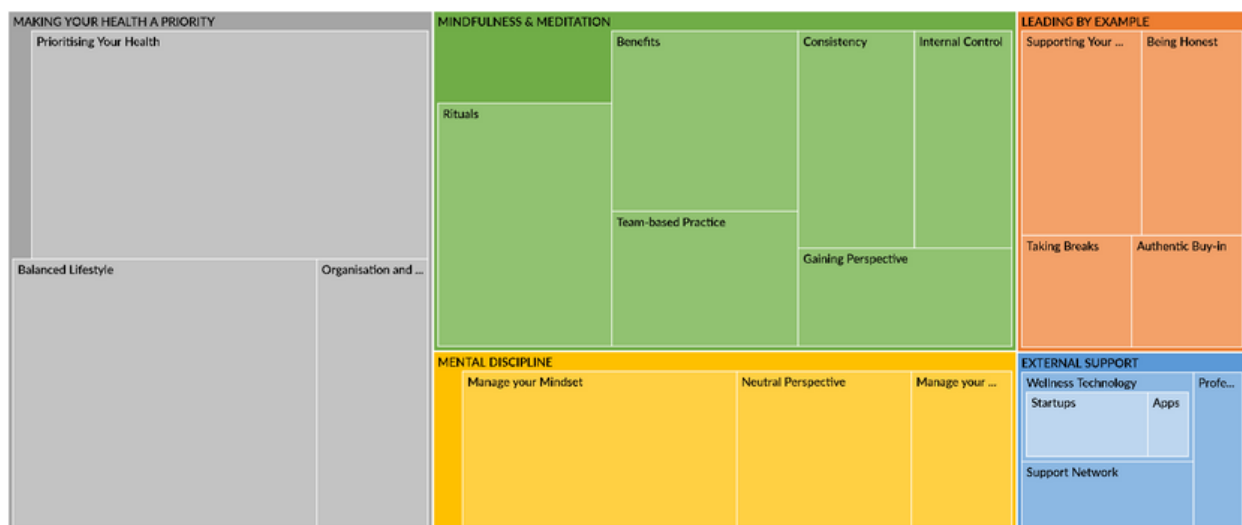


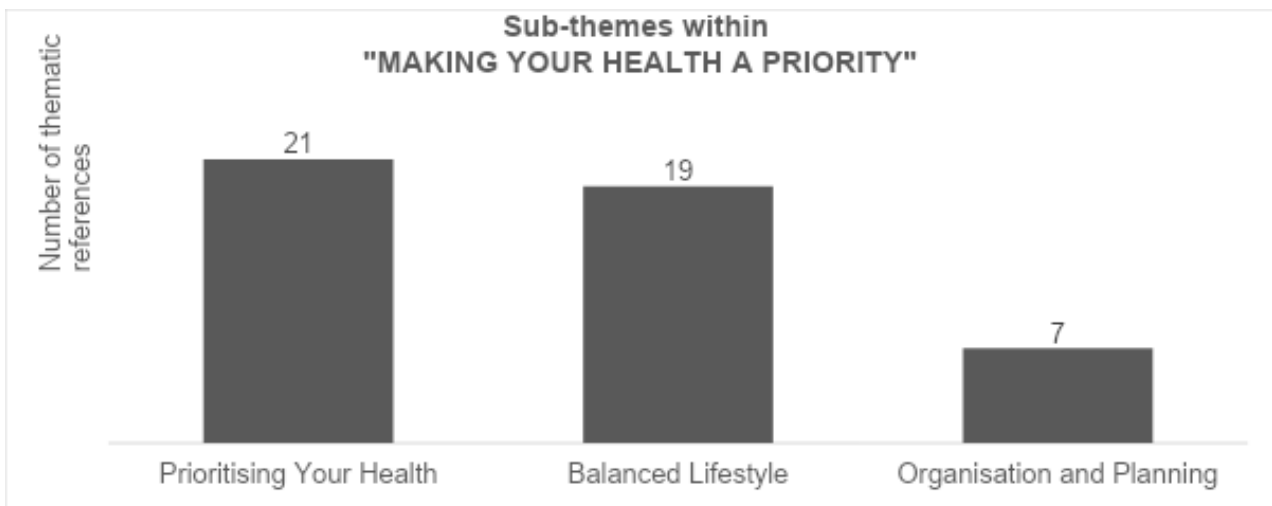
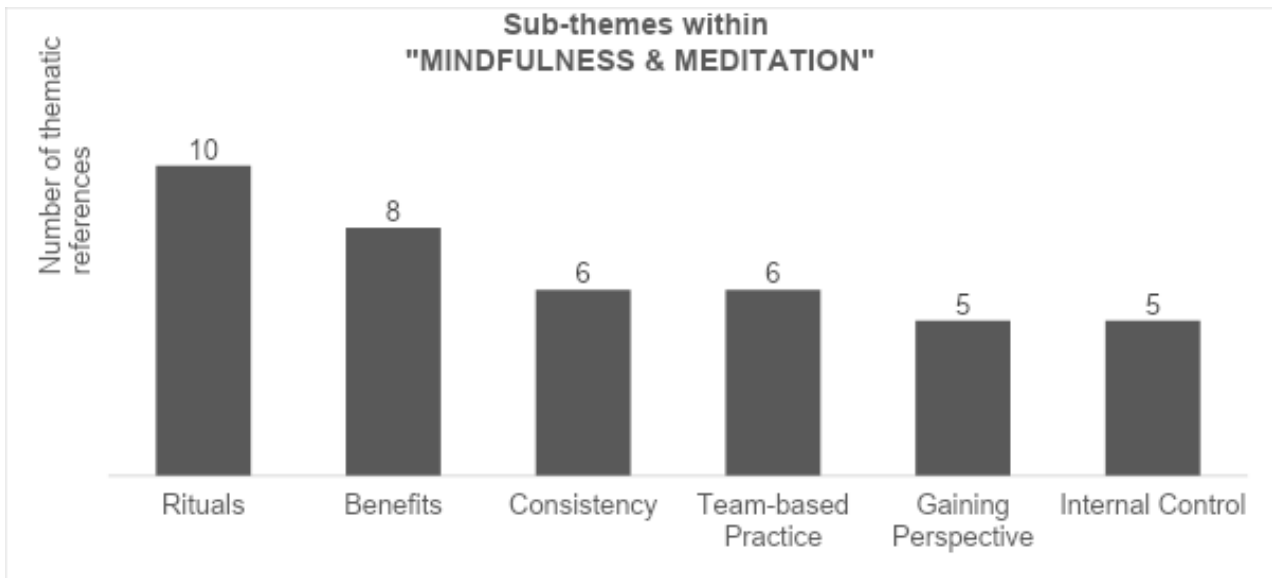
# Bites Analysis

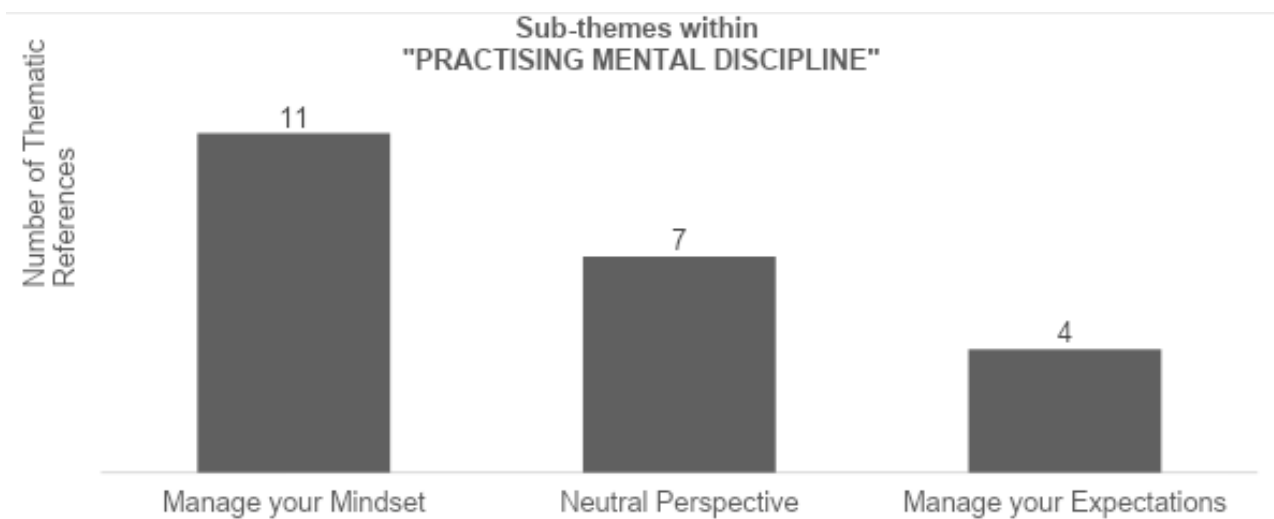
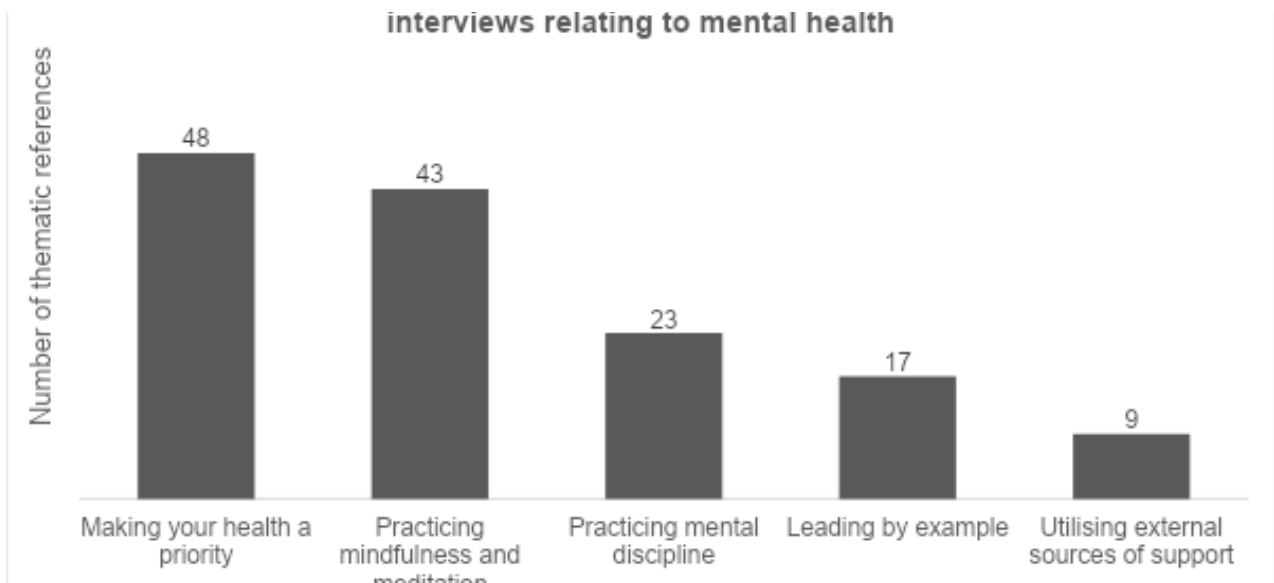
Word cloud of the hundred most used words across the five key insights. Based on parameters of 5 letters minimum where synonyms have been grouped together.

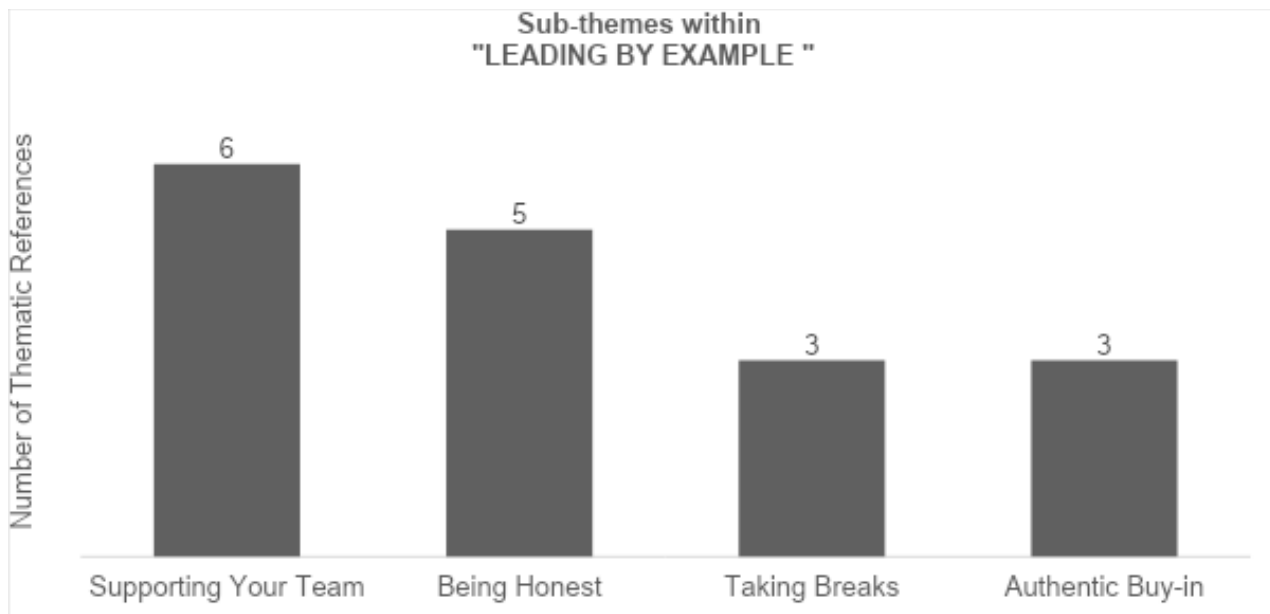
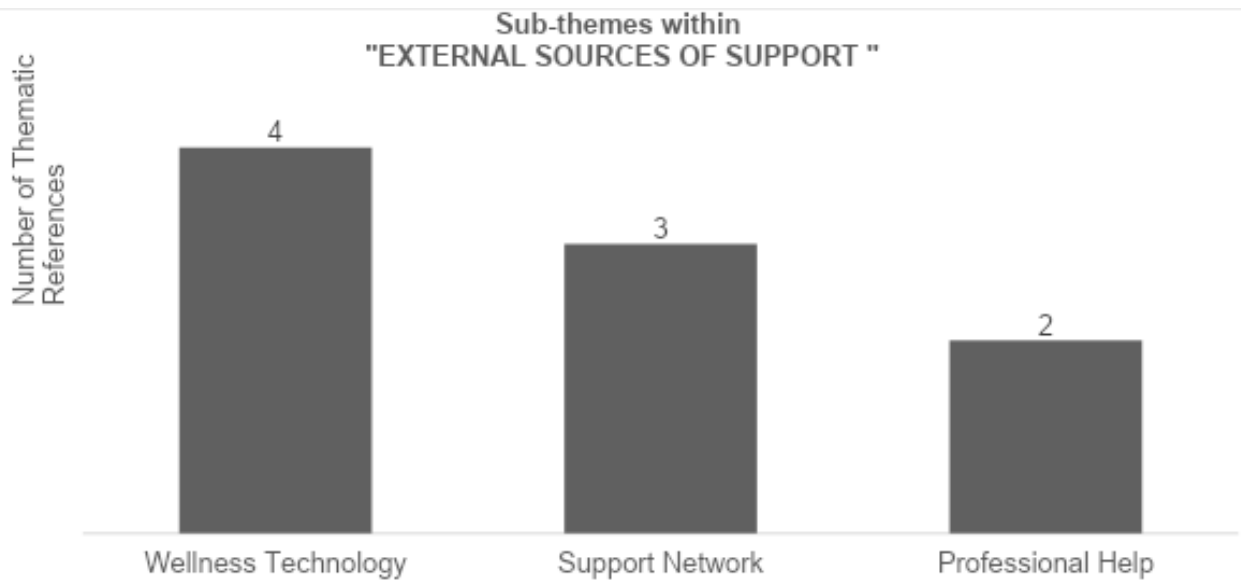


Hierarchy chart of the five themes and their sub-themes  
The size of the themes and subthemes correlate with the amount of references made to each.



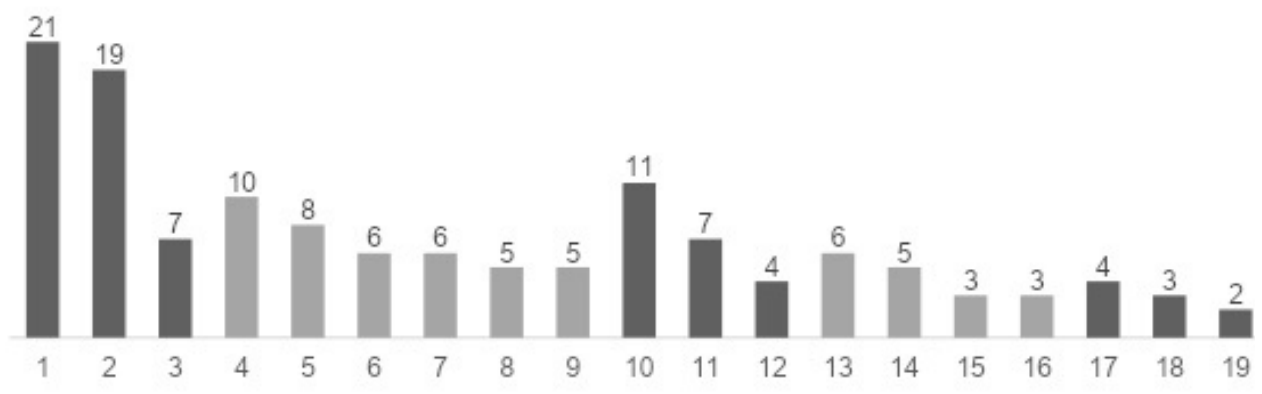






### Summary of themes and sub-themes - Mental health techniques

Number of Thematic References



# 2019 Tables

At what age did you first learn to start and run a business?

As a child (below the age of 14 years old)	11,38%
As a young boy or girl (14-18 years old)	14,88%
As a young adult or student (19-24 years old)	25,34%
As an adult (25-50 years old)	44,60%
As a senior adult (older than 50 years old)	3,79%

Thinking back to when you were starting your business, where or who did you learn from and how valuable was that learning?

	No value	Some value	A lot of value	Priceless
Entrepreneur(s) - individuals, the community, networks, support programmes	7,87%	27,70%	37,28%	17,65%
Family / friends	8,28%	28,97%	33,51%	24,50%
Formal education institution(s)	14,79%	35,17%	29,39%	11,71%
Government	65,83%	15,49%	3,55%	0,92%
Myself	0,65%	12,60%	46,24%	38,72%
New media - online, social, mobile, video, podcasts	8,18%	27,31%	39,83%	18,60%
Personal network - mentor, teacher, colleague, celebrity	11,07%	27,13%	33,48%	19,62%
Traditional media - TV, radio, newspapers, magazines	28,32%	38,99%	18,08%	4,56%



Thinking back to when you started your business, what were the things you actually learned and what are the things you wish you had learned, in retrospect?

	Actually learned	Should have learned
Creativity	68,82%	21,24%
Critical & innovative thinking	68,87%	26,27%
Financial learning	50,47%	45,63%
HR & talent management	38,23%	41,56%
Planning, decision making & goal setting	64,60%	31,83%
Leadership	70,10%	20,81%
Management & operations	66,84%	26,36%
Marketing & sales	55,41%	41,33%
Social & emotional skills	63,14%	29,25%
Technical skills	65,62%	26,10%

How would you rate your knowledge on running a business?

1 I know a little	2	3	4	5 I know a lot
3,80%	5,48%	37,03%	34,44%	19,26%

Do you have a formal business qualification?

Yes, and I'm glad I have it	23,41%
Yes, but it wasn't valuable	6,96%
No, but will consider getting one	41,42%
No, not interested	28,21%

Do you have a mentor or role model?

Yes, and I'm glad I have one	38,95%
Yes, but they didn't have an impact	7,92%
No, but I would value one	39,07%
No, not interested	14,05%

Have you taken part in a specialist entrepreneur education programme before?

Yes, and I'm glad I did	13,80%
Yes, but it wasn't valuable	3,94%
No, but would like to	57,91%
No, not interested	24,36%

How regularly do you attend entrepreneurial events?

Never	41,30%
Rarely	29,60%
Sometimes	19,77%
Often	8,19%
Always	1,13%

Please rate how entrepreneurial your family is?

1Not at all entrepreneurial	2	3	4	5Very entrepreneurial
15,58%	15,00%	23,30%	22,24%	23,88%

How would you rate your family's knowledge on running a business?

1They know a little	2	3	4	5They know a lot
14,70%	12,04%	25,33%	24,63%	23,30%

Please rate how entrepreneurial your close friends / close work colleagues are?

1Not at all entrepreneurial	2	3	4	5Very entrepreneurial
8,52%	16,80%	33,37%	26,89%	14,42%

How would you rate your close circle of friends' knowledge of running a business?

1They know a little	2	3	4	5They know a lot
11,24%	16,01%	33,63%	25,25%	13,86%

Please estimate how many entrepreneurs you see / have in close proximity to you on most days?

None	5,29%
Less than 3	30,59%
Between 3 and 5	32,67%
Between 5 and 10	19,69%
Between 10 and 20	7,69%
More than 20	4,08%

Which of the following contributed most to your development as an entrepreneur?

Learning from other entrepreneurs	51,93%
Learning through practice, trial-and-error	80,54%
Learning from formal education institutions	16,89%
Learning from reading, watching or listening informally	57,38%
Learning from family/friends	42,66%
Learning from my community	20,75%
Learning from entrepreneur training or support programmes	12,92%
Learning with others	25,46%
Learning by myself	69,48%
Learning by attending events	22,03%

How frequently do you actively seek to learn?

Hardly ever	4,60%
Reactively, as the opportunity presents itself	29,01%
Proactively, as a specific need arises	34,93%
All the time, I'm always on	31,46%

What are some of the barriers to your learning as an entrepreneur?

Financial constraints	59,45%
Lack of good options	21,09%
Lack of support	20,13%
Logistical constraints	21,32%
Poor or irrelevant content	15,30%
Time constraints	59,45%

Please estimate how much money you invest in your entrepreneur learning every year?

Less than R5,000 a year	68,29%
Between R5,000 and R10,000 a year	19,88%
Between R10,000 and R50,000 a year	9,57%
More than R50,000 a year	2,26%

Please rate your perception of the effectiveness of entrepreneur education at schools?

1Very poor	2	3	4	5Very strong
35,95%	24,76%	24,36%	8,82%	6,10%



Please rate your perception of the effectiveness of entrepreneur education in higher education, like universities?

1Very poor	2	3	4	5Very strong
17,60%	23,71%	33,06%	16,55%	9,09%

Please rate your perception of the effectiveness of government-led entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
41,30%	28,16%	22,23%	5,01%	3,30%

Please rate your perception of the effectiveness of independent specialist entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
8,27%	17,08%	37,59%	25,44%	11,62%

Please rate your perception of the effectiveness of small group or community organised entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
11,17%	21,59%	38,81%	20,40%	8,04%

Please rate your perception of the effectiveness of learning by yourself, informally?

1Very poor	2	3	4	5Very strong
1,37%	6,92%	27,85%	34,60%	29,26%

Please rate your perception of the effectiveness of learning through practice, trial-and-error?

1Very poor	2	3	4	5Very strong
0,84%	3,67%	17,50%	33,50%	44,50%

Please rate your perception of the effectiveness of learning from mentors and role models?

1Very poor	2	3	4	5Very strong
2,24%	6,69%	25,30%	36,30%	29,48%

How would you rate your level of skills for the following?

	Very poor	Poor	Average	Above average	Excellent
Creativity	1,07%	3,02%	29,50%	43,56%	22,85%
Critical & innovative thinking	0,20%	2,58%	32,91%	45,16%	19,14%
Financial literacy	2,03%	14,13%	50,38%	25,67%	7,80%
HR & talent management	3,84%	16,39%	48,96%	24,28%	6,53%
Planning, decision making & goal setting	0,96%	6,74%	35,58%	41,47%	15,25%
Leadership	0,86%	3,48%	30,41%	43,67%	21,58%
Management & operations	1,01%	4,35%	32,15%	43,54%	18,94%
Marketing & sales	2,53%	13,64%	41,44%	28,70%	13,69%
Social & emotional skills	0,91%	7,53%	35,04%	37,26%	19,26%
Technical skills	1,57%	8,15%	34,84%	36,10%	19,34%

In which of the following areas do you feel you have learnt the most since starting your business?

Creativity	50,61%
Critical & innovative thinking	46,37%
Financial literacy	43,19%
HR & talent management	17,66%
Planning, decision making & goal setting	55,10%
Leadership	37,94%
Management & operations	47,12%
Marketing & sales	51,92%
Social & emotional skills	33,35%
Technical skills	32,59%

What are the skills you would rate as most important to you as an entrepreneur, right now?

	Not important	Neutral	Important	Very important
Creativity	1,43%	9,04%	38,18%	51,35%
Critical & innovative thinking	0,37%	5,48%	36,85%	57,30%
Financial literacy	0,47%	6,06%	35,37%	58,10%
HR & talent management	6,93%	28,48%	39,52%	25,07%
Planning, decision making & goal setting	0,36%	5,34%	34,44%	59,85%
Leadership	2,77%	11,83%	36,25%	49,15%
Management & operations	1,37%	7,54%	36,90%	54,19%
Marketing & sales	0,31%	4,02%	24,59%	71,08%
Social & emotional skills	0,95%	13,79%	39,38%	45,88%
Technical skills	1,17%	14,63%	36,70%	47,50%

What are the skills you would rate as most important to you as an entrepreneur, looking towards the future?

	Not important	Neutral	Important	Very important
Creativity	0,80%	6,53%	29,79%	62,88%
Critical & innovative thinking	0,21%	3,85%	27,13%	68,81%
Financial literacy	0,16%	4,82%	27,66%	67,37%
HR & talent management	3,74%	20,22%	38,21%	37,83%
Planning, decision making & goal setting	0,10%	3,39%	29,09%	67,41%
Leadership	1,81%	8,94%	32,82%	56,44%
Management & operations	1,11%	6,31%	33,09%	59,49%
Marketing & sales	0,31%	3,31%	20,23%	76,15%
Social & emotional skills	1,01%	10,45%	35,47%	53,07%
Technical skills	0,85%	10,06%	34,61%	54,47%

In the past, how have you gone about closing specific knowledge gaps of yours?

Attended an event	31,20%
Hired a consultant or specialist	12,45%
Hired the right employees	16,01%
Read books on the topic	51,37%
Searched online	84,76%
Spoke to other entrepreneurs	55,03%
Taken a course or attended a class	24,85%

How often do you read books that shape you as an entrepreneur?

Always	11,78%
Often	20,66%
Sometimes	27,55%
Rarely	24,19%
Never	15,83%

How often do you go online to learn about starting or running a business?

Always	18,47%
Often	31,47%
Sometimes	25,05%
Rarely	16,26%
Never	8,74%

Where do you find the best entrepreneur learning content online?

Chat (eg Whatsapp, Slack)	10,08%
Facebook	26,63%
Google	73,37%
LinkedIn	17,81%
Newsletter	15,84%
Podcast	15,73%
Twitter	4,16%
Youtube	43,45%

What type of content do you learn best from?

Audio - short	39,54%
Audio - long	11,07%
Face to face - short	34,58%
Face to face - long	17,55%
Video - short	63,26%
Video - long	21,93%
Writing - short	38,53%
Writing - long	17,50%
Experiential - short	34,21%
Experiential - long	20,30%



What helps you convert your learning into practice?

I write about it	11,47%
I share it with others	34,68%
I apply it immediately	42,11%
I apply it directly	38,26%
I apply some of it	30,26%
I apply it eventually	10,58%
I have support from others	13,26%
I experiment first	41,21%

How often do you write - for either private or public use - about your entrepreneur journey and lessons?

Always	3,10%
Often	7,72%
Sometimes	13,60%
Rarely	22,53%
Never	53,05%

How often do you share your learnings with others?

Always	14,60%
Often	29,57%
Sometimes	33,88%
Rarely	13,92%
Never	8,04%

Why do you share your learnings?

To empower other entrepreneurs	55,69%
To help my own business	37,69%
To learn myself	36,90%
To inspire	52,73%
I don't share my learnings	10,16%

## Who do you most often share your learnings with?

With my family and friends	64,44%
With my work colleagues	41,61%
With other entrepreneurs	50,11%
With my local community	21,28%
I don't share my learnings	7,54%

## How do you share your learnings?

Chat (eg Whatsapp or Slack)	36,58%
Face to face - one on one	71,80%
Face to face - small groups	28,20%
Face to face - large groups	5,43%
Social Media	28,68%
Video or audio	4,22%
Writing	10,70%
I don't share my learnings	7,59%

# 2020 Tables

## Generally, How Easy/Hard Is It To Access The Following For Your Business?

	Easy	Moderate	Hard
Knowledge / Skills	43,39%	41,70%	9,52%
Talent	28,41%	43,92%	19,91%
Networking	31,08%	47,82%	15,05%
Funding	7,24%	26,72%	59,95%
Suppliers	43,06%	35,38%	15,41%
New Clients	16,73%	49,57%	30,13%
Data / Internet	68,22%	23,78%	4,93%
Transport / Travel	47,85%	33,83%	11,18%

## Growing Up, Who Were The Entrepreneurs You Were Exposed To?

Parents	28,79%
Family	45,15%
Friends	28,23%
Business Owners In Community	40,31%
Seen In Media - Local	21,92%
Seen In Media - International	21,59%
None	16,65%

How would you rate your knowledge on running a business?

	1 - I know a little	2	3	4	5 - I know a lot
Self-Rating	4,97%	8,45%	36,24%	30,27%	20,69%

How Would You Rate Your Level Of Skill For The Following?

	Very Poor	Poor	Average	Above Average	Excellent
Creativity	0,50%	2,14%	27,34%	42,55%	27,47%
Critical & Innovative Thinking	0,17%	2,03%	29,45%	45,08%	23,27%
Finance & Tax	5,84%	22,14%	47,83%	17,56%	6,64%
HR & Talent Management	2,66%	11,34%	47,44%	25,95%	12,61%
Planning, Decision Making & Goal Setting	0,96%	5,17%	34,38%	38,59%	20,90%
Leadership	0,56%	1,96%	24,89%	42,08%	30,50%
Marketing & Sales	1,66%	10,69%	38,37%	32,76%	16,53%
Social & Emotional Skills	0,96%	4,84%	31,39%	37,82%	24,98%
Technological Skills	0,96%	6,65%	37,28%	33,16%	21,95%
General Management & Operations	0,70%	3,81%	37,05%	38,58%	19,87%

## Which Of The Following Contributed Most To Your Development As An Entrepreneur?

Learning from other entrepreneurs	58,37%
Learning through practice, trial-and-error	71,63%
Learning from education institutions - offline	21,83%
Learning from education institutions - online	14,85%
Learning from reading books	36,81%
Learning from family/friends	42,36%
Learning by attending events - offline	26,19%
Learning by attending events - online	23,15%
Learning from attending specialist training - offline	19,74%
Learning from attending specialist training - online	15,54%
Learning from reading/watching/listening online	52,78%

## In Which Of The Following Areas Do You Feel You Have Learned The Most Since Starting Your Business?

Creativity	53,89%
Critical & Innovative Thinking	46,90%
Finance & Tax	26,13%
HR & Talent Management	12,54%
Planning, Decision Making & Goal Setting	50,08%
Leadership	36,78%
Marketing & Sales	57,25%
Social & Emotional Skills	33,61%
Technological Skills	30,02%
General Management & Operations	47,73%

## What Are The Skills That Are Most Valuable For You Right Now As An Entrepreneur?

Finance - Cash Flow Management	58%
Finance - Budgeting & Controls	51%
Finance - Analysis & Communication	31%
Finance - Tax Management	23%
Marketing & Sales - Brand & Awareness	63%
Marketing & Sales - Prospect, Convert & Loyalty	44%
Marketing & Sales - Digital / Innovation	50%
HR - Building Culture	11%
HR - Performance Management	15%
HR - Remote Work	8%

## What Are The Skills You Wished You Learned Earlier That Would Have Benefited Your Business Most?

Finance - Cash Flow Management	46,30%
Finance - Budgeting & Controls	45,42%
Finance - Analysis & Communication	35,24%
Marketing & Sales - Brand & Awareness	47,06%
Marketing & Sales - Prospect, Convert & Loyalty	34,30%
Marketing & Sales - Digital / Innovation	45,77%
HR - Building Culture	11,93%
HR - Performance Management	14,55%
HR - Remote Work	7,90%
Finance - Tax Management	36,57%



## What Are The Skills You Are Looking To Invest In To Prepare Your Business For "The 4th Industrial Revolution"?

Interpersonal Skills	26,74%
Mental Skills	24,36%
Coding Skills	19,55%
Data Skills	32,01%
Learning Skills	25,61%
Marketing & Sales Skills	72,65%
Systems Skills	44,13%

## How Many Entrepreneurs Do You Interact With On A Day-To-Day Basis?

None	13,42%
Less than 3	40,79%
3-5	29,10%
5-10	11,15%
10-20	2,88%
More than 20	2,65%

## Where Do You Go To, To Meet And Learn From Other Entrepreneurs?

Social Media Platforms	53%
One-On-One / Small Groups - Offline	22%
At Work - Co-working spaces	22%
I Don't / Not Any	20%
Entrepreneur Platforms	18%
At Work - Office / shop	18%
Entrepreneur Events - Virtual	16%
Entrepreneur Events - Offline	16%
One-On-One / Small Groups - Virtual	10%

## Are You Aware Of Any Entrepreneur Events Or Education Programmes Specifically In Your Area?

No - and not interested	22,32%
No - but definitely needed	49,83%
Yes - but not many, need more	16,07%
Yes - enough, but the are not valuable	5,08%
Yes - enough, and they are very valuable	6,71%

## Do You Have An Entrepreneur Mentor, From Your Local Community?

No, but I would value one	54%
Yes, and I'm glad I have one	21%
No, not interested	22%
Yes, but he/she didn't have an impact	3%

## What Are The Best Ways To Boost Your Entrepreneur Knowledge When Alone?

Reach out via instant messaging/chat	21,32%
Reach out via social media	41,39%
Read a book	33,24%
Go online	66,49%
Setup face to face	28,74%
Setup video call	15,71%
Reflect eg. writing or mindfulness	15,30%
Access e-learning platform	44,19%

## What Are The Education Platforms You Find Most Valuable?

None, I use Google (or similar)	50%
Platforms offered by specialist entrepreneur organisations	32%
Platforms offered by individuals	28%
Platforms offered by brands/companies	27%
Platforms offered by formal education institutions	23%
Platforms offered by government	9%
None, but looking for one	8%

## Where Do You Find The Best Quality Entrepreneur Content Online, In-Between Work?

Instant Messaging eg Whatsapp	24,41%
Facebook	47,80%
Google	58,26%
LinkedIn	20,32%
Newsletter	11,56%
Podcast	10,20%
Twitter	7,62%
Youtube	41,77%
Blogs	15,77%
News Sites	11,94%
Education Platforms	19,45%
Video Conferencing eg Zoom	12,47%

What are some of the most challenging aspects of remote learning?

Self-discipline	44%
Cost of data	41%
Distractions	38%
Lack of human contact	32%
Quality of connection	27%
Lack of quality content	19%
Quality of equipment	14%

Thinking About Your Own Personal Productivity - What Areas Do You Struggle Most With?

Long-Term Planning	42%
Daily Planning	37%
Goal Achievement	31%
Self-Discipline	30%
Prioritisation	29%
Goal Setting	25%
Focus	25%
Habit Formation	25%
Clarity of thought	23%
Vision & purpose	22%

## What Tools Do You Use To Internalise And Organise Your Entrepreneur Learnings?

Notebook (Pen & Paper)	40%
Computer Folders	37%
Bookmarking/Favourites/Watch Later	35%
Journal (Pen & Paper)	29%
Informal Conversations	19%
Notetaking Apps	15%
None - no active process	14%
Productivity Apps	10%
Voice Note Apps	7%
Journaling Apps	6%

## Do You Actively Seek Time To Quiet Your Mind?

No - but I need to	50%
Yes - all the time	41%
Yes - but not that effective	7%
No - never had an interest	2%

## How Do You Go About Sharing Your Learnings With Entrepreneurs In Your Community?

Instant Messaging - group chat	14,71%
Face to face - one-on-one	50,29%
Video calls - one-on-one	5,04%
Social Media	33,80%
Newsletter / Blog	2,64%
I hardly share my learnings	29,83%
Video calls - teams/small groups	3,97%
Face to face - teams/small groups	16,40%
Instant messaging - one-on-one chat	16,65%

## What Are Some Of The Barriers To Your Learning As An Entrepreneur?

Financial constraints	50,02%
Lack of good options	21,67%
Lack of support	25,45%
Logistical constraints	12,97%
Time constraints	42,93%
Poor or irrelevant content	11,65%
Data or technological constraints	22,71%
Personal habits	18,81%
Personal/home circumstances	21,47%

## What Kind Of Education Support Do Entrepreneurs In Your Community Need Most?

Financial	62%
Networking	58%
Skills	47%
Technological	33%
Physical space/venue	24%
Socio-economical	23%
Books & resources	22%
Mental	21%
Transport	16%

## What Is The Type Of Content You Find Most Valuable To You And Your Business?

Case studies / stories (from celebrity entrepreneurs)	15,60%
Case studies / stories (from small business entrepreneurs)	40,79%
'How To' / explainer content	51,62%
Inspirational content	40,75%
Expert opinion and analysis	40,62%
Highly specialised content (industry/skill specific)	35,52%
Templates and worksheets	32,37%



## How Can Entrepreneur Education Content Be Made More Suited To The Busy Life Of Entrepreneurs?

More industry/regional relevance	26,22%
More relevant to socio-economic setting	22,56%
Different languages / local vernacular	16,24%
Summary / step-by-step breakdowns	40,34%
Shorter format	30,58%
Personalised and filtered	29,58%
More video	22,97%
More audio	23,18%
More creative / entertaining	40,01%
Lower data cost	43,58%
More variety / to choose from	27,25%

## What Would Be Your Most Important Considerations For Signing Up To An Entrepreneur Education Platform?

Credibility of provider/brand	39,46%
Qualification/accreditation received	33,68%
Cost of membership/enrolment	58,34%
Topic relevance	34,43%
Quality of production	34,93%
Ease of experience	31,98%
Rewards on offer eg discounts	17,96%
Data-cost to view content	26,20%
Networking with other learners	28,23%
Access to downloadable resources	52,22%
Personalisation of content	24,66%
Personal growth tracking / progression	30,60%

# 2021 Tables

## Generally, How Easy/Hard Is It To Access The Following For Your Business?

	Easy	Moderate	Hard
Knowledge / Skills	45,80%	44,84%	9,37%
Talent	31,97%	47,92%	20,10%
Networking	32,28%	50,20%	17,53%
Funding	8,96%	25,65%	65,39%
Suppliers	44,37%	39,91%	15,72%
New Clients	22,67%	51,52%	25,81%
Data / Internet	69,92%	24,52%	5,56%
Transport / Travel	48,53%	36,59%	14,87%

## Ideally, How Often Would You Like To Meet With Other Entrepreneurs?

A few times a day	5,23%
Daily	10,92%
Weekly	11,89%
Monthly	40,24%
Only as needed	16,70%
A few times a year	11,39%
Not interested	3,63%

How would you rate your knowledge on running a business?

1 - I know a little	2	3	4	5 - I know a lot
7,01%	9,35%	34,49%	29,31%	19,84%

How Would You Rate Your Level Of Skill For The Following?

	Very Poor	Poor	Average	Above Average	Excellent
Creativity	0,42%	2,45%	29,96%	41,13%	26,03%
Critical & Innovative Thinking	0,21%	2,20%	29,19%	44,54%	23,86%
Finance & Tax	6,69%	21,92%	48,12%	16,34%	6,94%
HR & Talent Management	2,38%	14,33%	44,53%	26,88%	11,87%
Planning, Decision Making & Goal Setting	0,76%	7,12%	33,77%	37,20%	21,14%
Leadership	0,47%	1,95%	25,16%	40,13%	32,30%
Marketing & Sales	1,86%	11,28%	41,17%	28,44%	17,24%
Social & Emotional Skills	1,02%	5,00%	32,94%	37,30%	23,75%
Technological Skills	0,84%	5,15%	35,49%	33,42%	25,10%
General Management & Operations	0,68%	4,65%	37,09%	38,02%	19,56%

## Which Of The Following Contributed Most To Your Development As An Entrepreneur?

Learning from other entrepreneurs	63,47%
Learning through practice, trial-and-error	74,54%
Learning from education institutions - offline	20,90%
Learning from education institutions - online	17,53%
Learning from reading books	40,20%
Learning from family/friends	41,93%
Learning by attending events - offline	24,16%
Learning by attending events - online	30,19%
Learning from attending specialist training - offline	17,74%
Learning from attending specialist training - online	17,27%
Learning from reading/watching/listening online	60,18%

## In Which Of The Following Areas Do You Feel You Have Learned The Most Since Starting Your Business?

Creativity	52,03%
Critical & Innovative Thinking	47,42%
Finance & Tax	25,70%
HR & Talent Management	14,69%
Planning, Decision Making & Goal Setting	51,57%
Leadership	38,44%
Marketing & Sales	54,66%
Social & Emotional Skills	34,93%
Technological Skills	33,40%
General Management & Operations	45,13%

## What Are The Skills That Are Most Valuable For You Right Now As An Entrepreneur?

Finance - Cash Flow Management	60,80%
Finance - Budgeting & Controls	55,42%
Finance - Analysis & Communication	36,54%
Marketing & Sales - Brand & Awareness	66,77%
Marketing & Sales - Prospect, Convert & Loyalty	48,81%
Marketing & Sales - Digital / Innovation	49,70%
HR - Building Culture	13,93%
HR - Performance Management	17,91%
HR - Remote Work	11,05%
Finance - Tax Management	27,05%

## What Are The Skills You Wished You Learned Earlier That Would Have Benefited Your Business Most?

Finance - Cash Flow Management	49,87%
Finance - Budgeting & Controls	48,64%
Finance - Analysis & Communication	37,54%
Marketing & Sales - Brand & Awareness	49,87%
Marketing & Sales - Prospect, Convert & Loyalty	38,27%
Marketing & Sales - Digital / Innovation	46,17%
HR - Building Culture	16,24%
HR - Performance Management	18,84%
HR - Remote Work	10,80%
Finance - Tax Management	37,84%

## What Are The Skills You Are Looking To Invest In To Prepare Your Business For "The 4th Industrial Revolution"?

Interpersonal Skills	33,15%
Mental Skills	29,34%
Coding Skills	28,96%
Data Skills	40,86%
Learning Skills	28,96%
Marketing & Sales Skills	74,81%
Systems Skills	51,86%

## How Many Entrepreneurs Do You Interact With On A Day-To-Day Basis?

None	13,16%
Less than 3	41,45%
3-5	28,68%
5-10	10,81%
10-20	3,08%
More than 20	2,82%

## Where Do You Go To, To Meet And Learn From Other Entrepreneurs?

Social Media Platforms	57,14%
Entrepreneur Platforms	19,05%
Entrepreneur Events - Virtual	20,52%
Entrepreneur Events - Offline	15,89%
I Don't / Not Any	17,36%
One-On-One/Groups - In-Person	23,60%
One-On-One/Groups - Virtual/Mobile	13,53%
At Work - Office/shop	18,16%
At Work - Co-working spaces	20,69%

## Are You Aware Of Any Entrepreneur Events Or Education Programmes Specifically In Your Area?

No - and not interested	17,63%
No - but definitely needed	57,71%
Yes - but not many, need more	15,04%
Yes - enough, but the are not valuable	4,32%
Yes - enough, and they are very valuable	5,30%



## Have You Used An E-Learning Platform In The Last 12 Months?

Yes - but only once	13,62%
Yes - a few times	26,10%
Yes - almost all the time	8,29%
No - but need to	39,00%
No - not interested	12,99%

## How Often Do You Read Books That Shape You As An Entrepreneur?

Always	12,55%
Often	20,01%
Sometimes	21,90%
Rarely	26,92%
Never	18,62%

## When You Meet With Fellow Entrepreneurs, What Are The Topics You Talk About Most Often?

Yes - but only once	13,62%
Yes - a few times	26,10%
Yes - almost all the time	8,29%
No - but need to	39,00%
No - not interested	12,99%

## How Would You Rate The Culture Of Learning Among Entrepreneurs Around You?

Very Weak	13,96%
Weak	9,05%
Average	39,05%
Strong	24,01%
Very Strong	13,92%

## Do You Have An Entrepreneur Mentor, From Your Local Community?

Yes, and I'm glad I have one	18,91%
Yes, but he/she didn't have an impact	2,41%
No, but I would value one	60,03%
No, not interested	18,66%

## What Are Some Of The Tools That You/Your Business Requires Most Right Now?

Software e.g. accounting	43,54%
Hardware e.g. laptop	44,17%
Accessories e.g. earphones	7,78%
Communication e.g. cellphone	19,67%
Services e.g. subscriptions	25,18%
Equipment e.g. generator	58,14%
Other	14,10%

## How Do You Go About Sharing Your Learnings With Entrepreneurs In Your Community?

Instant Messaging - group chat	17,57%
Face to face - one-on-one	54,41%
Video calls - one-on-one	8,87%
Social Media	42,33%
Newsletter / Blog	4,35%
I hardly share my learnings	21,93%
Video calls - teams/small groups	6,80%
Face to face - teams/small groups	19,10%
Instant messaging - one-on-one chat	20,62%

## What Are Some Of The Barriers To Your Learning As An Entrepreneur?

Financial constraints	62,08%
Lack of good options	27,67%
Lack of support	38,87%
Logistical constraints	20,42%
Time constraints	42,78%
Poor or irrelevant content	15,52%
Data or technological constraints	23,48%
Personal habits	22,36%
Personal/home circumstances	25,24%

## What Kind Of Education Support Do Entrepreneurs In Your Community Need Most?

Financial	68,25%
Transport	23,27%
Technological	39,29%
Skills	52,77%
Socio-economical	26,84%
Networking	62,38%
Mental	25,58%
Books & resources	27,60%
Physical space/venue	31,80%

## Which Of The Following Is True For Your Business During The Last 12 Months?

Revenue - increased	41,57%
Revenue - stayed the same	24,18%
Revenue - decreased	29,15%
Staff - more in business	10,53%
Staff - stayed the same	21,96%
Staff - less in business	11,61%

## Have You Applied For Any Kind Of Financial Support In The Last 2 Years?

Yes - from government	9,31%
Yes - from a financial institution(s)	13,00%
Yes - from other	9,81%
No - but wanted to	46,69%
No - never needed	26,68%

## Have You Applied For Any Kind Of Skills Support In The Last 2 Years?

Yes - from government	5,08%
Yes - from an educational institution	7,02%
Yes - from other	11,38%
No - but wanted to	50,79%
No - never needed	28,83%

## Were You Successful In Any Of Your Applications?

Yes - for financial support	11,22%
Yes - for skills support	10,91%
No - company docs weren't correct/ready	5,05%
No - didn't qualify	17,21%
No - not sure why	8,83%
I didn't apply	52,64%

## Do You Think Business Conditions In General Will Improve In The Next 12 Months?

Yes - definitely	42,01%
Yes - I think so	34,25%
Not sure	16,02%
No - I don't think so	6,51%
No - definitely not	1,21%

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