

## **Getagreatboss.com**

---

### **Background:**

GetAGreatBoss.com is a young South African company with global aspirations that has already got off to a flying start and shown phenomenal potential to be a global player. Since the launch of the website in late 2009, it has won an international award as one of the 10 Most Promising Digital Innovations in the world.

The web-based company provides an alternative and innovative concept to getting a great boss. The company conducts a review of a boss's management style, based on the views of the employees that work for that boss. If the results are favourable, then

GetAGreatBoss.com links the results of the review to any job advert that the boss is trying to fill so that potential career-seekers can see what the boss will be like to work for even before applying for the position.

The company has also transformed the way managers receive feedback from their staff.

### **How will Getagreatboss.com benefit from winning a British Airways' Business Opportunity Grant?**

"Our business growth strategy is to expand into global markets by setting up partnerships with appropriate companies and organizations in target countries. Larger corporates in overseas countries are unlikely to deal remotely with a small company in South Africa, so face-to-face meetings are crucial. This is why the British Airways Business Opportunities Grant is so valuable to our business."

"We are immensely grateful to British Airways for providing us with business class travel opportunity to fly our business to new heights and to help fulfil our aspirations of creating a world-class online business emanating out of South Africa."

**Dr Gavin Symanowitz, director – GetAGreatBoss.com**