

NEWSLETTER

JANUARY 2023 ISSUE



Tafari Consulting Int'l

Authentic • Dynamic • Transformative

CEO'S *Welcoming Note*



Welcome to the first edition of our 2023 company newsletter. We are thrilled to share with you the latest news, updates, and developments from our organization.

We are proud to be at the forefront of our industry, and we are dedicated to providing our customers with the highest level of service, training programs & consultancy services. We are constantly striving to improve and innovate in order to better meet the needs of our customers and stay ahead of the competition.

We are excited to share with you the progress we have made over the past quarter, as well as our plans for the future.

We encourage you to read through the newsletter and learn more about our company and what we do. We have shared some of our training moments that thrilled us in the last quarter of 2022.

We are focused on YOUR COMPANY IN 2023 to ensure that we support your business/organization by delivering value through open and customized courses and consultancy services listed below.

We would like to thank you for your continued support and look forward to hearing your feedback.

Betty Wababu
CEO/Chief Trainer

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TCI QUARTERLY UPDATES

It's a delight for us to share with you, our dear reader, a few of the training engagements we had leading to the last quarter of 2022. We were privileged to work with several organizations.

Below are some of the organization's we worked with;

- **Compassion International for team building as well as conflict resolution training in Diani.**
- **The National Construction Authority (NCA) for a three-day training on Communication and Interpersonal skills in Naivasha.**



- **Kenya Power for a two-day training on Customer Experience in Nairobi.**
- **We successfully ran our BOARD EFFECT program in December. This is a biannual program we run designed for board members and senior management. We were privileged to host the National Drug Authority of Uganda, Gender and Equality Commission of Kenya among other clients.**



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WHAT'S IN IT FOR YOU FROM TCI IN 2023

Please take a moment to look through our scheduled open programs for 2023.

PROGRAM	DATE	TARGET GROUPS	VENUE
Customer Service	1 st - 3 rd Feb	Frontline Staff	Naivasha
Advanced Negotiation Skills	1 st - 2 nd Feb	Middle level management and above	Nanyuki
Communication & Interpersonal Skills	8 th - 10 th Feb	All levels	Naivasha
Mastering People Management & Team Leadership	15 th - 16 th Feb	Middle level management and above	Diani
Mental Health & Stress Management	23 rd - 24 th Feb	All levels	Nairobi
Leading Through Resilience & Agility	8 th - 10 th March	Senior management and team leaders	Mombasa
The Strategy & High Impact Leadership	15 th - 17 th March	Senior management	Diani
Leading with Emotional Intelligence	22 nd - 24 th Mar	Management teams and team leaders	Mombasa
Developing Excellence in People Management	3 rd - 4 th April	Management teams and team leaders	Naivasha
Customer Service for Managers	17 th - 19 th April	Management teams	Mombasa
Corporate Governance in Financial Institutions	26 th - 27 th April	Senior management	Mombasa
Customer Focus Selling Strategies	22 nd - 23 rd May	All levels	Mombasa
Mental Health & Stress Management	29 th - 30 th May	All levels	Naivasha
Result Based Management (RBM)	7 th - 9 th June	Senior management	Naivasha
Facilitating Change Through Effective Communication	21 st - 23 rd June	Senior management	Nanyuki
Managing Conflict & Difficult Situations	29 th - 30 th June	All levels	Lukenya
Customer Service for Public Sector	10 th - 12 th July	All levels	Naivasha
Mastering Corporate Communication	19 th - 21 st July	Management teams	Nanyuki
Culture & Change Management	24 th - 26 th July	All levels	Diani
Team Building Excellence	1 st - 2 nd Aug	Team leaders	Nairobi
Advanced Stakeholder Engagement & Management	8 th - 9 th Aug	Management teams	Naivasha
Strategic Internal Communication	15 th - 16 th Aug	Management teams	Naivasha
Customer Service for Healthcare Workers	21 st - 23 rd Aug	All levels	Nairobi
Leadership, Communication, Interpersonal Skills and Management Teams	6 th - 8 th Sept	Management teams	Nanyuki
Knowledge & Talent Management	13 th - 15 th Sept	HR Professionals	Nairobi
The Competent Manager	25 th - 26 th Sept	Emerging/middle corporate managers	Naivasha
Building Customer Centric Culture	5 th - 6 th Oct	Management teams and team leaders	Watamu
Customer Service & Etiquette for Hospitality Sector	11 th - 13 th Oct	All levels	Mombasa
Understanding Finance to Influence Strategic Decisions	23 rd - 24 th Oct	HODs and management teams	Nairobi
Leading Through VUCA (volatility, uncertainty, complexity and ambiguity)	1 st - 3 rd Nov	Senior management	Diani
Mental Health & Stress Management	9 th - 10 th Nov	All levels	Naivasha
Communication & Interpersonal Skills	22 nd - 24 th Nov	All levels	Naivasha
Leading With Emotional Intelligence	7 th - 8 th Dec	Management teams and Team leaders	Watamu

In case you need a customized program, specifically tailored for your company, or any other service we offer, reach out to us and we shall make it happen.

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OUR PROGRAMS

Training Programs

- Leadership
- Customer Service
- Human Resource
- Business
- Communication
- Sales and Marketing
- Mental Health
- Special Category

Consultancy Services

- Communication Strategy Development and Implementation
- Strategy Development and Implementation
- Board Strategy and Execution
- Management of Change
- Corporate Governance
- Managing Rapid Business Growth
- Public Relations
- Merchandizers/Activation
- Management
- Human Resource
- Local and International Recruitment
- HR Audit
- Outsourced HR

It gives us great pleasure to announce that TCI is officially crossing the borders into other African countries. In February, we shall be running some programs in Uganda. We are now open to training opportunities in Kenya and beyond.

Feel free to reach out to us by calling **0705 066 726** or sending an email to **info@tafari.consulting**

Visit our website, **www.tafari.consulting** to learn more about us.

Follow us on all our social media platforms to get all our daily updates.



Tafari Consulting International-TCI



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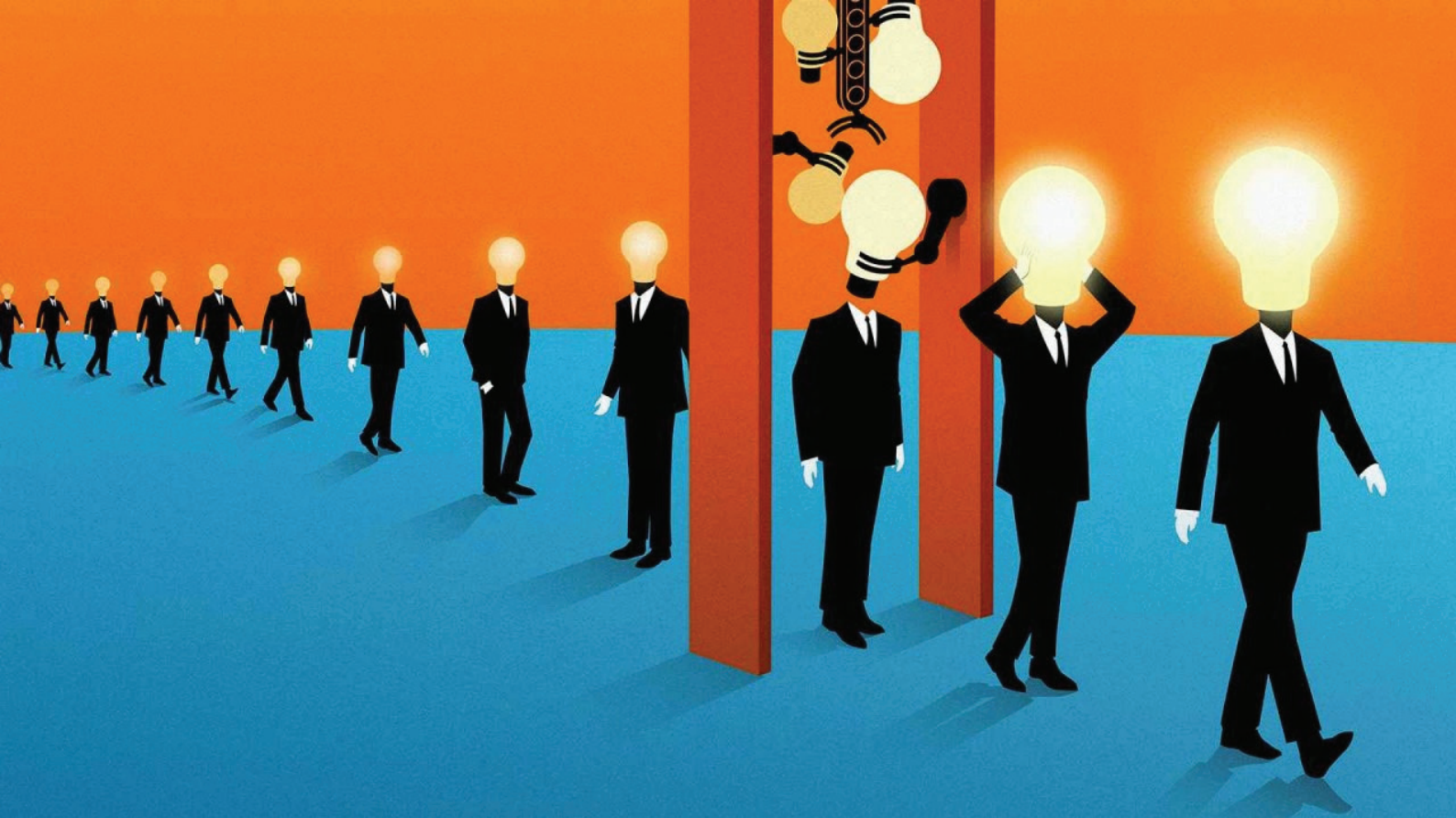


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EMPLOYEE LEARNING AND DEVELOPMENT

Employees are the lifeblood of any company. Without them, nothing would get done. It is therefore important for companies to invest in their employees' development. This means ensuring that employees have the opportunity to learn and grow both professionally and personally.

One way companies can do this is by providing employees with access to training and development programs. These programs can help employees learn new skills, stay up to date with current trends, and develop their personal and professional networks.

Another way companies can help employees grow is by providing them with opportunities to take on new challenges. Giving employees the opportunity to stretch their skills and try new things can help them learn and grow.

Finally, companies can also help employees grow by creating a positive, supportive work environment. This includes providing employees with feedback and coaching and allowing them to share their ideas and contribute to the company's success.

By investing in employees' development, companies can help them reach their full potential and contribute to the company's success.

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ACHIEVING SUCCESS THROUGH PEOPLE

Achieving success through people is a popular management strategy. It is an acknowledgement that people are the most important and valuable resource an organization has. A good manager knows how to get the best out of people and a great manager knows how to inspire people to achieve success.

There are many different ways to achieve success through people. One way is to create a positive work environment. This can be done by creating a clear vision and mission for the organization, setting goals and objectives that are challenging yet achievable, and providing employees with the necessary resources to be successful. It is also important to develop a culture of trust and respect, and to encourage employees to give and receive feedback.

Another way to achieve success through people is to create a team of high-performing individuals. This can be done by hiring the right people, providing them with the necessary training and development, and giving them the opportunity to contribute to the organization's success. It is also important to recognize and reward employees for their accomplishments.

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POSITIONING YOUR BRAND FOR SUCCESS IN 2023



Do the following this January to set your business up for success in 2023:

Ring In The New Year On Your Social Accounts

Use your social media accounts to post in celebration of the new year. Post a recap of company highlights or share a post wishing everyone the best in the new year. For example, The language learning app, Duolingo, used its characters to create a celebratory graphic for the new year.

Launch A New Product

Start the year off with a bang and promote a new product. This New Year's marketing idea will create a positive buzz and push people to start shopping again after the holidays. Canadian company IWash celebrated the new year by promoting the upcoming launch of a new product.

Push Customers Towards Impulse Buys

Increase impulse buys and offers customers "rewards," like free shipping or a gift if they spend a certain amount. Implement this New Year's marketing idea to make each sale more valuable. The clothing brand Misguided offers conditional free shipping to encourage customers to spend over \$60, so they don't have to pay extra for shipping.

Promote Your Referral Programs

Offer rewards to loyal customers who refer friends to your brand. Use the new year to draw new customers and keep current customers satisfied. We at Tafari Consulting International, offer amazing rewards to referrers such as 10% of a program's worth for new referrals that lead to business.

Use Traditional Marketing Tactics For Your New Year's Marketing Campaign

Although traditional marketing tactics can be seen as boring, or by the book, they do have their place. Using multiple channels of marketing creates a more well-rounded marketing campaign. Bath and Body Works uses traditional retail marketing strategies to draw customers in. They typically use window signs with bright colors to inform customers that there is a sale they shouldn't miss.

Use Email Marketing

Use email marketing to promote your New Year's sales and send out important company information. You can thank your followers through email marketing and offer them special rewards. Madewell sent a unique code to their email list for a New Year's promotion. This offer benefits customers by being on the email list, or else they would not receive the deal.

Leverage on New Year's Resolutions

Capitalize on the most popular New Year's resolutions. Promote products that will help customers accomplish their goals in 2023. Convince people that your products are essential in the new version of themselves. According to statistics, the top 3 new year's resolutions include exercising more, eating healthier, and losing weight. Use this information to build your marketing campaign in a way that uses this information.

Set Specific Marketing Goals For The New Year

Use the fresh slate of the new year to set marketing goals. Have your marketing team reflect on what went well and what can be improved. Use this insight to create a plan for upcoming marketing campaigns.

Use Clever New Year's Email Subject Lines

Subject lines get clicked on by being interesting and offering customer value. Use CoSchedule's Email Subject Line Tester to test your subject lines and decrease your bounce rate.

Send A Thank You To Loyal Customers

Thank your loyal customers for their consistent support throughout the past year. Just sending them a message or a discount code is a way to maintain positive customer relationships. Put a graphic designer to work or create it using Canva. If you're running a small business, you could make it even more personal by sending handwritten thank you notes to add a bit more sentiment.

Share Insider Information On Company Performance

As you reflect inwardly on your company, think about sharing some performance statistics on social media. This content lets you be transparent about your company's successes and hardships and makes you seem more loyal to your brand.

Share Company New Year's Resolutions

Give customers insight into where you want the company to go in the upcoming year. Create a "New Year's Resolutions" list as a business and take it to social media. You could also use this idea to sneak peek at an upcoming product launch or a big announcement.

Send A Customer Feedback Survey

You take time to analyze what you and your employees think about performance over the year, but what about your customers? Email customers and use the feedback to fuel your company's New Year's resolutions.

Celebrate With A Giveaway

Use a giveaway to boost social media interaction. Require entrants to follow your page, like and share your post, and tag friends. A giveaway will grow your followers and increase brand awareness as friends tag friends to win free stuff.

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