

NEWSLETTER

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Tafari Consulting Int'l

Authentic • Dynamic • Transformative

CEO'S *Welcoming Note*



Welcome to the November issue of our monthly e-newsletter. We are delighted to bring you on board as we share expert knowledge on various topics. The articles are written by our very own TCI Consultants.

In this month's issue, we bring you six insightful articles looking into; Why Training and Development Matter, The Impact of Digital Marketing, Emotional Intelligence and Success, The Importance of Business Values and Ethics, Turning Your Business into An Empire and finally,

Tips to Survive and Win Office Politics.

In our future editions, we will continue to bring you informative articles that will add value to you and your organization. We encourage you to take time and read the newsletter and share it with your friends and colleagues to spread knowledge and value.

Consider subscribing to this e-newsletter and we will drop it to your inbox on the first Thursday of every month.

Happy reading!

Betty Wababu
CEO/Chief Trainer

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WHY TRAINING AND DEVELOPMENT MATTERS

Investing in employee development is an essential part of a company's growth. Training your employees, not just when they are hired, but on an ongoing basis, is a sure way to help your business grow. A company can only grow if its employees are skilled. Business skills training is an excellent way to broaden the knowledge of all employees in an organization. Training and development provide both the company as a whole and the individual employees with benefits that are worthwhile investments. Studies have shown that employee training and development leads to increased job satisfaction and morale among employees.

Most training focuses on improving work-related skills. With the right skills, employees will perform well, resulting in high productivity. When an employee knows they have the necessary skills for their job, they feel more confident and competent to work. Their self-esteem is high even when they are assigned tasks to perform. High productivity is a win for both the company and its employees

Training contributes to effective management. Employees who have received training are more efficient and require less supervision and detailed instructions to perform. There is a more effective and efficient use of workers' time as a result of higher skill levels. This allows management to devote more time to higher-value activities. By imparting the knowledge and skills needed to work among employees, succession planning becomes flawless and less stressful all staff are well versed in most roles, thus ensuring continuity.

By investing in training, a company shows its employees that it values them and wants to see them functioning at optimum levels. Training is an investment in the human resource of a company. This investment instils in employees a strong sense of responsibility knowing that the company is intentionally investing in them because it expects the best results from them, therefore motivating them.

Training contributes to quality improvement by building capacity skills in employees by enabling them to provide quality services to clients and to cope with the rapidly evolving work environment. Customers' needs keep on changing and a company must be prepared to meet them at all times. Employees get to learn about new market trends, technological advancements, and ways of doing things. They are better equipped to deal with customers and the people they interact with as they work. Trained employees are more likely to provide quality and improved services.

Finally, training reduces employee turnover and absenteeism as employees are motivated to work. Training creates a feeling of confidence in the mind of a worker. It gives them security at their workplace. Think about the cost of replacing an employee in both time and money. These activities require a lot of resources. Instead of this, companies should invest in training their employees and making them satisfied and happy to work for them.

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THE IMPACT OF DIGITAL MARKETING

With the advancement in technology comes a great need to market products and services online. Digital Marketing has come a long way to become one of the greatest necessities for a business to achieve growth. We constantly find ourselves on the phone, either checking emails, social media or just keeping an eye out for what is currently trending. Some businesses have found a way to explore this and use it to their advantage.

By continuously displaying their products online, they have discovered ways to get more engagements on their platforms thereby increasing their sales. The outcome of this has been exceedingly rewarding that some businesses have opted to operate purely online. There are several successful businesses that operate purely online and are making a kill in sales, for example; Jumia and Flatterwave just to name a few. These businesses have come up with some of the best techniques to reach their target audience and establish customer loyalty.

So, how can you make your business stand out? It's important to recognize that you are not the only person marketing products and services online. Your competitors are also doing the same thing, probably, with even better techniques. As much as operating a business online has its advantages there are also some shortcomings. Establishing a personal customer

relationship has been the one thing that most businesses have found great difficulty in accomplishing. Building a customer relationship comes from offering great customer service hence the relationship is formed based on customer satisfaction. Customers will be drawn to you based on their previous experiences, this is what builds customer loyalty.

It is not enough to simply operate your business online. You need to discover a means of interacting with your customers so as to build a relationship with them. This gives your clients the comfort of knowing that you have their best interests at heart. It is for this reason that they will continuously opt to buy from you. This is what most businesses have failed to realize.

Digital Marketing is a tool that should be maximized. It gives you the opportunity to apply the best marketing strategies that appeal to your audience. With the best marketing strategy, you are most likely to reach more people and also effectively communicate your business objectives. It is important to find ways of building a long-lasting impression with your clients once you attract them so that they remain loyal. Endeavour to create a personal experience for each client and leave a good impression once they make enquiries or purchases from you.

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EMOTIONAL INTELLIGENCE AND SUCCESS

Emotional Intelligence is important for your success because, unlike general intelligence measured in IQ, emotional intelligence brings awareness to your emotions. Emotional intelligence comprises five main skills that are of value to achieve success. These are self-awareness, self-regulation, empathy, motivation and social skills. Why does emotional intelligence contribute to success? It comes with this set of skills that, when mastered, contribute greatly and speedily to one's success. Emotions drive people, and people drive performance.

The skill of self-awareness involves being aware of your strengths and weaknesses. Self-aware people can realistically assess themselves. They accept constructive criticism because they are open to learning and improving. Self-aware people are aware of their core values. These values enable them to act consistently and follow high principles. Being aware of your emotions allows you to control your behaviour and relationships. A higher level of emotional intelligence implies greater control over your actions.

Self-regulation is the ability to control your biological impulses and moods. A self-regulated person can deal with an angry person because they always try to understand them. Someone who can control their emotions, especially when it comes to work, is able to establish positive working relationships with many people. Self-regulation entails self-discipline and accepting responsibility for one's actions and feelings. The difference between average people and successful people is that successful people have mastered the ability to push through life situations despite the negative emotions they encounter like sadness and discouragement.

Emotionally intelligent people are motivated, which means they have a passion for work and a desire to perform and exceed all expectations. Motivated people are more driven to pursue success. They know how to challenge themselves and continue pushing. Imagine having this brilliant mind that can solve complex issues, but all that potential is wasted by being unmotivated, lazy or uninspired. Lack of the necessary emotions to drag you out of your comfort zone can lead to stagnation no matter how smart you are. Even if you are intelligent, you need to be self-driven to achieve your goals.

Empathy is the ability to understand other people's emotional makeup. Empathy involves putting yourself in the other person's shoes and understanding their point of view. Empathetic people are good at listening to what others have to say. Long-term working relationships are strengthened by empathy because there is always understanding between the two parties. Teams with empathetic leaders stay together and achieve more because people feel understood and supported.

The final skill that one gets as a result of emotional intelligence is social skills. This ability aids in the development of rapport with others to guide them towards a desired direction. People with strong social skills can connect with almost anyone and form emotional bonds with them. A person with social skills can network successfully by establishing rapport with new and existing contacts. Social skills allow you to form productive working relationships. As the saying goes, your network is your net worth.

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Importance Of **BUSINESS VALUES AND ETHICS**

Every successful business possesses certain unique values and ethics that are unique to it. Organizations instil the same values in their employees and ensure they are engrained in their personal values. In so doing so, employees effectively deliver on the business objectives.

Essentially, without any core values, your business is like a ship lost in the middle of an ocean, easily swayed in any direction. Values and ethics enforce a certain type of control due to the limitations that come with them.

The values of a business should be akin to a school motto, which every student in the school knows by heart. In the same way, your employees should also be aware of your business values and ethics by heart. It is not enough for them to just have knowledge of it but they should also practice the same at the workplace. Organizational values should be seen in how they interact with each other, with clients, with partners and how they carry out their work.

There are businesses that start with everything in place except for their business values and ethics. You can have the best business strategy but without guiding principles you have nothing. It is business values and ethics that enable you aim to offer excellent services to your clients and hence build on customer loyalty because you have a

reputation to uphold. It is what will enable you close multi-million dollar deals, not because you have no faults, but because of the people, you have worked with in the past who are willing to vouch for you and recommend your services or products to other people.

These values and ethics enable you to build long-lasting relationships with your clients because they trust your products/services. There is nothing as difficult as obtaining a client's trust but once you can tap into that then you are set for greatness. There are a number of businesses that do not spend a dime in marketing their products or services because they have already established their brand. They work on referrals and some even have their clients doing all the marketing for them, free of charge on their various social media platforms. This comes after years of building your brand.

There is nothing more important than building a sustainable brand that stands the test of time. There are always going to be better products and more effective services, but what matters most is the one thing that makes you stand out. Your values and ethics are essentially who you are and no one can take that from you. This is what sets you apart, it is this uniqueness that draws people to you.

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Turning Your **BUSINESS INTO AN EMPIRE**

You might wonder, what does it take to be a business guru?

Well, one aspect that most successful businesses have in common is originality. To be successful in your career, you need to possess a skill that most people only crave for. The same applies for businesses, you need to offer a service or product that is original and not a photocopy of what is currently known to many. By determining a need and coming up with ways to meet it, is your sure way to building an empire.

Creativity is a skill that lacks in most people. The few who have tapped into this and explored it, have greatly benefited from it. Having an idea is one thing, executing it is a whole other issue. Human minds breed doubt and it is common to have self-doubt. The doubt is built on fear of the unknown and fear to take a risk, which comes from not knowing the outcome. They say it's better to try and fail than not to try at all. This applies to all aspects of our lives.

You must be smart enough to come up with a brilliant business idea and also have the guts to carry it through. Most successful businesses have gone through many hurdles to reach where they are today. Being dynamic is an important quality if you want to succeed in your business. You must be willing to adapt to the different wants and needs that arise in everyday life. Most successful businesses came to be, by simply identifying a gaping need and coming up with ways to meet it.

To mimic another person's idea only boxes you in the category of the masses who will soon do the same with the aim of profiting from it. An idea need not be driven by the urge for power or money but rather by passion. When something is your passion, it is never a competition because you inherently endeavour to outdo yourself. By constantly trying to deliver better results than you did previously, you are continuously improving your products or services as you learn from your mistakes and failures. This is what sets you apart.

If you are going to mimic someone else's idea, then be smart about it. Recognize what is lacking in their idea and come up with something even better and unique. This challenges you to think outside the box. Who you are, what you want and where you want to be are some of the things that make you unique.

Determining your drive and focusing on that is what turns you into a business guru. A successful business/career is built on creating a long-lasting impact, building a name and commanding respect even from your competitors. Envision a boxing match, it is never the strongest who wins but rather, the one with the best strategy.

A great business strategy puts you a step closer to realizing your goals. Focus, trust your idea and be resilient. These are the things that turn you from ordinary to extraordinary, and needless to say, extraordinary people do extraordinary things.

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Tips To SURVIVE AND WIN OFFICE POLITICS

Dealing with office politics can be difficult, especially if you are new to an organisation, let alone a new job. Wisdom is required if one is to succeed in office politics. Let's go over some practical tips for dealing with office politics. First and foremost, don't take sides. Stay neutral at all times. When two departments or individuals are fighting each other. Maintain a professional and friendly attitude toward both. Continue to work in that environment and on the tasks at hand, and don't involve yourself in the issue. Avoid getting into personal conversations, and only contribute a neutral response if necessary.

The second tip is, don't get too personal. Office politics can sometimes get out of hand, and people can become angry and say hurtful things. Allow yourself to rise above their level. You don't have to get to their level at this point because everyone is emotionally charged. Maintain as much calm as possible at this time. Recognize that people are acting out of emotion when angry, so don't take things personally. It is not about you at that point, but about the feelings of the person offended. In case they say hurtful things to you, stay calm. They will most likely apologize when they calm down. Never allow emotions to take you out of your professional mannerisms.

Tip number three is to stay away from gossip. Many people fall into this trap, especially when they are new at work and are trying to make work friends. They end up hanging out with gossipers, but because they're new and don't know anyone else,

they stick with them and gradually become like them. You don't want to be associated with such people, whether you're a new member or an existing one. Associate with people who will be your mentors, and avoid gossipers. No matter how good it sounds, it is not worth your time and effort. Maintain your vigilance.

The fourth tip is, Choose positivity. The beauty of life is that you can choose what you do. When it comes to office politics, positivity is the way to go. When there is a lot of office politics going around, it can bring us down, negativity can start to come into play, and we can get caught up in that negative cycle. Look at things from a different perspective. People are ultimately good. Nobody wakes up intending to blame or offend someone, but it does happen. So take a positive approach to things. Give people the benefit of the doubt. Choose positivity, and it will come back to you.

The final tip which applies when office politics gets bad is to document. Important information of whatever kind should be documented. Document who attends meetings, what is agreed upon, and when and where everything occurs, and keep all of this information separate. If the worst happens and people disagree on what was previously agreed upon and office politics kick in, you will at least have some documentation that indicates the agreements that were made. This has the potential to defuse a highly charged situation.

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