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**LETTER OF REFERENCE: MR CHRISTOPHER BEUKES - AUTHOR OF THE SELF  
EDUCATION EMPLOYABILITY DEVICE (SEED)**

It is a privilege to endorse the **Self Education Employability Device (SEED)** developed by Mr Christopher Beukes. Mr Beukes invested ten years of research and time into this incredible tool which facilitates self-exploration and discovery.

The **SEED** is an incomparable tool that draws attention to intrapersonal and interpersonal skills, thereby identifying gaps and areas where further development can occur.

The **SEED** tool comprises 60 short modules which encourage introspection and research on the part of the participant. The integral components of the SEED are reflected in the modules below:

Thankfulness	Actions	Physical Toughness
Passion	Basic Technology	Balance
Change	People	Sector Orientation
Reflection	Time	Sector Specialisation
Service Talent	Money	Sector Diversity
Service Treasure	Communication	Sector Flexibility
Dreams	Mental Toughness	Self-Research
Curiosity	Work Plan Macro Goals	Work Research
Incubating	Meso Goals	Personal Branding
New Experiences	Micro Goals	Brand Flexibility
Area Barriers	Goal Flexibility	Batho Pele
People Barriers	Involvement	Business Acumen
Money Barriers	Network Circles	Needs Analysis
Physical Barriers	Credibility	Smart Goals
Mental Barriers	Visibility	Growth
Information Barriers	Skill Records	Peaks
Values	Projects	Declines
Emotions	Plateaus	Core Flexibility
Decisions	Learning	

Mr Christopher Beukes' commitment to "people development" is unrivalled. His integrity, coupled with his level of dedication and passion for education in South Africa, remains unparalleled. Along with his enthusiasm, positive energy, and attentiveness to peoples' needs, Mr Christopher Beukes brings his special talent of innovative thinking through the **SEED**.

Sincerely,

Ms Karuna Mahadave  
Kanhai  
Career Development  
Practitioner (UKZN)