



**Eduvos**  
Your Education. Your Future.



2025  
**Culture Playbook**



## WELCOME

# To Our Culture Playbook.

Inside, you'll find a treasure trove of thoughts and ideas designed for us to ponder, discuss, and play around with. Think of this playbook as your invitation to help strengthen how we work together as one fantastic Eduvos team.

Whether you decide to flip through it casually or dive in from cover to cover, the real magic happens when you share

your insights with those around you. Every observation and conversation about our culture helps us refine how we work, helping us improve every day.

Culture isn't static, it's always evolving. Reflect on how much the world and our ways of working have changed over the last decade or even few years. Our culture is shaped by every action we take, every day, everywhere.

It's about the little things that make our customers and colleagues smile, the actions that inspire those around us, and how we bring our core values to life. Culture is a dynamic and evolving force. It shapes our experiences and sets us apart, involving everyone—staff, students, suppliers, contractors, and graduates. We create it, influence it, and live it.

## WE ARE THE CULTURE

At Eduvos, we pride ourselves on being a fantastic place to work, study, and immerse ourselves in the Edu-vibe. So, we've decided to capture some of this magic in our Culture Playbook, making it a go-to guide for everyone—new and potential joiners, students and their families, industry partners, and anyone else—who wants to connect with Eduvos.

This playbook is crafted by us, for us. It builds on our strong cultural foundation and guides us toward the vision we aspire to.

## OUR JOURNEY

Our culture journey began in 2021 when we rebranded from Pearson Institute of Higher Education to Eduvos—a name that embodies the essence of taking ownership of your education and shaping your future.

With our new Eduvos brand, we engaged our community to define our culture from the inside out. We explored what we cherished about our old culture, what needed changing, and what was essential for our growth and impact. Voilà, our uniquely defined purpose and values were born.



### Eduvos is

and was my best decision. All degrees are internationally recognised, and the modules are up-to-date and filled with industry-relevant content.

- Louis Oosthuizen

Bachelor of Science in Information  
Technology, Software  
Engineering Graduate



## OUR UNIQUE QUALITIES ARE OUR GREATEST STRENGTHS

With 12 Eduvos campuses across South Africa, ranging from cosy to bustling, and a wide array of diverse communities, we have a rich tapestry of environments.

Each of our divisions and faculties, along with Eduvos Online supporting our distance learners, contributes its unique flavour to our shared purpose and values.

So, while we all embrace a common mission, each campus and division has its own distinct culture and character. At Eduvos, our culture is experienced in a variety of aligned, unique, and special ways!



EDUVOS

# Purpose, Vision and Values.

At Eduvos we are driven by our mission of shaping potential – student by student – towards Africa's prosperity.

Our values act as a guide to how we operate. We believe that by living our values we will meet our vision of becoming a thriving African meta-university that combines scale, quality, culture and impact.

## WHY DO WE DO WHAT WE DO

Let's begin by exploring our core purpose, our guiding principle that propels us forward.

Our purpose is our **Southern Cross**, providing clarity and direction.

It drives our commitment. We identified it by examining the challenges faced by Africa and determining how our unique capabilities can address them.

With Africa's vast population of 640 million young people, its abundant natural resources, and its fertile lands, we firmly believe that Africa's potential is too great to be constrained by poverty.

Education, we believe, is the key to overcoming socio-economic disparities and fostering positive change across the continent. Our mission is to leverage this power to make a meaningful impact.

Eduvos values:

We show up with

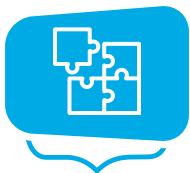
We contribute by driving

We learn and grow by taking

We think and act with



HUMANNESS



RELEVANCE



ACCOUNTABILITY



ENTREPRENEURIAL  
SPIRIT





## CULTURAL VALUES

# Staff Reflections.

“I’m really aligned to our Eduvos purpose and completely passionate about it - shaping potential, student by student, towards Africa’s prosperity.

I grew up with hard working parents who didn’t have the benefit of tertiary education. I realised early on that education would open up opportunities for me. I committed myself to life-long learning. I would not be where I am without formal education.

Over the 16 years at Eduvos, I have personally experienced our purpose, with my potential being shaped through two Honours’ degrees and a Master’s degree. Hopefully a Doctorate one day!

Education opens up opportunities. It changes behaviour and how people show up and truly has the potential to transform the world we live in. It helps close the poverty gap, it transforms families and communities. How lucky am I to do what I love and to make a difference!

**Cynthia Thomas**  
**Midrand General Manager**



## CULTURAL VALUES

# Staff Reflections.

“I was studying a BCom HR with Eduvos and was offered a temporary position in the HR department. Then when I graduated, I was offered a permanent position, and that was a real wow moment for me.

I can honestly say, Eduvos has shaped me into who I am today. I’m so grateful for all the opportunities that I’ve been given, it’s amazing.”

**Justine Charles**  
**HR Administrator and former Eduvos student**





## HOW WE OPERATE

Now, let's discuss how we operate at Eduvos.

Our approach and conduct are guided by our core values, principles, and actions that we and our stakeholders hold in high regard.

These values are essential to our success and are integrated into everything we do.

We have four key values that work together seamlessly, guiding us through every situation and ensuring we stay on course.

## VALUES

We strive to balance our four values like the aligned bows of a kite.

Just as a kite needs aligned bows to soar, our values must be in sync to excel. Balancing isn't always easy. Peak enrolment and exam periods can test our resolve.

During these times, we reflect, adjust, and support each other, staying true to our values of Humanness and Accountability to learn and grow. Our values guide our development, helping us continually reach new heights.



### Eduvos equipped

me with the tools and skills I needed to get employed so soon after completing my undergraduate degree.

- Lofuno Kgotlagomang  
Bachelor of Science in Information  
Technology Graduate



### A huge benefit to me

was that my education was never disrupted, and my education was always the priority. I found the flipped classroom and blended learning to be really great, I got to experience both worlds and allowed me to learn in different ways.

- Itumeleng Morei  
Bachelor of Science in  
Information Technology, Data  
Science Graduate

# LEVELS OF Humanness.



## HIGH LEVEL

- Want the best for all, not just self.
- Listen, with curiosity and intent, show you care.
- Expand thinking by encouraging robust debate, agree to disagree at times.
- Have respectfully honest, courageous conversations, helping others to learn and grow.

## MODERATE LEVEL

- Be empathic, thoughtful of others' feelings.
  - Invite different voices.
  - Offer to help others.
- Communicate regularly and clearly.
- Keep it respectful and don't rock the boat.

## LOW LEVEL

- See people as numbers, cold, and unempathetic.
  - Blame, complain, self-serve.
  - Give feedback in destructive ways.

## FOUR CORE VALUES

# Role in our Success



At Eduvos, we champion Humanness in many ways to nurture a vibrant Edu-vibe.

### For instance:

**Small Gestures:** From smiles and regular check-ins to birthday treats, these acts of kindness make a big impact. They show we truly do care.

**Dedicated Educators:** Our lecturers often go the extra mile, working late to ensure everything runs smoothly.

**Student Leaders:** SRC members and Ambassadors support peers, address concerns, and offer guidance.

**Townhalls:** We gather nationally and on campuses to update, recognise, and even give fun Superhero names for living our values.

**Constructive Feedback:** We thrive on teamwork, problem-solving, and helpful feedback.

**Customer Mindset:** We know that we are here to serve our students and helping them become the best they can be.





## CULTURAL VALUES

# Staff Reflections.

“The essence of humanness is to live according to the full potential of what makes us human. Being mindful, reflecting on our pain and joy, living in the space between hope and doubt. Acting purposefully without hurting others and pondering how to help others become more than they think they can be.

Humanness suggests I have a zest for life. That I apply my abilities to create an environment where other humans can express and enjoy their zest for life. In my quest for knowledge and the renewal of my human spirit, I seek relations and companionships with others to share these adventures of the mind and spirit.”

**Frik Landman**  
**Eduvos Director**



## CULTURAL VALUES

# Staff Reflections.

It's been interesting coming back from maternity leave - such a lot changed while I was away. The culture feels more real, more tactile. I feel like we know where we stand with each other more. And I can see on a daily basis that while there are always challenges, there are examples of people living the culture out. Like 'Be kind to each other week'.

People are applying simple things that go a long way.

Overall, the thing that ties us together is that we know we are trying to graduate students in the most ethical and beautiful way-it allows us to trust the organisation, even when there is such a lot going on.

**Meghnaaz Williams**  
**National Manager: Customer Experience**



# LEVELS OF Accountability. TO LEARN AND GROW



## HIGH LEVEL

- Delight in high quality standards and work.
- Commit to a growth mindset, reflect and make meaningful changes.
- Give and ask for constructive feedback that empowers.
- Use a helicopter view to notice patterns and learn from these.
- Adopt a lifelong learning approach to stay future-fit.

## MODERATE LEVEL

- Take pride and care in work.
- Acknowledge mistakes and look for learning.
- Listen to positive and negative feedback, open to better ways.

## LOW LEVEL

- Bare minimum work, cover up mistakes.
- Closed, fixed mindset, not learning, same old patterns.
- Blaming, pointing fingers, denial of own part.



## FOUR CORE VALUES

# Role in our Success

At Eduvos, we promote Accountability to Learn and Grow through:

Direct Dialogues: Resolving disagreements constructively.

Culture Calls: Playfully reminding each other to uphold our values.

Tough Talks: Embracing constructive feedback and addressing issues directly.

Having a growth mindset: Constantly seeking growth opportunities and learning from every experience.

Driving Quality: Our graduates are impactful and future-fit.





## CULTURAL VALUES

# Staff Reflections.

“When we started this team in August 2021, we had to build everything from the ground up. We had no blueprint, but we used the purpose and the values as a guideline. We love ‘Take Accountability to Learn and Grow’, because being in the training space, we can do our part, but we can’t do the learning for you. That said, we also love ‘Contribute by Driving Relevance’ - everything we produce must be relevant to all stakeholders, and we keep this in mind whenever we are developing anything.

In addition to working full time at Eduvos, I was also awarded study assistance in 2023, and so I’ve been working during the day and studying after hours. What I’m learning in my studies I’m getting to translate into the staff experience on a real time basis. It’s great, and I finished my first year of the BCom Law degree with 11/12 distinctions!

What I love as both a staff member and a student is that we always have the Edu-vibe. We’ve built these relationships, and it warms your heart that we can be human with each other, and also have those tough, courageous conversations, even with your manager. As we go forward, we can build that bigger picture thinking towards One Eduvos - then we’ll become even more integrated, working across boundaries more, and creating more opportunities to learn and grow. You learn something every day, what you want to take with you, and what you want to leave behind. If we work like this with our culture, we’ll keep growing and evolving, because culture is not a stagnant thing, It’s a living thing.”

**Aden Bartes**  
Training Content Developer



## CULTURAL VALUES

# Staff Reflections.

“It really helps you succeed if you are an entrepreneur, bringing technological, innovative and strong people skills. A good dose of financial skills and merchant mentality does not hurt.

But possibly surprising for some, you need a strong inner life, hope, faith, love, a need for meaningful work, a strong calling, a sense of community, vision, and a sense that there is something bigger than you in this universe.”

**Riaan Steenberg**  
Eduvos Executive Director

# LEVELS OF Entrepreneurial Spirit.



## HIGH LEVEL

- Think BIG about the future, imagine the impossible.
- Drive priorities and performance with the bigger context in mind.
  - Challenge the status quo and apply “always-on innovative thinking” to drive improvement.
    - Proactively preempt business disruptors.
  - Solve challenges imaginatively and get things done in the face of obstacles.
    - Bring others with you.

## MODERATE LEVEL

- Lift your gaze to the bigger picture.
  - Be more commercially and customer minded.
- Be creative and bring strategic and customer service ideas that change the game.

## LOW LEVEL

- Maintain the status quo, don't question processes, system, or ways of doing things.
- Stay disconnected from the bigger picture, un-strategic.
  - Focus on problems rather than possibilities.

## FOUR CORE VALUES

# Role in our Success



At Eduvos, we foster an Entrepreneurial Spirit through:

Augmented Reality & AI: Partnering with EON Reality to enhance learning with advanced AR and VR tools.

E-Sports Club: Collaborating with RGB Gaming for students to game, compete, and learn.

Weekly Biz Buzz: Leaders meet weekly to share updates, celebrate, and stay connected.

Think Tanks: We brainstorm and pitch ideas to solve challenges and innovate.

Sales War Rooms: Combining business with celebration to share best practices and achievements.

Creative Cross-Campus Projects: Launching initiatives like Edufest to boost tourism and student exposure.

We're committed to pushing boundaries, staying current, and having fun!







## CULTURAL VALUES

# Staff Reflections.

"What I love about our Eduvos culture is that we all chip in at our Potchefstroom campus. It's not a YOU problem, it's an US problem.

People are always willing to assist to help accomplish goals. We know each other, interact a lot, and operate as ONE Eduvos. Our main focus is being of service to students!

I really connect with the values of Humanness and Entrepreneurial Spirit. I've always found it important to be aware of and consider how my behaviour affects the next person.

I majored in Entrepreneurship and my Masters exchange programme focused on Entrepreneurship and Innovation. I'm always looking for new, better ways of doing things."

**Ngoni Makuvaza**  
**Eduvos Academic Programme Convener, Faculty of Commerce & Law**



## CULTURAL VALUES

# Staff Reflections.

"Having dedicated 16 years to our organisation, I recently had the opportunity to have a glimpse into other businesses. The experience was a reminder that our culture is really amazing and it continues to evolve.

As we get to know each other relationships are deepening and trust is growing. It doesn't happen overnight but we are uniting as a business and individuals towards our vision towards Africa's prosperity. Sometimes our focus becomes too operational and we can make mistakes in how we treat each other, but never with ill intent.

Our leadership journey has been instrumental in creating a sense of awareness. We will still make mistakes, but the ability to recognise them has improved. Our ongoing growth as leaders has not only improved our own capabilities but also deepened the trust we place in our colleagues. This journey has truly opened my eyes to reveal the amazing and capable people we have in our organisation, and the collective strength we have."

**Marzanne van Der Westhuizen**  
**Eduvos Executive Head of Sales and Marketing**

# LEVELS OF Driving Relevance.



## HIGH LEVEL

- Use many sources to stay connected to big picture trends.
- Listen with humility to real-world stakeholders and their future needs.
  - Relentlessly review information, challenge thinking, and adapt courageously.
- Foster generative relationships to innovate across campuses and communities.

## MODERATE LEVEL

- Use a broader range of inputs to paint a bigger picture of reality.
  - Listen more to understand stakeholder needs and feedback.
    - Collaborate rather than default to competing.
  - Be more open to challenge thinking and adapting.

## LOW LEVEL

- Stay stuck in the past with old ways, disconnected from current reality.
- Live in an echo chamber that reinforces thinking.
  - Arrogant, not open to feedback or questions.



## FOUR CORE VALUES

# Role in our Success

Need Proof of our commitment to Driving Relevance?

Eduvos won the PMR.africa Diamond Arrow Award for best-voted private higher education provider in South Africa for 2023 and in 2024.

PMR.africa's CEO, Johan Hattingh, highlighted that institutions like ours play a crucial role in combating unemployment. He praised Eduvos for preparing students to tackle major challenges and leading the way in education for a sustainable future.

We're thrilled to be recognised as a leader in shaping the future leaders.







## AIMING HIGHER

Culture constantly evolves in response to what's needed and is realised through our daily actions. So, picture the impact we could have if we all empowered each other to reach our full potential.

Imagine combining our creativity, curiosity, and insights on global trends. Think of the breakthroughs we could achieve in our industry and the advantages we could offer our customers in theirs.

Each of us embraces the challenge to become our best selves, contributing to shaping lives and advancing Africa's prosperity.

**Together, we can drive transformative change and achieve what once seemed impossible.**





## CLOSING REMARKS

# From Our CEO.

“Our culture is not just for our organisation to progress. It’s part of our employee and student value proposition, it’s for our people, it’s for everyone. It’s about why we want to be at work or on campus, why we love being here.

It’s about how we can learn and grow, how we can innovate and how we can serve our students, industry and each other. Living our brand and values has helped us to evolve as a Higher Education Institute and company of significance.

All of us are the culture, so let’s take ownership, and build it from the inside out.”

**Siegie Brownlee**  
**Eduvos Chief Executive Officer**