

Small Business Survival Toolkit: A series of free videos

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The need for South African entrepreneurs to reassess, rethink and reinvent their approach has never been as prominent as it is now during the Covid-19 pandemic. The GIBS Entrepreneurship Development Academy (EDA), with support from J.P. Morgan, will roll out a series of video-based programmes to ensure SMMEs across South Africa are empowered with a practical toolkit to navigate the current climate of uncertainty and economic distress.

The goal is to empower small businesses with the knowledge to navigate the current Covid-19 crisis and ultimately, survive beyond it. Entrepreneurs can expect practical tips and guidelines from experts and specialists in various fields ranging from leadership and behavioural economics, to operations, marketing, and finance.

The weekly series will be hosted on LinkedIn Live for participants who would like to join in a live discussion with the host, speaker, and audience and on the GIBS YouTube channel for easy access after the live recording. An email helpline has been set up to provide additional support to small businesses who want to seek advice or guidance on the topics covered through the video series.

Interested entrepreneurs and business owners can follow the GIBS [LinkedIn](#) page and subscribe to the GIBS [YouTube](#) channel to receive notifications of new uploads. The series will run weekly from 27 May to 29 July 2020.

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