

Lesley Waterkeyn



By [Louise Marsland](#)

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Lesley Waterkeyn is the founder of Colourworks marketing agency. She has launched 'Over the Rainbow', a social enterprise aimed at empowering new South African entrepreneurs, with education specialist Sandy van Dyk. They are currently co-authoring their first business book, *'Over The Rainbow, 7 steps to a sustainable business'*.

Q: Explain the purpose of 'Over the Rainbow'?

A: South Africa's high rate of SME failure highlights the imperative to develop more healthy and robust entrepreneurship ecosystems that properly nurture and sustain the country's business talent. We are committed to sustainable growth and a thriving economy in our Rainbow Nation. In the grand scheme of government, business and society, we believe in the power of SME's (Small Medium Enterprises) to contribute most substantially to job creation and socio-economic development. Over the Rainbow intends to strengthen and extend South African entrepreneurship ecosystems by offering new entrepreneurs the guidance, support and motivation they need to achieve business success. We give them the assurance that the pot of gold somewhere over the rainbow really does exist, and then we show them how they can reach it.

Q: What are the qualities inherent in successful entrepreneurs?

A: The qualities/values that we look for are: be bold - back yourself; be committed - stay in it for the long run; be a lifelong learner - constantly seek knowledge; be a leader - gain the ability to inspire grow and change, make a difference in yourself, your business and your community.

Q: What do entrepreneurs need to focus on to be successful?

A: Their goal - focus on what you are trying to achieve - have a plan and stick to it.

Q: What key learnings do you hope to share with others?

A: What it takes to run a successful company, the up's and the downs of running a business, what to look out for, how to form your team, making strong connections, the power of the network, and so on.

Q: What opportunities do you hope will be unlocked?

A: The opportunities for entrepreneurs to thrive and make a valuable contribution to the economy - connecting small businesses, the opportunity to mentor small business owners and make a difference in their lives.

Q: Most important attribute needed to be a leader?

A: Courage, humility and good listening and communication skills.

Q: What qualities do you look for in your key people?

A: I ask myself the question - would I work for them?

Q: What inspires you?

A: To nurture, inspire and motivate others to be the best they can be - to bring out the best in people and maximise their strengths and be extraordinary!

Q: At the top of my 'bucket list' is...

A: To be a New York Times bestselling author and through my book help entrepreneurs to succeed.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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