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[**Sylvia B Mwansa, Brian Gregory, Allan Discua Cruz**]

PLEASE PUT THE CORRESPONDING AUTHOR IN BOLD

[Chapter Author 1: Sylvia B Mwansa, SBM, Zambia]

[Chapter Author 1 sbm.whatsnew@gmail.com]

[Chapter Author 2 Brian Gregory, Lancaster University Management School, UK]

[Chapter Author 2 b.gregory@lancaster.ac.uk]

[**Chapter Author 3 Allan Discua Cruz, Lancaster University Management School, UK**]*

[**Chapter Author 3 a.discuacruz@lancaster.ac.uk**]

Author/s Biography/ies:

Dr. Sylvia B Mwansa is the Founder and CEO of SBM Investment Limited, leader in fashion business, Training and Consulting. With a passion for personal growth and positive thinking, she is a passionate speaker on Mindset Change and Personal Motivation. She has authored the book "Mindset Change is Possible." She is also the author of "My Process to Mindset Change® Program," a tool that encourages positive transformation. Dr. Mwansa is known for her exceptional organizational skills and effective communication abilities. She currently serves as an Entrepreneur in Residence at Lancaster University (LU), UK. She also serves as an Executive Consul member for the Great Lakes Region Private Sector Forum for Chambers of Commerce and Industry. She has made significant contributions to society through charity work in Ladies Circle International and Agora Club Zambia. She is committed to mentoring young entrepreneurs and supporting women and youth. Her research on the study of the effect of Foreign Exchange fluctuations on the growth of SMES in Zambia confirms her desire of finding or being a part of the solution. She is also a global advocate for Sickle Cell Disease and Childhood Cancer awareness. Women empowerment and leadership are central to Dr. Mwansa's philanthropic endeavours which has extended into her establishing Sustainable Business Mentorship Foundation (SBMF), where she hopes to sustainably lead the organization that supports starter ups, retirement, and change of career.

Brian Gregory is the Director of the Lancaster Entrepreneurs in Residence Programme, a member of the Pentland Centre for Sustainability in Business and the Centre for Family Business at the Lancaster University Management School (United Kingdom). His research interest lies in entrepreneurship, entrepreneurial fear, networks and the recognition and management of emotions within entrepreneurship. As a practitioner he has created and divested businesses previously and holds several non-executive roles with organisations around the UK, he blends this wealth of experience with his work at Lancaster University.

Dr. Allan Discua Cruz is the director of the Centre for Family Business and member of the Pentland Centre for Sustainability in Business and at Lancaster University Management School (United Kingdom). His current research interests relate to entrepreneurship by families in business. He has published in journals such as Entrepreneurship and Regional Development, Journal of Business Research, Journal of Business Ethics, Entrepreneurship Theory and Practice, International Journal of Entrepreneurial Behaviour and Research, Journal of Family Business Management, and International Small Business Journal among others. He is currently co-editing a special issue on entrepreneurship

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and poverty in the Entrepreneurship and Regional Development Journal. He has published three cases in this series related to SDG#8, SDG#11 and SDG#13

Introduction

Simply Best Merchandise (SBM) Investments Limited, founded in 1994, is a family-owned business enterprise belonging to the Mwansa family in Zambia. Recognizing the importance of entrepreneurship in economic growth and poverty reduction, SBM provides targeted coaching and mentoring from their 30 years' experience to aspiring entrepreneurs in Zambia. By assisting individuals in developing a business mindset, refining their business ideas, and providing guidance on various entrepreneurial skills, SBM helps aspiring entrepreneurs navigate the challenges of starting and sustaining successful businesses. This support can lead to job creation, economic growth, and ultimately poverty reduction linked to SDG#1.

SBM started in 1994 at a 60 sqm shop outlet and two members of staff at the Carousel Shopping Center on the periphery of Lusaka's central business district. The business started as a partnership between Dr. Sylvia B Mwansa and business colleague Anne Shinondo on a 50%-50% shareholding. After the original founders parted ways amicably, the 50% stake of Anne Shinondo was distributed as follows: Dr. Sylvia B. Mwansa as the principal Shareholder with 50% equity, followed by Dr. Stephen Mwansa 10%, Mutale F. Mwansa 10%, Sampa S. Mwansa 10%, Chileshe Stephen Mwansa 10% and Kanyanta Theresa Mwansa 10%. The shareholders also became the inaugural Board of Directors, with Dr Stephen Mwansa as Chairman, and the rest being members of the Board. Regarding management, Dr Sylvia B Mwansa (being the business's vision carrier) was appointed Chief Executive Officer, a position she still holds up to now.

The business grew proportionally with the Mwansa offspring who developed the businesses linked to personal fashion interests (e.g., getting married and having children provided new ideas about customer needs). The business expanded into a multi-shop up-market boutique in three shopping centres in Zambia: Lusaka Hotel Annex, Woodgate House, and Chester House in Lusaka's CBD. In 1999 SBM What's New Boutique later became one of the pioneer shops at the first fully integrated shopping mall in Lusaka (Manda Hill Shopping Centre) merchandising office and functional wear. The business grew in terms of location, opening new outlets at Arcades Shopping Mall with Casual and Maternity wear (which emerged inspired by the expectation of Sylvia and Stephen's first grandchild) and Levy Business Centre with Weddings and Gifts store. As these outlets developed, Lusaka Hotel Annex, Woodgate House and Chester House outlets eventually closed due to the opportunities that new shopping malls provided. The stores provided apparel for Presidents, First Ladies, Very Very Important Persons-VVIPs (President and Vice President) VIPs and general members of the society that simply desired the best fashion merchandise.

SBM later diversified into other business lines guided by family interests: Digital printing and advertising solutions; hotel and hospitality supplies for the tourism sector; and change management training specializing in the Mindset Change Process® program (copyright under the Patents and Companies Registration Agency (PACRA)). However, in 2008, due to challenges brought by currency exchange depreciation, fluctuations, and volatility, SBM was severely impacted by the economic crisis, experiencing a deteriorating decline of the local currency value against major global currencies. In 2015, a decision was made to move out from the premier mall, Manda Hill shopping center. The Covid-19 pandemic effect on global and local supply chains led to the business relocating operations from outlets in malls that required rent to be paid in foreign currency into a One-Stop-Centre known as SBM Centre of Choice in the plush Woodland suburb of Lusaka. As of 2024, SBM operates in retail, manufacturing (printing, signage, sublimation, and gift production) in a factory set up in Makeni and educational support sub-sectors with the SBM Training & Consulting Institute (SBM-TCI) and the Online store of Simply Best Merchandise location in Makeni Farm residence.

From the experience gained over three decades, SBM directed all its knowledge into providing business solutions to individuals and institutions through The SBM Training & Consulting Institute (SBM-CTI) through the Mindset Change Process® as a pre cursor to any form of Training, Consulting, and

mentorship. All other branches and departments fall under the SBM Head Office and will be referred to as SBM in this chapter.

Background to the family and the business

In 2020, the world was hit by the Covid-19 pandemic, which had devastating effects on communities worldwide. Zambia was no exception, poverty-stricken households faced immense challenges during this period. In June 2020, the principal Directors of SBM Investments (husband and wife) were admitted into hospital with Covid-19 and stayed for almost a month. Being in a restricted place with almost nothing to do, Sylvia was able to identify the need for mindset shift to deal with different issues. A program called Mindset Change had been on the drawing board for almost six years. The hospital stay allowed reviving the process for its induction. This became an imperative action point that SBM embraced as a new calling. Upon discharge from the hospital, the Mindset Change Process® program was launched to change mindsets in homes and in the communities. Utilizing a tool called 'My Process to Mindset Change', SBM aimed to address the specific challenges of effective, efficient, retirement preparedness, and succession planning required to navigate the repercussions of the pandemic.

During the pandemic and beyond, poverty-stricken households have been disproportionately affected. SBM recognized the power of mindset change in promoting lasting solutions to ending poverty in Zambia.

Products and/or Services offered by the family business.

The product range offered by SBM are detailed in table 1 with a more detail outline of the Wheel of Life, the core offering below table 1.

Table 1 Product range of SBM

<ul style="list-style-type: none"> • Application of Mindset Change Process® and use of Success Planner • Personal Goal Setting as a Way of Life • Marketing and Selling Strategies • Change Management – That inspires Entrepreneurship Mindset Building Plan B for Financial Freedom • Retirement preparedness • Succession planning • Networking for success • Recognition of Prior Learning (RPLs), a TEVETA program that empowers communities. • Quality assurance facilitation to those institutions needing to start companies 	<ul style="list-style-type: none"> • Cocktail Chats with Sunshine Sylvia platform for telling positive stories. • The Wheel of Life for Living a Life of a Total Person in the 6 Areas of Life • Etiquette and Personal Grooming • Corporate Governance for public service, business, and not-for-profit institutions • Anti-Corruption Strategies • Strategic Leadership • Intimacy Relationship Building for Couples and Partners • Mindset Change for Peak Performance of institutions to enhance Productivity. • Supported Entrepreneurship transition from Sustainable Business Mentorship Foundation (SBMF)
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SBM: Mentorship around the wheel of life

SBM and the Mindset Change Process® have played a significant role in embracing SDG #1, which aims to end poverty, across the six areas of the Wheel of Life: Family and Home, Mental and Educational, Financial and Career, Physical and Health, Social and Cultural, and Spiritual and Ethical.

1. Family and Home

For SBM life begins and ends with family and homemaking. The Mindset Change Process® has emphasized the importance of cleanliness and hygiene, creating behavioural changes within families,

and making them more conscious of their living conditions. Improved sanitation facilities and hygiene practices through SBM facilitation impacts the family and home where individuals seek activities that lead to healthier living environments for families, reducing the risk of diseases and illnesses. This element aligns with SDG#1.5 by building resilience to environmental, economic, and social disasters.

2. Mental and Educational Support

SBM has focused on propagating access to clean and safe sanitation facilities in schools, improving the overall learning environment and promoting better attendance and retention rates among students, particularly girls. The Mindset Change Process® has highlighted the significance of hygiene practices in preventing diseases, leading to increased awareness and consciousness among individuals about their health, mental health, and well-being. This item aligns with SDG#1.4 linked to equal rights to ownership, basic services, technology, and economic resources.

3. Financial and Career

This item is linked to SDG#1.b which is associated with governments creating sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions (United Nations, n.d). This area is also aligned with achieving SDG#1. b1 which targets pro-poor public social spending. Financial & Career helps to consider where individuals would want to be in the next five to ten years. The Mindset Change Process® has encouraged improved personal and community hygiene, increasing productivity and career prospects. Such focus helps shape professional career, retirement preparedness, succession planning, and customer service.

4. Physical and Health

SBM believes that we should nourish and exercise our body to help us achieve goals in life. SBM contributes towards improved access to sanitation facilities, promoting better sanitation and hygiene practices, reducing the prevalence of diseases, which aligns with SDG#6.2. The Mindset Change Process® addresses cultural and behavioural barriers related to sanitation practices, improving physical health outcomes. A lot of individuals do not pay attention to this spoke of the wheel of life thereby neglecting the negative impact to SDG#1. With deliberate focus on reducing poverty, SBM believes that paying attention to Physical and Health will enhance the achievement of SDG#1.

5. Social and Cultural

Social (Networks) and Cultural (Values) are linked to SDG#1 as we pass on the importance of both to future generations. SBM believes that our social and cultural beliefs shape our values. Therefore, SBM focuses on community involvement, fostering a sense of collective responsibility for maintaining sanitation facilities and promoting cleanliness. The Mindset Change Process® challenges traditional attitudes and beliefs around improving sanitation increasing social acceptance and participation in sanitation initiatives.

6. Spiritual and Ethical

For SBM, spiritually, cleanliness is Godliness (such statement is often attributed to John Wesley). SBM believes that the concept of cleanliness as Godliness can be applied to several areas that align with the UN SDGs. For example, SDG#6 (Clean Water and Sanitation) contends that cleanliness plays a critical role in achieving this goal by ensuring access to clean water and proper sanitation facilities, promoting hygiene practices, and preventing waterborne diseases. As SDG#3 relates to Good Health and Well-being, it links to personal hygiene, healthcare settings, and living environments to prevent the spread of diseases and improve overall well-being. The Mindset Change Process® puts forward that spiritual alignment and ethical behaviour are a cornerstone of humanity which links to living a life as if someone is looking.

Vision and Mission

Mission

“We help you see the world differently; discover opportunities you may never have imagined and achieve results that bridge what is, with what can be.”

Vision

To be the premier service provider in motivating and developing people to their full potential through effective personal time management and change management solutions.

Clients of SBM include Individuals seeking personal growth and self-improvement; Corporate organizations aiming to enhance employee productivity and well-being; Government agencies and non-profit organizations focused on community development; Entrepreneurs and small business owners looking to enhance their leadership and management skills; and anyone looking to transform their mindset and improve their overall quality of life. Well-structured mindset change training provided by SBM aims to bring success to clients by helping them apply modern change management methods, starting with a balanced and or harmonised self through the Wheel of Life.

SDG#1 – SBM and Poverty Reduction

SBM is closely aligned with the United Nations Sustainable Development Goal #1 (SDG#1) of reducing poverty. The organization's commitment to mindset changes and empowerment directly contributes to SDG#1, and its efforts resonate with specific targets and indicators of this goal. SBM's vision and mission to address poverty through mindset change processes and community empowerment are in line with Target 1.1 of SDG#1, which aims to eradicate extreme poverty for all people everywhere, especially those living in vulnerable situations. This is evidenced by the organization's initiative to implement the Mindset Change Process® Program to grassroots in Zambia, among others, recognizing the devastating effects of poverty on these communities.

Furthermore, SBM's implementation of the "My Process to Mindset Change®" tool directly supports SDG#1.4, which seeks to ensure that all men and women have equal rights to economic resources. By promoting efficient retirement preparedness, succession planning, and entrepreneurial skills, SBM empowers individuals to access and effectively utilize economic resources, contributing to the realization of this target.

Business Model and SDG#1

SBM is driven by a business model that revolves around promoting mindset change processes to alleviate poverty, with a specific focus on SDG#1: No Poverty. This business model consists of key elements, including awareness and education, personal development and empowerment, entrepreneurship support, and collaboration with stakeholders.

One of the key elements of SBM's business model is raising awareness and providing education about the importance of mindset change in ending poverty. The organization conducts various educational programs, workshops, and seminars to ensure that individuals have the necessary information, skills, and resources to overcome poverty. This aligns with SDG#1.4, which aims to ensure that individuals have access to education and resources to escape poverty.

SBM provides a variety of services. In education, SBM-TCI provides educational programs and training initiatives that are endorsed by and accredited with the Zambian Technical Education, Vocational and Entrepreneurship Training Authority (TEVETA, the regulatory authority). The programmes empower individuals with knowledge and skills to improve their economic opportunities (aligned with SDG#1.4). By offering vocational training, entrepreneurship courses, and financial literacy programs, they can equip individuals with the necessary tools to break the cycle of poverty. Through Mindset Change

Process® training, the institution strives to inculcate awareness that addressing poverty requires a shift in mindset from a scarcity mentality to one that embraces possibilities and opportunities. SBM conducts workshops and seminars that challenge limiting beliefs and foster a positive and proactive mindset conducive to personal development and poverty reduction. Engaging individuals and communities in the decision-making process is crucial for sustainable poverty reduction. SBM promotes community engagement through workshops, dialogues, and forums, encouraging active participation and ownership in addressing poverty-related issues. Such approach is in line with SDG#1, (Ending poverty), SDG#3 (Good Health and Well-being), SDG#6 (Clean Water and Sanitation), and SDG#11 (Sustainable Cities and Communities).

Another key element of SBM's business model is supporting entrepreneurship. SBM provides targeted coaching and mentoring for aspiring entrepreneurs, helping them develop a business mindset, refine their business ideas, and navigate the challenges of starting and sustaining successful businesses. By supporting entrepreneurship, SBM contributes to job creation and income generation in Zambia, which helps to reduce poverty. This aligns with SDG#10.2, which aims to promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Collaboration with stakeholders is also an integral part of SBM's business model. The organization works closely with government agencies, non-profit organizations, and other stakeholders working towards poverty reduction in Zambia. This collaboration enables SBM to share knowledge, resources, and expertise, creating a holistic approach to addressing SDG#1.5, which aims to build the necessary partnerships for poverty eradication.

The SDG#1: "No Poverty" serves as a guiding framework and impact measurement for SBM. The organization's primary focus is on poverty alleviation and mindset change, but there is also a direct connection between the SDG#1 and the return on investment. In terms of social return on investment, SBM creates a positive impact by empowering individuals, families, and communities with the necessary skills and mindsets to overcome poverty. This impact is measured in terms of improved livelihoods, increased income generation, and enhanced economic opportunities. In terms of economic return on investment, SBM's activities contribute to economic growth and job creation through entrepreneurship support and business development services. By empowering aspiring entrepreneurs, SBM fosters the growth of sustainable businesses, which has a positive impact on local economies. Furthermore, SBM's focus on mindset change helps individuals develop the necessary skills, attitudes, and behaviours to escape poverty and achieve sustainable development. This long-term sustainability aligns with SDG#1's goal of eradicating poverty in all its forms everywhere.

SDG#1 – Poverty Reduction and SBM stakeholders

The key stakeholders that influence SBM include government agencies, non-profit organizations, the Office of the Vice President, Department of National Guidance and Religious Affairs, Ministry of Labour and Social Security, local communities, and individuals and families living in poverty.

SBM trains its staff continuously and reviews training periodically to achieve SDG#1 through various methods. Firstly, they provide education and awareness programs to staff members to ensure they understand the importance of mindset change in addressing poverty. This includes workshops and seminars on poverty alleviation and the role of mindset change in achieving sustainable development. Additionally, staff members receive training on coaching and mentoring techniques to effectively empower individuals and help them overcome self-imposed barriers. Such training equips staff members with the skills and knowledge necessary to support clients in their personal and entrepreneurial development.

The adoption of SDG#1 in SBM has had a positive impact on policy makers, especially the Ministry of Labour and Social Security who has increased their productivity levels. Before the training in Mindset

Change, their executive meetings used to last 5 hours. The Acting Permanent Secretary confirmed that the meetings now take 1 hour 30 minutes with clear deliverables. By focusing on mindset change and empowerment, SBM has been able to uplift individuals, families, and communities living in poverty. This has resulted in improved livelihoods, increased income generation, and enhanced personal development for clients. The impact of SBM's programs can be seen in the improved confidence and self-esteem of individuals, as well as the creation of successful businesses and job opportunities. By championing SDG#1, SBM has positively influenced the lives of stakeholders, providing them with the tools and support needed to break.

How do key stakeholders relate to the SDG championed by the organisation

Collaboration with stakeholders is one key aspect of SBM's approach. By working with government agencies, non-profit organizations, and other stakeholders dedicated to poverty reduction, SBM ensures a comprehensive and integrated approach. SBM has also partnered with the Office of the Vice President, Department of National Guidance and Religious Affairs to propagate values and principles using the Mindset Change Process® Tool. By combining efforts and expertise, SBM and its partners have developed holistic mindset change programs that align seamlessly with broader poverty alleviation initiatives in Zambia.

Stakeholders, such as government agencies and non-profit organizations, have influenced the actions of SBM related to SDG#1. By working together, stakeholders have contributed their expertise and resources to enhance the impact of SBM's programs and ensure a comprehensive approach to poverty reduction. Additionally, the partnership with the Office of the Vice President, Department of National Guidance and Religious Affairs highlights the recognition and support from the government in propagating values and principles using the Mindset Change Process Tool. This collaboration demonstrates the influence of stakeholders on SBM's actions and their commitment to achieving SDG#1.

The partnership with the Office of the Vice President, Department of National Guidance and Religious Affairs indicates recognition and support from the government for SBM at the highest level. Engagement with the Ministry of Labour and Social Security, the Office of the Permanent Secretary, and the Productivity Department has produced change agents within the Ministry and Ambassadors of the program. This illustrates the recognition of SBM in those institutions.

Reporting and Measurement

SBM is committed to aligning their work with SDG#1, and they have implemented a range of measures to evaluate the impact of their activities against this goal. Simply providing services is not enough; SBM needs to demonstrate tangible results and improvements in the lives of individuals they work with. One of the key indicators for SBM relates to tracking the number of individuals who have completed their mindset change programs and workshops. These programs are designed to help individuals develop a growth mindset, enhance their problem-solving abilities, and improve their self-confidence. By analysing the number of individuals who have successfully completed these programs, SBM can assess the reach and effectiveness of their efforts in empowering individuals to overcome poverty through the success stories being told by the beneficiaries of the Mindset Change Process®.

Another important indicator is the number of individuals who have started their own businesses or achieved upward mobility because of their coaching and mentoring services. By tracking these success rates, SBM can gauge their contribution to economic empowerment and the creation of sustainable livelihoods. This data also helps them understand the long-term impact of their support on the economic well-being of their clients. In addition to quantitative metrics, SBM also collects qualitative feedback and testimonials from individuals who have benefited from their programs. These testimonials highlight the improvements in mindset, confidence, and overall well-being experienced by their clients. By

sharing these stories, SBM can provide compelling evidence of the transformative power of their services and how they are positively impacting the lives of individuals and communities.

Business and Greater Good

SBM as a business focused on promoting mindset change and contributes to the greater good in several ways. By helping individuals and organizations shift their mindset towards positive and constructive thinking, SBM can have a transformative impact on personal, professional, and societal levels. Through coaching services, SBM support individuals in developing financial literacy, goal setting, and planning skills. These tools can empower individuals to improve their financial situation, manage their resources effectively, and create a pathway out of poverty. Additionally, SBM work with organizations and communities includes training and support to entrepreneurs and small business owners, equipping them with the necessary skills and knowledge to succeed in their ventures. Furthermore, the business can collaborate with local NGOs and governmental organizations to design and implement programs that address the root cause of poverty, such as lack of access to education, healthcare, and social support systems. By raising awareness and advocating for policies that promote equitable economic opportunities, SBM contribute to reducing poverty and creating a more inclusive society. By addressing the mindset and skills needed to overcome poverty, SBM contribute to SDG#1 and help create a world where no one is left behind.

Transformation: The services offered by SBM support individuals in developing a positive mindset, building resilience, and enhancing self-awareness. These skills enable individuals to overcome challenges, cultivate a growth mindset, and unlock their full potential. In doing so, individuals become better equipped to lead fulfilled lives and pursue their aspirations, leading to greater personal satisfaction and well-being and reduce poverty.

Professional Development: SBM assist organizations in fostering a positive and growth-oriented mindset among their employees. This can lead to enhanced productivity, creativity, and innovation within the workplace. By helping individuals embrace change, develop effective communication skills, and cultivate a positive work culture, the business can promote a more harmonious and supportive environment that drives individual and collective success.

Enhanced Interpersonal Relationships: A key aspect of mindset change is the development of emotional intelligence, empathy, and effective communication skills. By promoting these skills, SBM contribute to the betterment of interpersonal relationships. Improved communication and understanding can reduce conflicts, promote collaboration, and foster healthier relationships both within and outside the workplace. This, in turn, can lead to increased harmony and cooperation within families, communities, and society.

Social Impact: SBM play a significant role in promoting positive social change. By encouraging individuals and organizations to adopt a mindset focused on social responsibility, empathy, and inclusivity, the business can contribute to the resolution of societal issues. For example, by promoting poverty eradication, gender equality, and environmental sustainability as key values, SBM inspire individuals and organizations to actively engage in social initiatives, volunteer work, and charitable activities, ultimately leading to the betterment of society through the activities e.g. promoting good values and principles with the Office of the Vice President, department of National Guidance and Religious affairs that promote and align to SDG#1 of no poverty.

Sustainable Development: Mindset change is crucial for driving sustainable development. By promoting a mindset focused on long-term thinking, responsible consumption, and environmental consciousness, SBM can contribute to sustainable living practices. This can include raising awareness about sustainable habits such as waste reduction, energy conservation, and the adoption of eco-friendly lifestyles. By educating individuals and organizations about the importance of sustainable practices, the business can contribute to the preservation of natural resources and the overall well-being of the planet.

Overall, SBM, through its focus on mindset change, has the potential to positively impact individuals, organizations, and society at large. By helping individuals develop a positive and growth-oriented mindset, the business empowers individuals to lead more fulfilling lives, enhance professional success, strengthen interpersonal relationships, and actively contribute to the betterment of society and the achievement of the sustainable development goals. By promoting mindset change and personal development, the business helps individuals overcome barriers and break the cycle of poverty.

To provide benefits outside the organization and contribute to reducing poverty (SDG#1), SBM as a family broad based objective considers adopting the following approaches and strategies:

1. Engage in Corporate Social Responsibility (CSR) initiatives: SBM invest in CSR activities focused on poverty reduction. This includes financial and technical assistance to impoverished communities, supporting local entrepreneurship, providing access to credit facilities, and initiating education and training programs through networks and partnerships.
2. Develop inclusive procurement policies: SBM wishes to prioritize working with local suppliers and businesses from low-income regions. This can help create economic opportunities and stimulate job creation within these communities.
3. Promote financial inclusion: SBM encourages and facilitate access to financial services for individuals and communities with limited resources through partnerships and networks. This may involve promoting savings and financial literacy programs, and ensuring affordable, accessible banking services are available to an underprivileged population through the partnerships and networks available to SBM. In addition, SBM offers free training to individuals unable to pay, with the agreement that they can repay the fees through training remuneration once they become qualified trainers, supporting the program's sustainability in line with SDG#1.
4. Support livelihood enhancement projects: SBM partner with NGOs and development organizations to implement projects that enhance the livelihoods of marginalized communities. For example, supporting agricultural initiatives, promoting sustainable farming practices, or providing vocational training for unemployed individuals to be in line with the objective of SDG#1.
5. Invest in renewable energy and infrastructure: Sustainable investment in renewable energy and infrastructure projects in impoverished regions can have a trans-formative impact. SBM explores opportunities to fund or assist in the development of renewable energy sources, clean water projects, or infrastructure projects that provide employment and improve living conditions and promote SDG#1 towards ending poverty.
6. Collaborate with other stakeholders: SBM works with governments, NGOs, and other organizations involved in poverty reduction to create synergies and maximize their impact. Collaborative efforts can lead to more comprehensive and sustainable solutions that aligns to SDG#1.
7. Measure and report impact: SBM has established robust monitoring and evaluation mechanisms to assess the effectiveness and impact of their initiatives. Transparent reporting on their contributions towards reducing poverty will foster accountability and help identify areas for improvement.

By adopting such approaches, SBM goes beyond its organizational boundaries and actively contributes to reducing poverty, aligning its actions with the goals of SDG#1.

Challenges of Working with SDG#1

SBM faces several challenges in effectively carrying out their programs and initiatives. One major challenge is limited resources, as securing sufficient funding and resources can be difficult. This is exacerbated by economic challenges which result in a reduced number of potential benefactors from the business community. Additionally, reaching and engaging with poverty-stricken households in

remote areas with limited infrastructure poses a logistical challenge in terms of access. Changing deeply ingrained cultural and societal norms is another challenge, as some individuals may resist change or fail to see the value in mindset change. Ensuring the long-term impact and sustainability of their programs is also a challenge that requires ongoing support and engagement.

To address these challenges, SBM employs various strategies. One key strategy is forming partnerships with government agencies, non-profit organizations, and other stakeholders to leverage resources, expertise, and reach. This allows SBM to expand their reach and create a more comprehensive approach to poverty alleviation. The organization also actively seeks funding and resources through grants, and donations developing relationships with donors and stakeholders.

To address cultural and societal challenges, SBM tailors their programs to fit the specific needs and context of the communities they work with. This includes understanding and respecting local customs and traditions while challenging limiting beliefs. They also focus on raising awareness and providing educational programs to empower individuals to challenge their own beliefs and develop a growth mindset. Through workshops, seminars, and coaching services, SBM equips individuals with the skills and confidence necessary for economic independence and upward mobility.

One example of success in addressing these challenges is SBM's partnership with the Ministry of Labour and Social Security that deals with productivity and directly impacts SDG#1. This collaboration allows SBM to reach a broader audience and tap into existing government structures and initiatives related to poverty reduction. By aligning their programs with the national agenda, SBM can have a more significant and sustainable impact.

What's next for SBM and SDG#1 – Poverty Reduction

SBM's future plans in relation to SDG#1 include expanding coaching services to reach more individuals and provide them with the necessary skills and mindset for income generation and entrepreneurship. SBM plans to continue organizing and facilitating educational programs, workshops, and seminars to raise awareness about mindset change and poverty alleviation. In addition, as a Tevet Institution, through the Teveta program, SBM has the Mindset Change Process® program approved Curriculum as a National Skills Award in Zambia.

To ensure a comprehensive and integrated approach to poverty reduction, SBM collaborates with government agencies, non-profit organizations, and other stakeholders. They believe that by working together, they can have a greater impact in addressing poverty in Zambia. Therefore, their plans include continuing these collaborations and exploring new partnerships and opportunities to further their impact in addressing poverty linked with the SDG#1 for greater impact. Leading by example is as contained in the book “Mindset Change is Possible” (Mwansa, 2023). SBM is also developing its online presence through a website, where its success stories will be displayed is <https://www.sbmcorporateservices.com>

In conclusion, and to cater for those who cannot afford the programs being offered by SBM, the Directors has registered a foundation, Sustainable Business Mentorship Foundation (SBMF) where those willing to support the vulnerable can partner with to alleviate poverty. Family businesses that tackle the perennial issues of poverty deal with the most vulnerable of circumstances. Family businesses like SBM call practitioners and researchers to critically examine the relevance of their actions towards others in society (Gregory et al., 2022).

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