



The program consists of 6 career pathways of which 3 are compulsory and 3 are optional.

Compulsory programs include:

- Entrepreneur Development
- Adventure Tourism
- Sport and Fitness

- Qualifications as Fitness/Personal Trainer
- Hospitality and catering
- Social media and marketing

Entrepreneurs Training

Level Up offers a pathway for young adults to start their authentic entrepreneurial journey successfully.

The outcomes

- Starting your own business; becoming an entrepreneur.
- Becoming an employee/partner in one of the new businesses, or start working in a learnership/internship.
- Thinking like an entrepreneur - the program aims to equip students to become innovative in their thinking and behaviour resulting in authenticity in both business and personal life.
- Business understanding – gain insight in how a business work, how to make good business decisions and how to apply learnt skills.
- Discovering one’s authentic strengths and leveraging them for success in business and personal life. Become a purpose-driven entrepreneur - finding one’s unique purpose and values and make decisions accordingly.

Phase 1 focuses on entrepreneurial thinking, personal evaluation and development as well as business management skills and business ethics.

Phase 2 is about applying entrepreneurial thinking and newly learned skills to create a business opportunity as part of the individualized exit strategy for every entrepreneur.

Phase 3 only starts after completing the Level Up program.

What to expect

- The program takes the form of a business environment with everything that happens in a business on a day-to-day basis.
- Learning is facilitated through group and individual discussions rather than lectures. Students establish their own understanding in their authentic way by means of coaching and mentoring.
- Instruction is in the format of work-related meetings such as shareholders, directors, staff, strategy meetings, on-line classroom sessions (Zoom), informal discussions or white board sessions, presented by coaches, mentors and/or guest speakers. Time in between scheduled sessions is treated as normal working hours.

Adventure Tourism

A highly practical learning pathway to master adventure and ecotourism in Namibia.

The outcomes

- Knowing the industry – understanding adventure tourism in Namibia, legal framework, and the wide spectrum of available adventure opportunities.
- Designing packages – selecting adventure activities and constructing adventure packages according to tourists' interests.
- Hosting activities and excursions – leading and facilitating adventure experiences.
- Managing logistics – determining needs, planning itineraries and budgeting.
- Vehicle maintenance – learning crucial basic skills.

What to expect

- Participation – experiencing adventure excursions in and around Swakopmund including desert hiking, dune boarding, rock climbing and watersports.
- Learning by doing – coaching and mentoring.
- Industry knowledge – interacting with prominent players in the Namibian adventure tourism such as the Namibia Tourism Board (NTB), Gondwana Collection Namibia as well as major tour operators, and various adventure service providers through information sessions and workshops.

Sport & Fitness

Level Up-students qualify for full membership to our high performance training facility on the 2nd floor at The Dome, an indoor pool and training by qualified fitness professionals. Participating in physical activities is compulsory.

At an additional cost, you have the choice to follow a pathway to qualify as either a Fitness Instructor or a Personal Trainer. These qualifications are internationally recognized.

What to expect

Participating in sport

- Getting fit and in shape – free one-year membership at a world class gym.
- Pursuing a sports career – professional sport coaching in your sport of choice.
- Challenging yourself – plentiful opportunities, events and competition.

Learnerships and Qualifications

- Optional: Qualify as a Fitness Instructor (first 3 months, additional once-off fee: N\$7500 + VAT).
- Optional: Qualify as a Personal Trainer (6 months total, additional once-off fee: N\$17300 + VAT).

Hospitality & Catering

Level Up offers an inspiring, hands-on program to master the fundamentals.

Hospitality

- Housekeeping
- Front office
- Marketing and sales
- Conference organising

Catering

- Menu design
- Food costing
- Food hygiene
- Stock control
- Food preparation

What to expect

- Learning by doing – a safe, supporting environment to learn about hospitality and catering.
- Real-life experiences combined with coaching and mentoring.
- Group discussions and lectures by experts in the field.

Social Media and Marketing

Social media is becoming one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. Level Up, in partnership with a leading expert in this field, offers modules in:

- Social media – marketing strategy, branding, advertising and posting.
- Photography – video photography, editing and graphic design.
- Creative writing – generating text that changes perceptions, attitudes and behaviour.

What to expect

- Working with specialists in real-life projects and sharing in their experience.
- Receiving individual attention and coaching.

Registration

Complete the application form and pay the registration fee before 1 June 2021

Who to contact

Lourens van Wyk (Director: Dome Academies) on +264 (0)81 640 3699 or lourens@thedomenamibia.com

Level Up facilitators



Lourens Van Wyk, a Director at the Dome Academies, is a Behavioral Scientist, holds a master's degree in psychology and has a keen interest in human performance in sports, executive leadership and personal efficacy. He has been an industrial psychologist, as clinical psychologist and active in the field of sport psychology. In addition, he has been an executive coach to international corporations, and ran comprehensive programs on life coaching, life fulfilment and self-leadership.



Ulla Finkeldey is a Director at the Dome Academies and directs all sport activities at The Dome Health and training Centre (HTC). Her passionate dedication towards youth development has led her to develop a program for young potential Olympians. After 7 years of formal training in the USA, she has spent the last two decades as Sport Conditioning Coach and Lecturer, Group and Personal Trainer in Sport Management and Training Athletics Coach.



Etienne Raymond (BCom) is a Business and Entrepreneurial Coach/Mentor with decades of business finance exposure. As a former Group Financial Manager, he has extensive experience in the field risk management and mergers and acquisitions. He operates in an advisory capacity to large corporations in South Africa on matters entrepreneurial development. The successes of the entrepreneurs' development programs he developed and run, is evident of his hands-on expertise.



André Ross is an Adventure Facilitator and teambuilding expert in Namibia. For the past 22 years he has worked in the field of adventure-based experiential learning, personal growth and individual development with various clients. His programs are challenging but shows results in developing strong leadership skills and gaining self-insight. His clientele includes corporate entities, government ministries and teacher and student groups for teambuilding events. His focus is to develop people, not just to entertain them.

Fees

ITEM	AMOUNT	COMMENTS
Level Up Registration fee	5800	Paid via EFT before June 1, 2021.
Monthly program fee	5800	Paid monthly in advance over 6 months.
Dome Hotel accommodation	3000 3000	Paid monthly in advance by EFT over 6 months Deposit
Private accommodation	2500 – 3500 depending on type	The Dome can assist students to find their own accommodation on request
Lunch	Free	Included in program fee
Breakfast	80	Order one day in advance
Dinner	100	Order one day in advance

Banking details

Bank Windhoek, Branch code Swakopmund 481-772

Account holder: Dome Academies (Pty) Ltd; Account number: 801-759-3311 (Cheque);

Reference: Student name and surname;

Proof of payment: Mail to lourens@thedomenamibia.com or WhatsApp to +264 (0)81 640 3699