

BSWN – Q-step Business Mapping and Support Internship

My experience with BSWN was fantastic. I learnt so much from a diverse group of people, all of whom were invested in my development and success. Starting the very top Sado, an incredibly busy lady that was constantly in and out of meetings with city council representatives, university academics and many more, still found time to talk to me as an intern and was invested in the research I was doing.

The support I received from Mina has developed my skills to great extent in Microsoft office, particularly excel, which has proven useful in both my university studies and the placement I have begun this summer. Kat developed my outlook when it came to the use of social media and how useful the data gathered from social media engagement can be and how it can inform future marketing campaigns. She also showed me that even on a relatively small-scale social media could be utilised to promote a business and the benefits active social media marketing can reap.

The support I received from Sibusiso as my mentor was second to none. He taught me use Salesforce, a software I am currently using on my placement and will be invaluable to me in the future. He also developed my interviewing skills, when setting me a task to do some research on the success of the business support campaign. Teaching me how to establish a good survey, how to analyse the results and how to then write a cogent report from the data gathered. I enjoyed that Sibusiso encouraged me to conduct my own field work and exposed me to the realities of helping small businesses. Sibusiso encouraged me to be as independent as possible and think for myself but was always there for providing me with high quality support when necessary.

Overall, I could not have asked for a better mentor, the skills he taught me, combined with an education into small businesses as well as the people I interacted with through Sibusiso will mean that the experience I had with him will stay with me for life. BSWN is such a welcoming environment that I am certain anyone could thrive in. It is amazing that they are so heavily research focussed that look for answers using first-hand data. I would highly recommend that any university students that are lucky enough to work with BSWN to grasp the opportunity. The skills they will teach you will help you in your studies and your future career.

BSWN is comprised of a talented group of individuals that are passionate about their work. I only have good things to say about the individuals and the organisation itself. BSWN is growing and has a clear vision of its goals and how it is going to achieve them. I am certain that one day it will have significant influence beyond the confines of the southwest. I would like to thank the entire BSWN team for my experience.

Samuel Peters-Green – Q-step Business Mapping and Support Intern 2021