

Summarised Career Journey of Werner Schmidt



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Career journey since 1994

Werner Schmidt is a **Startup Coach, Brand Discoverer** and **Creative Practitioner** – facilitator, writer, singer-songwriter, storyteller. He grew into the above roles since 2002. From 1994 to 2009, he played various roles in the accounting and finance profession.

His current core areas of professional focus are:

Start-up coaching & facilitation (189 startups coached since October 2020),

Strategic communication & content development,

Strategic planning preparation: creative performance in concert with personal & organisational modeling

Werner's professional experience, from the present day back to 1994:

Current roles
123CY Startup Coach & Brand Discoverer [since 2018]
University of the Free State (UFS) Business School, content developer and facilitator [since 2020]
Communications practitioner [since 2013]
UFS soft skills development facilitator for Thuthuka bursary fund students [since 2009]
Director-consultant for BNI Free State (Business Network International) [since 2019]
Business consultancy [since 2002]
Creative Practitioner: Creative writer, singer-songwriter, storyteller [since 2011]
Past roles
Business Financial Planner with Momentum [2018 to 2021]
UFS School of Business and UFS School of Accountancy part-time lecturer [2008 to 2013]
CTI Education Group part-time lecturer, moderator, study material developer [2011 to 2013]
Office Manager, Practice Relief - subsidiary of the Medi-Clinic Group [2011]
General Manager, Handisa Media [2007 to 2008]
Entrepreneurial Associate, Centre for Development Support, UFS [2006]
Senior Lecturer, UFS School of Accountancy [2002 to 2006]
Senior Internal Auditor, Liberty Life [2000 to 2002]
Financial Manager, Bidvest Group [1999]
Project Managerial Accountant, MTN [1999]
Articled clerk and Assistant Audit Manager, KPMG [1994 to 1999]



He has played a number of volunteer and paid roles in the NPO-sector, since 2002, including:

- Sunflower House Children's Hospice - marketing advisor, Sunflower Wall story-writer and performer-for-fundraising 2015 - present
- Bolokanang Child & Youth Care Centre (ENGO) - board member 2014-2016
- Free State Care in Action, board member and marketing support - 2006 to 2010
- Botshabelo Creations Community Development and Bokamoso Business Training & Garment Making, business consultant and trainer, 2005 to 2011

Qualifications and continuous professional development

He holds an Honours Degree from UNISA and a Masters Degree from the University of Pretoria, is a SAICA Alumnus, completed his Leadership Development studies through the Arbinger Institute during December 2010, and coaching training during 2017 and 2018. He is a Neuro-Linguistic Programming Practitioner, and is currently pursuing the following avenues of professional development:

- Acceptance and Commitment Therapy
- Action-learning/Experiential learning aka learning-by-doing-and-reflecting
- Creative writing
- Vocal coaching

Soft skills. Hard skills. Roles. Communication

Through his creativity, experience and qualifications, Werner is able to add innovative, holistic value with "soft" people-focused, creative competencies complemented by "hard" process-focused skills, representing a good mix of strategic/operational and leadership/managerial. Soft skills for hard results ...

He has played leadership, managerial and specialist roles throughout his career including communication, business coaching, business analysis, learning facilitation (adults and students), strategic planning and process facilitation, organisational development, financial planning, external & internal audits and investigations.

Werner has done work for private sector, public sector and non-profit sector entities, including JSE-listed entities, SMEs, national & provincial government, universities, schools and non-profit organisations.

Communication, in both English and Afrikaans, coupled with well-developed interpersonal skills, are laced throughout Werner's career. As a creative writer he has produced magazine-featured fiction, award-nominated poetry, original music, short stories and plays. He launched his debut music album at the 2018 National Arts Festival Fringe and the 2018 Free State Arts Festival Vrynges.

He is formally associated as follows

Member of the Association for Contextual Behavioral Science

International Coaches Register

BNI Free State (currently the Director-Consultant of success stories for BNI Free State & Northern Cape)

SAICA Alumnus



Creative outputs

2020-21	A New Venture Creation Journey Book & Online Course , including multimedia content, with and for the Business School of the University of the Free State. 189 Startups have completed this journey since October 2020
2018	The Story of Adam & If , Modern Folk music album
2017	29 Chinchillas - Plain-speech poetry, nominated for the South African Independent Publishers' Awards
2016	Death by Design - Plain-speech poetry, nominated for the South African Independent Publishers' Awards
2014	75 Bucks - Novella in English, featured in Vrouekeur magazine
2013	75 Rand - Novella in Afrikaans, featured in Vrouekeur magazine
2013-14	Flat Anna Plat Anna Anna Sepatlapatla Children's play for the Free State Arts Festival

Websites and Social media coordinates

123CY Startup Coach and Brand Discoverer	https://123cy.coach/
LinkedIn	https://www.linkedin.com/in/wernercreates/
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Facebook	https://web.facebook.com/WernerSchmidtBooks
WFM Modern Folk Musician	https://wfm.life/
Facebook Instagram	https://web.facebook.com/WFM.life https://www.instagram.com/wfm.life/

