



## Reasons/rationale why your company would wish to hold an Innovation Safari

### Central themes: innovation & creativity, 'play'

#### Inform, entertain and inspire

Research into current management training in the hospitality industry indicates that it is the 'softer' skills - leadership, communication, inter-personal, motivation, creativity, change management and problem-solving skills that are topping the list of training needs (Whitelaw, Barrett et al, 2014). Importantly, creative thinking skills are vital as creativity and innovation are at the forefront of successful, progressive companies who value their team members and customers alike..

Creativity is nurtured in a stimulating environment, and often enhanced by 'play'. Playing is a powerful way to learn. (i.e. learning happens almost automatically.) In a 'playful' environment people feel relaxed and open to new adventures (e.g. Google deliberately created play areas within their work places to encourage creativity). Individuals are particularly receptive to creative and innovative ways of thinking when away from the day-to-day routines and location of the office.

If the emphasis is on creativity and innovation in every aspect of your company - from marketing strategies to dealing with customers – then fresh, out-of-the-box ideas and solutions to existing problems should result from any training programs. Individuals need to feel inspired to explore new ground and be equipped with the 'tools' and confidence to deal with both current and future problems.

Under the guidance of inspiring, knowledgeable hosts and facilitators, and in a uniquely stimulating environment, individual participants will feel confident enough to question the old, take risks, and create and confidently try new business ideas.

Being the 'customer/client' on the Innovation Safari gives a 360 degree experience. (I.e. being at the receiving end of hospitality.) This totally hands-on approach is a far cry from learning about situations in a lecture room or from a text book. Having first-hand experience of being in the shoes of a guest or employee is much more real and insightful than the learning an individual would encounter when in a traditional staff training set-up. Real life Safari example:- Not in a suit; need to stay cool and calm when the rhino approaches!; need to be able to deal with demands on many different levels; need to be able to deal with different cultures and their varied expectations.

Our Innovation Safari initiative is ideal for companies who are forward thinking and value an alternative approach to management development and problem solving.

Some degree of leadership, negotiation skills, search for excellence and team building can be embedded in facets of the programme, which would be completely tailored to the existing current business needs of the company.

#### Why with us?

Expert, diverse and well experienced leaders within the Hospitality world, are the curators of your bespoke, tailored Innovation Safari programmes.

Specialists in the fields of Hotels, Restaurants, Bars, Events, Tourism experiences, problem solving, business planning, creativity and leadership development.

## **Why Cape Town as perfect venue for an Innovation Safari ?**

Recognized globally as a very innovative and creative world-class city.

Cosmopolitan, vibrant, seductive, action packed city.

Cost effective for delivery of successful business outcomes for these programs.

Great ethnic, cultural and religious diversity, exhibited through its diverse product and service offerings.

Entrepreneurial spirit and energy for new business ideas and creativity.

Hospitality culture and reputation for culinary and wine excellence.

Adventure options for bucket-list activities.

## **Likely Outcomes of such an experience**

New experiences and novel/creative ways of looking at a real life business situations, transfer of ideas to own work place.

Invaluable insights into the new trends, products, services, and rich customer experiences.

New relationships forged, stronger teams built.

Confidence-building, pursuit of excellence, out-of-the box thinking.

Positive, motivated and inspired individuals who are likely to impart the knowledge and experiences shared onto their teams.

## **Benefits / value to the company and the individual:**

More open-minded individuals will emerge - having been exposed to, and encouraged, to explore alternative solutions/strategies. This mind-set change has been proven to have huge benefits for companies.

For companies –a more loyal, motivated and connected team, positive team morale – trip to exotic Cape Town! Attendees will feel special and positive. This will translate into their dealings with their own teams and customers. An incentive carrot/prize for future repeat programs. Within companies an Innovation Safari to Cape Town could be utilised as the ultimate team reward to be aspired to.

Management team will have a true understanding of what it's like to be at the receiving end (customer, staff member) in the industry. This insight is invaluable and should positively translate into day-to-day dealings with customers and fellow staff.

Valuable worldly and real-life lessons from like-minded individuals and inspired mentors/guides will increase confidence and translate into a better service delivery ethos to customers.

Post program mentorship and follow-ups after the Safari initiative will act as an ongoing value proposition for the company.

Networking, and connections forged during the program, likely will form lasting industry relationships. Goal is to encourage an ongoing Think-Tank resource of industry best practice and innovation.

Individual reflection, self-analysis, and analysis of existing strategies within a company will emerge during and following the programme. Knowledge and experience will have a ripple effect within a company and reach secondary layers of employees.

Individuals will become more innovative, artistic, generous and leading – huge benefits to company

Multi-dimensional, alternative staff training with added value components - e.g. leadership and communication skills elements built in, this programme will offer a return on investment for companies.

Excellent as preparation for (prior to) regular staff training – opens mind to/ prepares the mindset for different ways of thinking and doing things.



### Example 1 | Target group: High Level Hospitality Managers; 3 days

An itinerary focusing on innovative urban design, liveability, sustainability and biodiversity, customer and staff experience with regard to spaces – hotels, restaurants and bars. Added - focus: transport in and around urban hubs

Locations included in itinerary:

Hotels, shops, restaurants, historic city, township, mountain walk, beach

Outcomes:

Knowledge and understanding, insight, working with others in groups, presentation skills, leadership

#### Day 1

9am: Collect from the airport or the groups Hotel and take to Hotel Verde.

Group meeting and briefing.

Breakfast and tour of hotel. Emphasis on green credentials with regards to construction, energy supply, landscaping and day-to-day management (e.g guest vouchers for recycling etc.)

Group work – Ideas: what can be transferred to own workplace?

12 pm: Visit Langa township by Uber– focus on entrepreneurship, design for sanitation, transport, food, security, housing etc. Lunch experience at Mzoli's.

Lunchtime meeting: discuss with locals and Uber drivers: examples of design thinking, innovation, solutions and other issues related to the area.

4pm: Walk through Bo-Kaap. Divide into 2 groups and respectively meet owners at Rocksole and Atlas Spice.

Informal Q&A sessions with owners – what makes this a tourist attraction?, customer experiences in these establishments, success, innovation, vision for the future of the Bo-Kaap. Parallels with own cities? Explore issues around cultural diversity.

7pm: Dinner at The Silo Hotel.

Explore this example of innovation with its focus on African modern – hotel design and other quirky touches. Listen to speaker – design ethos and customer experience.

#### Day 2:

8am: Breakfast dine around at CBD Bakeries, meet at rooftop and tour of Grand Daddy Hotel on Long Street.

Group work: How do spaces influence customers? How can spaces be modified to give a better customer experience? The role of colour and other design elements.

10am: Walking tour of Bree Street and surrounds. Visit Avoova (Karoo egg shell project), Mungo (weaving loom), Wild Olive (artisan african fragrances), Stable (innovative african furniture).

Group work - using and promoting locally made produce – apply to own settings

12h00: Mycity bus to Woodstock Design District. Lunch at the Pot Luck Club.

2h30: Visit Woodstock Exchange, The Foundry, Salt Circle, Biscuit Mill (including tour of Test Kitchen) and meet some of the makers.

Listen to presentations and watch some demonstrations – architectural transformation, innovative design, sustainability, using craft for job creation, staff training, cultural issues

Group work – ideas that can be transported to other situations and locations

7pm: Sundowners and dinner at The Bungalow, Camps Bay.

Group presentations on various topics inspired by the day's events

### Day 3

8 am: Breakfast at Truth Coffee.

Focus is on conceptual design, ambience, service and staff . Challenge (in groups) – where can improvements be made? Will be discussed over lunch.

9h30 am: Walk down Buitenkant Street through historical part of the city accompanied by a culture guide, through District Six (Charley's Bakery, Fugards etc), the Castle, Grand Parade, City Hall.

At Flower market, stop and pick out flowers to the value of R200 per group. (To be delivered to the hotel for group work before dinner.)

12pm: Lunch Dine around at various CBD Restaurants.

Informal discussions – Room for improvement at Truth coffee etc?

1h30pm: Trail walk (in groups) from Round House (pipe trail) to Camps Bay.

Discuss topics from past few days for presentation at dinner.

3pm: Organic drinks and snacks on the beach at Ginger.

Group work: formalise presentations for evening

4h30pm: Transfer to Spier for evening's formalities – Farm to Table Food and Wine Immersion.

Tour of estate – looking at green credentials and sustainability.

Group work: themed flower arrangements that reflect the past three day (to be donated to charity).

Group presentations and good byes

### Example 2 | Target group: Delegation of Culinary Management and Chefs; 3 days

An itinerary focusing on sensory experiences and inspiration

Locations included in itinerary:

Hotels, shops, restaurants, historic city, township, mountain walk, beach

Outcomes:

Knowledge and understanding, insight, working with others in groups, presentation skills, leadership

### Day 1

7am: Yoga on the rocks at Bakoven.

Smell the Atlantic Ocean, relaxation and breathing session with local expert.

8am: Breakfast at Azure, Twelve Apostles Hotel

Introductions and brief for next 3 days. Divide into groups.

9am: CD Fox

Group work – Work in pairs - teach each other to tie seaman's knots (blindfolded!) whilst talking the other person through the steps. Reflection on group work – how can one communicate better? Listening skills – basics.

11am: Walking tour of Bree Street – point out innovative restaurants (Hemelhuijs, La Parada, Cheese Shop, Bacon on Bree) coffee shops (Yours Truly) and bars (Gin Bar. etc)

Score out of ten for first impressions. Discuss the importance of first impressions.

1pm: Lunch at Chef's Warehouse. Sample different dishes. Briefing session from owners- inspiration, challenges, vision for the future, etc. Which positives can be taken forward to own place of work?

3pm: Visit Bo-Kaap – shops like Atlas Spice. Meet the local business owners and get a feel for running a small business in a culturally and culinary diverse city. Work in pairs, investigate and record.

5pm: Wine tasting and supper at Steenberg. Present all findings to the large group. Discussion:- What was learnt from the day? Can insights be translated to other locations and cultures?

## **Day 2:**

7am: Morning walk up Lion's Head

With an expert explore fynbos vegetation.

8h30am: Breakfast at Kirstenbosch Gardens Restaurant.

Visit the Fragrance Garden and learn about the different uses of herbs and plants. Make a list of favourite recipes that could be enhanced by using these. Be creative and experiment!

11am: Visit Noordhoek Organic Village and sample produce – raw foods, buchu, rooibos, waterblommetjies, local sea salt etc. Learn how to make a local kombucha, red espresso, buchu cocktail. If time, visit house in Noordhoek made of hemp and meet the creator.

1pm: Visit quirky retail shops at Kalk Bay. Lunch at Cape to Cuba.

Group work – prepare presentation of good points as well as issues that can be improved on at the restaurant.

3h30pm: Visit Boulders Beach and see the penguins. Sample local produce like redbush and aloe vera skin products.

6pm: Dinner and Entertainment at Kloof Street House. Presentations.

## **Day 3:**

7am: Stretches and stroll at Company's Gardens

8am: Breakfast at Company's Gardens Restaurant, then walk into East City re-generation area, visit Charley's Bakery, District Six. Learn a little about the historical context of the area.

9am: Visit Woodstock – Foundry, Exchange, Salt Circle and Biscuit Mill – and meet some of the artists and artisans. Behind the scenes at the Test Kitchen.

12noon : Prepare Lunch in competition style at Kitchen Cowboys in Woodstock. Culinary creativity explored as a team with leading local Chefs to stimulate ideas, innovation and teamwork.

Debrief with the local chefs and compare notes regarding to positives and negatives, things that work well and other that can be improved on. Focus is on creative freedom, experimenting with new dishes, etc.

5pm: Sundowners at The Grand Beach, V&A Waterfront. Fish and chips on the beach.

Informal presentations. Wrap up and goodbyes.



**Wine Estates :**

De Morgenzon – Baroque music through vines, biodiversity  
Spice Route – artisan mix of all plus chocolate  
Tokara – art gallery, restaurant of note  
Babylonstoren – Heirloom fruit and vegetable gardens, organic lunch offering, great retail selection  
Boschendal – as per Babylonstoren.....  
Mullineux – very passionate, award winning and most special tasting room in SA  
Delheim – jazz & cheese fondues, sustainable development  
Mulderbosch – best pizzas and wine combo  
Waterford – tasting experience, perfectionists for quality  
La Motte – wine and food pairings, restaurant and lunch experience  
Delaire Graff – all round wine, food and service experience, stunning views  
Kanonkop – legendary excellence in red wine

**Hotels :**

Hotel Verde – Environmentally friendly – Greenest Hotel in Africa  
Mount Nelson- cocktails and burgers at Planet Bar, Chefs table  
Daddy Long Legs – themed backpackers  
Grand Daddy's – silver bullets on roof and superb view from cocktail bar  
Protea Fire & Ice – interiors / milk shake bar  
The Silo – newest addition to Luxury Hotel scene in Capetown

**Restaurants, Bars, and Café's :**

Stardust Theatre Restaurant – themed and bohemian  
Willoughby's – 3 seafood kitchens  
The Kitchen – nice little story, vibrant owner  
Lazari – family run Vredehoek – latkes and salmon  
La Perla – views  
Bombay Bicycle Club – iconic décor, ribs, dance on tables!  
Royale – sweet petunia burgers with sweet potato fries  
Kloofstreet House – porn star Martini cocktails  
Colcaccio's Camps Bay – delivers to the beach  
Outrage of Modesty – super specialist cocktail bar  
House of Machines – coffee while watching sportscar being torn apart  
House of H – concept restaurant – tattoo parlour and barber  
Labia – movie with spannekopita & wine  
Hemelhuijs – stylish local flair, great crockery and homewear  
Giovanni's – great coffee and Italian deli  
Harbour House Kalk Bay- fancy and delicious seafood -on the beach  
Cape To Cuba – mojitos and cuban bread, smoke a cigar!  
Knead – local dish, bunny chow  
Masala Dosa – lentil pancakes with mango lassi  
Lekkekombuis – cooking course with meal  
NoonGunCafe – in a private home, authentic Malay  
Sexy Foods – vegan, kombucha, owner has interesting story  
Black Sheep - good food, interesting South American owner  
Truth Coffee – Mad Max theatrical steampunk  
Deluxe Coffee roastery

Haas – beautiful, beautiful space and stuff  
 Tiny Saloon on Caledon Street – Wild West, fits only 6  
 Charley's Bakery – District Six charm  
 Cafe Caprice – to be seen and admired  
 Orchard on Long – fresh and green  
 Lady Bonhams Tea – quaint and oldy worldly charm  
 Loaves on Long – nice concept  
 Chef's Warehouse – famous for tasty titbits and bad-tempered owners  
 Gather – wild foraged foods  
 The Grand - colonial charm and beautiful people  
 Shimmy Beach Club – glam, sea and harbour  
 Roundhouse – views & food, walk Pipe Trail from there  
 La Parada – great atmosphere in the city  
 Rick's – Casablanca themed, great roof garden  
 Katima – Hout Bay and MRP– classy, nice little story  
 Maria's – best Greek atmosphere and throwing of plates  
 The Power and the Glory – cool Tamboerskloof hangout  
 Chefs – new concept restaurant  
 Tsing-Tsing Bar  
 Dear Me - Restaurant  
 Chefs Warehouse  
 Honest Chocolate Café and Gin Bar  
 Mothers Ruin  
 Orphanage  
 The Crypt  
 The Stack  
 The Test Kitchen  
 Pot Luck Club  
 Publix and Frankie Fenners Butchery  
 New York Bagels  
 Dogs Bollocks  
 Jasons Bakery

**Markets :**

Oranjezicht Farmers Market  
 Biscuit Mill Neighbourgoods Market  
 Hout Bay Organic Market  
 Hope Street Market  
 Noordhoek Farm Village  
 Cape Point Vineyards  
 Greenmarket Square  
 Earthfair Market – St Georges Mall

**Retail :**

Alexander Theatre and Bar – shows and drinks  
 Avoova – Karoo egg shell project  
 Mungo – woven on old hand loom  
 Missibaba – local leather creations  
 Kirsten Goss – diamonds!! Fabulous owner/creator  
 Black Betty – fab skull pieces  
 Pichulik – world famous now  
 Honest Chocolate – one of a kind  
 Ashanti – landfill recycling  
 Lim – all round great taste





Stable – best of SA designers in one shop, Aidan Bennetts of Top Billing  
Alexandra Hojer – beautiful building, great stock  
Maison Mara – most beautiful premises in Cape Town  
Africa Nova – African hand curated  
Wild Olive – fynbos artisan perfumers, interesting story and owner  
Freedom of Movement – young entrepreneurs, great marketing  
Skinny laMinx – Skandi prints SA style  
Rialheim – ceramics from Robertson  
Merchants on Long – iconic African  
Olive Green Cat – huge pieces of Jewellery  
RVP Jewellery – Salt Circle – horns  
Taxidermy – Foundry  
The Shed – V & A Waterfront  
Monkeybiz

**Unique and memorable Cape Town experiences :**

Tandem Para-gliding from Signal Hill  
Christophe Durrance – Working City Wine Cellar – Tasting and Dinner  
Alternative City Walking tour  
Bree Street crawl  
Company Gardens experience  
Cycle Capetown  
Amazing Race – City treasure hunt  
Sundowners – many unique locations  
Wine tasting on horseback  
Buy food at Oranjezicht Farmers Market and have a picnic at Green point Park  
Jog along the Reservoir at Oranjezicht  
Forage wild foods and mushrooms  
Swim at Sea Point swimming pool  
Horse riding at Hout Bay  
Drive along Chapmans Peak  
First Thursdays – Art/Wine/Food experiences  
Tuning the Vine – Wine tastings  
Shaker Cocktail School - Mixology  
Kitchen Cowboys – Masterchef  
Meerendal – Mountain Biking and Wine  
Kite-surfing lessons in Blouberg

