



## **EXECUTIVE SUMMARY: WORK ETHIC AND MINDSET CHANGE PROJECT**

### **1.0 Background and Project Rationale**

Work ethic has been identified as the number one problematic factor for doing business in Botswana, thus significantly impeding the country's global competitiveness. It follows, therefore, that improving the work ethic across the entire economy can be expected to contribute towards higher levels of productivity, which will lead to improved competitiveness. The Botswana National Productivity Centre (BNPC) has been conducting research in work ethic on behalf of the World Economic Forum, and also disseminating the annual results to the nation to enable informed decision making regarding response strategies. BNPC therefore needed to offer possible solutions to the national work ethic challenge, hence the decision to deliver the Work Ethic and Mindset Programme.

### **2.0 The Project**

In response to this national outcry of poor work ethic in Botswana, the BNPC has been implementing a project that to turn around national mind-sets and work ethic, and ultimately improve national productivity and competitiveness. Specifically, the program scope includes:-

- Training of facilitators and trainers in Smart Work Ethics
- National Campaign on Work Ethic and Mindset Change
- Targeted Work Ethic Interventions

### **3.0 Objectives of the project**

The objectives of this program are to:

- i) Create national awareness on the mindset and work ethic challenges and their negative effects on productivity and competitiveness
- ii) Work with selected clusters to bring about transformation towards higher productivity levels
- iii) Transform national mind-sets towards productivity in line with the Vision 2036.
- iv) Improve the work ethic within the Botswana labour force.

### **4.0 Expected outcomes/benefits**

- Stronger work ethic in the national labour force;
- Improved labour productivity;
- Improved Communication and accountability;
- Increased customer satisfaction;
- Improved image of the national work force;
- Managers and leaders inspired and energized to lead; and
- Established high performance teams;
- Improved rankings in Global Competitiveness

#### **Initiative 1 – for the Tourism Cluster :- Smart Work Ethic Training Program Objectives and Outline**

The Objective is to strengthen the work ethic of staff and establishments within targeted clusters in the tourism sector. BNPC provided training directly to the establishments, including training of trainers to the targeted establishments to enable members of the industry to roll out the training with the support of BNPC. The training was delivered in modular format to enable implementation of learning's of each module prior to delivery of the next module. However, different formats of delivery are available were discussed. Prior to the project, baseline measures

of work ethic were taken, these were compared to measures taken post project completion to demonstrate impact of the intervention.

### ***Program Outline***

At the end of the Smart Work Ethic training program, participants appreciate the following:

- a. How to get along with people with different personality traits
- b. How to take personal responsibility for developing a positive work attitude—to enhance productivity
- c. How to dress appropriately for the workplace
- d. How to get along with supervisors, co-workers and customers
- e. The value of showing up for work on time, every time
- f. Using work time as work time, not personal time
- g. Working independently
- h. Taking responsibility for own actions
- i. Making informed choices
- j. Creating goals
- k. Communicating effectively
- l. Managing time effectively
- m. Managing emotions
- n. Using problem solving and critical thinking