



**FOCUS ON  
HUMAN RESOURCE  
DEVELOPMENT**

**IGNITE A SUSTAINABLE  
DIGITAL ENTREPRENEURSHIP  
ECOSYSTEM**

**BRIDGE THE GAP BETWEEN  
BUSINESS AND EDUCATION**

**DARE TO BE A PIONEER  
IN DIGITAL TRANSFORMATION**



# GLOBAL TRENDS

THAT WILL AFFECT OUR REGION RADICALLY

## Technology is transforming how we live and interact.

Developments in IT and other technologies will transform both the way that organizations work, and the way that people interact with government, business, and each other.

## The social tradeoffs of the free market are coming under greater scrutiny.

The agendas of government, business, and nonprofit organizations will become more aligned in tackling issues regarding issues of social welfare and equity.

## Industry structures are rapidly changing

Across sectors, traditional organizational boundaries are being redrawn. Productivity gains are being achieved by organizations with global scale, niche expertise, or the adaptability to work with flexible networks of suppliers, producers, and consumers.

## Management is adopting data-driven techniques and mindsets.

Greater scale and complexity demand new tools to run and manage organizations. Improved technology and statistical tools have given rise to new management approaches.

## The economics of knowledge are changing

Successful organizations are those using, and investing in, new and more varied sources of knowledge - be it proprietary research from specialist providers, open-access online resources, or collaboratively produced knowledge.



# GLOBAL TRENDS

THAT WILL AFFECT OUR REGION RADICALLY

There's a NEW OBLIGATION and a NEW OPPORTUNITY for our Governments to reposition the Caribbean Community for successful participation in this 21st Century economy and society.

## **“EDUCATION WILL PLAY A CRUCIAL ROLE IN THIS TRANSFORMATION”**

### **TOP 10 SKILLS NEEDED BY 2020**

Published by World Economic Forum (2016)

- 1. Complex Problem Solving**
- 2. Critical Thinking**
- 3. Creativity**
- 4. People Management**
- 5. Coordinating with Others**
- 6. Emotional Intelligence**
- 7. Judgement and Decision Making**
- 8. Service Orientation**
- 9. Negotiation**
- 10. Cognitive Flexibility**

These trends are already acknowledge in the HRD 2030 Strategy -  
“Unlocking Caribbean Human Potential”

With our programmes we offer Effective Solutions to increase collaboration between the business community and education providers to improve young people's transition from schools, colleges and universities into the workplace.



# WHAT WE OFFER

With our 17+ years experience in doing business in the ICT Media sector, we can share our tacit Knowledge, to support collaboration between the business community and education providers to improve young people's transition from schools, colleges and universities into the workplace.



In recent years awareness has increased of the importance of innovation as a primary means of driving growth, creating wealth, improving well-being and solving many of the world's chronic problems. Investing in Innovation labs can ensure that the many new ideas generated from entrepreneurial energy creates real impact. We offer consultancy on the facility, software and hardware and design programs which we also deliver. We provide training for trainers and facilitators of the innovation lab too.



Our **Learn.Work.Grow Program** is designed to develop digital entrepreneurs and intrapreneurs. This program gives young potentials, the opportunity to gain the skills, attitudes and habits that will help them to start their own company or join a larger organisation. We have several variants of this program to ensure it fits the situation and delivers the targeted results. There is a 3-year, 1-year, and 6 months variant. We also offer this program in combination with online learning.



Building the right culture to foster and support Innovation. We don't "innovate" for innovation's sake. We create cultures of innovation in your organization -- cultures that supports risk-taking, reflection, and real collaboration. Out of our 17+ years of getting the job done, we can share key lessons in building the right culture to foster and support innovation. Participants of this program are educated and empowered to establish a think tank or braintrust within your organisation with the main objective to ignite innovation within the organization. This ensures that you can implement trends into your work resulting in innovative strategies and projects.



# WHAT WE OFFER

For the best results, our talent development programs are agile and include both planned and unplanned learning. Co-creating a culture and having a viable plan in place for talent development we will support your organization in the Transformation process.



Our Digital Entrepreneurship program prepares the participants to harness digital technologies and digital business models to develop their own concepts into commercial concerns or to contribute to the innovation activities of existing organizations (i.e. intrapreneurship). The program is a course with several modules on, amongst others, 21st Century Skills, Analytical Thinking, Technical Skills and stimulates the Entrepreneur's mindset.



Bridging the Gap between Education & the Workforce. Our comprehensive program for talent management covers the following drivers; Understanding the processes, Empowering the Mindsets and Influence the Behaviors of students. or your Talents. Shared Values, Role Models, Value of Learning, Sustainable Processes and Problem as Opportunities are key elements to grow in this ecosystem. This program enhances the employability of the participants and can be delivered as a subject in school's regular curriculum.

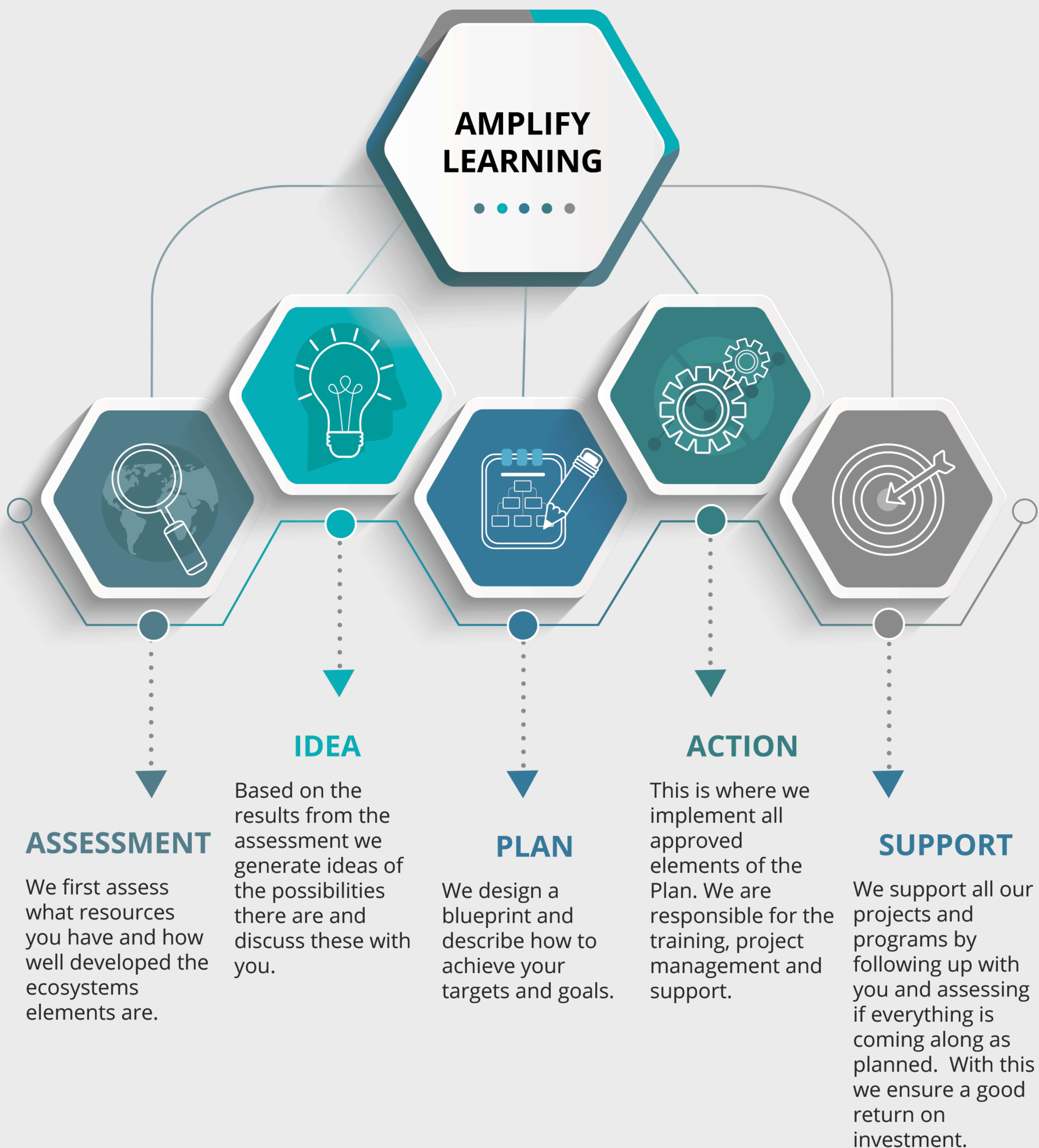


We help to establish and develop incubators who can nurture young (startup) firms during their early months or years. We do this in collaboration with local organisations who eventually serve as a provider of work, affordable space, shared offices and services, hands-on management training, marketing support and, often, access to some form of financing. Incubators ensure the creation process of more entrepreneurs.



# OUR APPROACH

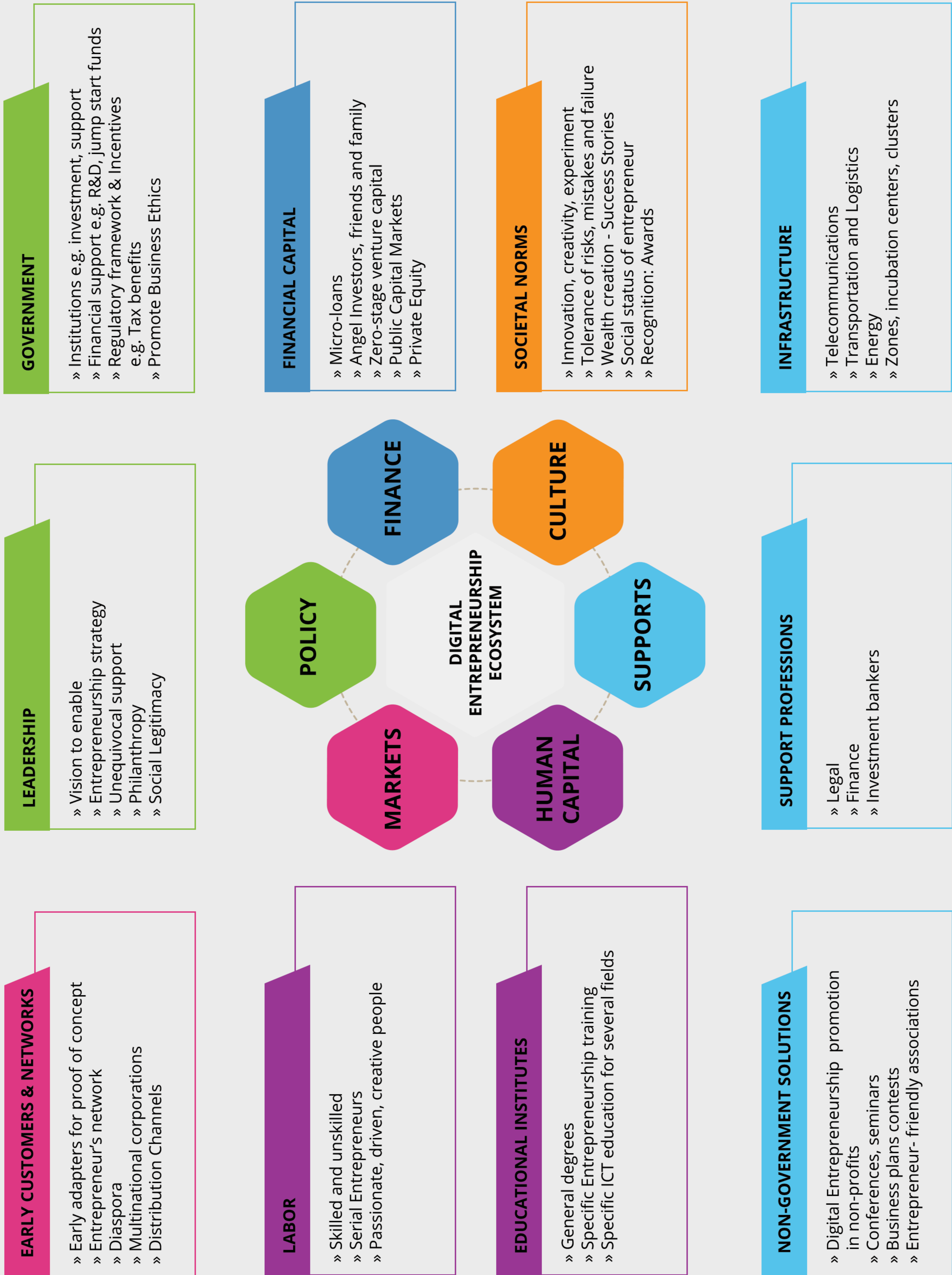
We have to focus on developing our Young Professionals as powerful, passionate, persistent learners. With these elements we prepare them for their future. As learners ourselves, we know that Real learning that sticks with us over time occurs when it's built on PASSION, when it has an AUTHENTIC purpose and audience, when it's RELEVANT to our lives in moment and beyond and when it's not CONSTRAINED by time. We have a proven methodology to implement our programs and execute projects effectively and efficiently. The model below summarizes the steps usually followed.





# OUR APPROACH

Each entrepreneurship ecosystem is unique. We have described the digital entrepreneurship ecosystem in the Caribbean using six domains. The current result is in the diagram below.





# OUR SUCCESS STORIES

Co-Created and collaborated with national and international organisations to execute the first competence based ICT curriculum at NATIN, a technical vocational school in Suriname.

Developed and executed the first Curriculum for Social Media Editors and started with delivering professionals Social Media services to the business community with 5 full-time Social Media Editors.

Organised and facilitated the first Social Technology event, a 3-day event held in Paramaribo to introduce Social Technology and to raise awareness on the importance of Cloud Computing and Digital Skills in the enterprise.

Launch of our Next Generation Women in ICT & eMedia Scholarship, a 4 months training and coaching programme to empower and support young women in ICT leadership roles.

**2007**

Developed and executed a 9-months training for Webdevelopers and delivered 18 professionals (7 women and 11 men) for the Surinamese ICT Media sector.

**2009**

Organised and facilitated the first eMedia seminar in Suriname. Speakers from the Netherlands shared their knowledge on Social Media and the new jobs that emerged. 150+ participants attended from both public and private organisations.

**2011**

**2011**

Developed and executed a 3-year programme in Leadership and ICT Media for Disadvantaged Youth in the Rural Areas of Suriname. 288 youngsters successfully completed the programme.

**2012**

**2014**

Launch of our Learn.Work.Grow Program, a program designed to develop digital entrepreneurs and intrapreneurs. his program gives young potentials, the opportunity to gain the skills, attitudes and habits that will help them to start their own company or join a larger organisation.

**2014**

**2017**

Launch of our Next Generation Digital Professional, a 3-month program focussed on storytelling, basic animation, game development and digital design.

**2018**



# WHAT DRIVES US

**WE BELIEVE IN CREATING SUSTAINABLE IMPACT BY FOCUSING ON HUMAN RESOURCE DEVELOPMENT IN THIS DIGITAL ERA. THIS WILL BENEFIT THE DIVERSIFICATION OF THE CARIBBEAN ECONOMY.**

## **UNLOCKING OUR HUMAN POTENTIAL - THE VISION**

Business and Education (Government) must collaborate in helping their communities creating new economic opportunities and develop new ways of serving and protecting citizens, benefitting society as a whole. This will benefit the social and economic diversification of the Caribbean Economy and help the resilience of the Countries towards the Global Knowledge Economy.

## **HOW WILL YOU CONTRIBUTE?**

**Be the THOUGHT LEADER who:**

- » **Closed the employability gap in the Digital Transformation**
- » **Created an Innovation Culture**
- » **Sparked the development of a Knowledge Society**
- » **Ignited a Sustainable Ecosystem**
- » **Worked on the employability of Caribbean Human Resources in a Tech Savvy World**



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consult · collaborate · realize

**LEARN.WORK.GROW  
PROGRAM**

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**NEXT GENERATION  
WOMEN IN ICT  
SCHOLARSHIP**

**#GirlsInICT  
#WomenInTech**

**TALENT WINS GAMES, BUT TEAMWORK AND  
INTELLIGENCE WINS CHAMPIONSHIPS.**

MICHAEL JORDAN - #LEARNWORKGROWPROGRAM

**SOME PEOPLE WANT IT TO HAPPEN,  
SOME WISH IT COULD HAPPEN, OTHERS  
MAKE IT HAPPEN**



# WHO WE ARE



## Anuska Varsha Sonai

I believe that there are lots of (business) opportunities in all the changes and challenges around us. That's why I love to empower, coach and mentor pre-startups and startups to launch and grow their business. I have a soft corner for especially Startups with a Social Impact. As the CEO of Spang Makandra and Chair of Creative Talents, I'm always engaged in the efforts to promote the ICT sector and regionalise the Creative Industry to improve the Digital Entrepreneurship Ecosystem.



## Vincentius Roue Kenswil

My story is about the dream to transform our region into a Good and Respected part of this Global World. Human Power Development and Digital Entrepreneurship Ecosystems are Key elements to be successful. As a business-leader, I'm committed to contribute to this future. The most valuable resource of the Caribbean are it's people. With good leadership and a solid, widely supported foresight we will play our part towards a Good World.

## About Creative Talents Foundation (CTF)

CTF works with its partners to strengthen creative industries by encouraging knowledge-sharing, capacity building, good practice and mentoring between and for its members. The focus also lies on strengthening the capacity of Creative Companies to produce and distribute goods and services and help them gain access to national and international markets.

Currently the network of CTF has over 70 creative talents from Trinidad, Guyana and Suriname, such as visual artists, designers, fashionistas, photographers, webdevelopers, app makers, game developers, animators, etc.

The **mission/ goal** of the foundation is to enrich the Creative Sector and to strive for a developed creative economy in Suriname and the rest of the world.

The sub goals are:

- » providing a platform for Creative Talents / Specialists where they can learn, grow and network
- » providing training courses, master classes, workshops, seminars
- » organizing events including but not limited to seminars, congresses, conferences, summits, webinars, etc.
- » setting up and maintaining a register (digital) of Creative Specialists. This concerns everyone who works in the fields of the creative industry
- » organizing fundraising activities for the activities of the foundation
- » promoting creative craftsmanship in the field of ICT and Creative sector in the broadest sense of the word
- » providing creative services, whether or not in collaboration with third parties
- » stimulating the production and presentation of all services from the creative industry to collect creative economy data and analysis.





# CREATING JOBS BY FOCUSING ON HUMAN RESOURCE DEVELOPMENT



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