

NEWSLETTER

OCTOBER 2022 ISSUE



Tafari Consulting Int'l

Authentic • Dynamic • Transformative

CEO'S *Welcoming Note*



Welcome to the third edition of our newsletter.

We are excited to bring you on board as we share expert knowledge on various subjects. The articles are written by our very own TCI Consultants.

In this third issue, we bring you interesting articles looking into; A Case Study For African leadership, Servant leadership, Mental Health, Dealing with Disappointed Customers and The Importance Of Communication in Organizational Development.


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

You can choose to subscribe to this newsletter and we will drop it every month into your inbox.

Happy reading!

Betty Wababu
CEO/Chief Trainer

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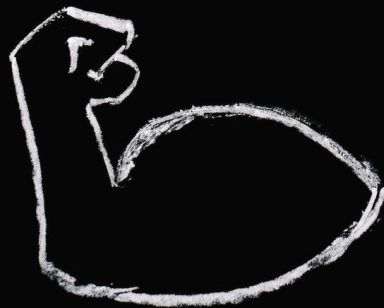


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LEADERSHIP



African problems require an African approach to solving them. Gone should be the days

when we would wait for Western and Eastern interventions in Africa

01. THE CASE FOR LEADERSHIP IN AFRICA

For a long time, Africa has lagged on matters of leadership due to a lack of proper exposure, poor resource management, economic infighting and unstable political and legislative backgrounds. However, if the past six years are anything to go by, the time for Africa has finally come. There has been a silent revolution bubbling under the surface. It's a leadership revolution that might just have the force to turn around how the world does business. The genesis of this revolution was the resolution reached during the Road Map and Architecture for Fast Tracking the establishment of the African Continental Free Trade Area and the Action Plan for Boosting Intra-African Trade meeting in Addis Ababa, Ethiopia.

In this meeting, the aspirations of Agenda 2063 for a continental market with the free movement of persons, capital, goods and services, which are crucial for deepening economic integration, and promoting agricultural development, food security, industrialization and structural economic transformation were made clear.

Africa is currently the ripest world market, boasting of market size of 1.4 Billion people and six of the world's fastest economies of the world positioned within it. As if this is not enough, Africa currently has the youngest population in the world, with 70% of sub-Saharan Africa under the age of 30. It cannot be denied that all these factors put into play together create an excellent opportunity for both public and private sector businesses. However, the two elephants in the room remain; Is African Leadership ready to step

up to the challenge of rolling up their sleeves and line the ducks for the execution of Agenda 2063? And two; How can these African leaders then be empowered and capacity built to enable them execute successfully?

African problems require an African approach to solving them. Gone should be the days when we would wait for Western and Eastern interventions for Africa. We can have global support from global leaders but we should never again cross our arms and wait for solutions to solely come from outside. African region needs to build up strong leaders who will help translate this opportunity that Africa has into reality, and this is possible.

Africa is blessed with brilliant minds, great mentors, amazing experience and a wealth of resources to put the action plans in play. The evidence of this is the amazing start-ups sprouting all over Africa that is attracting global attention, young academicians from Africa making headlines for their achievements and their relentless desire to change Africa, and finally, we have seen the rising number of legislators of African origin in the Western political field who we expect shall make the case for Africa in their various policy-making capacities in the Western world for them to respect that it is now time for Africa. Africa has come of age, and I look forward to seeing African leaders in all spheres empowered to spearhead the the transformation that is overdue for Africa.

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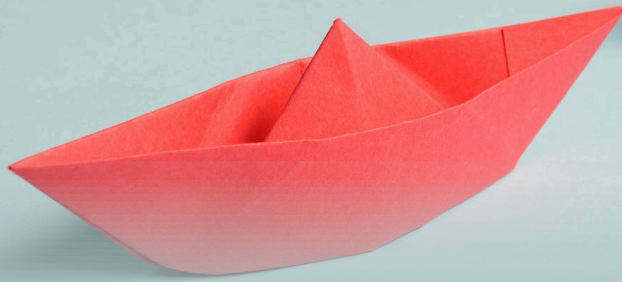
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02. SERVANT LEADERSHIP

When we hear the word 'servant', we tend to think of the person at the lowest level of any hierarchy, whereas the word 'leader' takes our minds to the boss at the top of the order being served by those below him. Servant leadership, however, flips this entire concept. Servant leadership is a leadership style in which leaders lead by serving the people under them. They approach leadership as an opportunity to serve first and then lead second. These leaders are driven by a great desire and privilege to serve and a deep sense of responsibility to benefit people.

Servant leaders focus on creating a conducive environment for people to produce results through positive influence rather than managing people through control to produce results. They are aware that great leaders influence outcomes through persuasion rather than authority so they persuade team members to work towards achieving their potential without using power to intimidate them. Servant leaders also take time to listen to the people who need to be served. They lead with the understanding that you can only meet the needs of people after listening to them and comprehending their concerns.

Servant leadership entails offering leadership that unites a team and makes everyone in the team feel valued. This is achieved by acknowledging and accommodating the views of others through collaborative decision-making as much as possible. Such leadership helps

build a strong team with high motivation and commitment which in turn leads to higher performance from the whole team. Even when such a leader needs to make a difficult or unpopular decision or give negative feedback to the team, they can do so with ease because the team understands that their leader has the best interest of the team at heart.

Servant leaders recognize that they are the greatest servants, therefore, are accountable when their teams do not perform. Their first response is not to point fingers at team members but to bring the team together to analyze why things didn't work as expected, direct team members on areas to improve on in future to prevent failure and invest in the team members to bring out the best in them and see them grow to their best potential. A great leader is intentional with empowering their team members to become even greater than them. They model the behaviour and values they expect their team members to emulate.

Servant leaders are people with high emotional intelligence. They recognize their own emotions and behaviour as well as those of others. They can examine how their behaviour affects others and this awareness helps them be conscious of how they treat team members. Servant leadership is therefore important as it leads to high employee engagement and raises a highly motivated, committed, loyal and high-performing team.

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03. MENTAL HEALTH

Majority of people fail to realize the crucial role that the state of mental well-being plays in daily interactions with others and the great impact that it has on productivity. Mental health involves psychological, emotional and social well-being. It determines how we relate with others, cope with stress and make healthy choices.

It is important to recognize that one's mental state is subject to change as it is influenced by many factors. For example, the demands placed on someone could weigh heavily on their mental health, especially if they are unable to meet the said demands. According to research, more than 50% of people will be diagnosed with a mental illness or disorder at some point in their lifetime. This goes to show you the great need to create awareness on mental health.

People react to life situations differently. While some may easily cope with some challenges thrown at them, others find great difficulty in doing the same. Research shows that more often than not, most factors that lead up to poor mental health present themselves in the workplace. In our day-to-day lives, we are faced with discrimination, stigma, social disadvantage, debt, unemployment and stress. All of these impact our emotional well-being, self-esteem and more broadly, our mental state.

A mental health problem occurs as a result of a combination of factors. It's necessary to exercise emotional intelligence in our daily interactions with others, be it at the workplace or in our social lives. In doing so, we will be actively advocating against the factors leading up to poor mental health. It is crucial to recognize that stress is inevitable. This realization will help people come up with better ways to cope with it and hence avoid depression.

Employers should aim at providing conducive work environments for their employees. They can exercise this by leading with emotional intelligence and setting realistic goals for their employees. On the other hand, employees should endeavour not to push themselves beyond their capabilities. People should be realistic when setting goals and come up with effective steps to help them achieve those goals. By doing this, they will enjoy a tremendous sense of accomplishment and self-worth as they progress towards their goal, career or business.

One of the ways to ensure mental health is to break up the monotony. Employers should, therefore, strive to carry out retreats and team-building activities for their employees to break off the routine that comes along with the daily work activities that present themselves at the workplace.

Remember, mental illness and poor mental health are not the same things but poor mental health over time can lead to mental illness. Everyone should strive to keep in mind that maintaining good mental health is not an option but a priority as everything else rises and falls on the state of your mental health.

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04. HOW TO DEAL WITH DISAPPOINTED CUSTOMERS

Knowing how to recognise customer dissatisfaction is half the battle towards improving your customer service experience. If you don't identify customer disappointment, you miss out on an opportunity to rectify the situation and a chance to put changes in place to prevent future disappointments. Ignoring the problem or worse, making excuses is likely to turn your disappointed customer into an angry customer and eventually a lost customer for your company.

When you hear a 'BUT' in your customers' feedback, your ears should immediately prick up. The word but from a customer indicates disappointment in some way. If they need to vent and let out how they are feeling, allow them to by giving them your full attention and demonstrating empathy. The underlying message is that they are unexcited about your product or service and they have taken their time to inform you. At this point, they are hoping that you will understand their concern and resolve the situation as soon as possible. They have given you a golden opportunity to resolve the problem, restore the customer's trust in your organization and erase their disappointment as you redeem yourself before them. This is a golden opportunity to regain the trust and confidence of a client who if not handled well, is on their way out. In such cases, give the customer your undivided attention. When you need to raise an issue or ask a question for clarification, wait until they finish. Allowing a customer to express themselves completely reinforces the fact that you have carefully listened to them and fully understood their complaint.

Never dismiss a customer's complaint and do not immediately go into defence mode. If a customer has expressed concern, for example, that what they received differs from what they ordered, do not make the mistake of telling them that you cannot assist or that what they saw versus what was delivered is not in your control. This is a classic example of a defensive response. It's as if you are telling the customer that it's their fault and problem and you are not going to help them. Never, ever make your customers' concerns appear

invalid and unresolvable. A disappointed customer doesn't want to hear that, and if they do, they are likely to become an angry customer who may never choose to do business with you again. They may even go the extra mile of sharing that experience with friends and family and convincing them to boycott your organization as well.

Instead, make sure your first response is sympathetic. Apologize to them for what happened and also express disappointment in learning about the same. Appreciate them for taking the time to let you. Assure them that you are taking up the issue with the appropriate leaders and you will get back to them within a reasonable time frame. This response acknowledges the customers' concerns and assures them that you are working on a solution. It also buys some time, time which allows the customer to cool down and time for you to fix the problem. By assuring the customer that you are working on a solution and you will get back to them at a certain time, you are committing to the customer, a commitment that if you deliver will restore the customer's faith. At this time, you may not know what solution you will offer the customer, but simply assure them that you will work something out after the conversation.

When you get back to the customer, focus solely on the solution and avoid the temptation of giving an excuse or becoming defensive. Offer solutions such as a full refund of the full amount when they return the item they purchased or a discount on what they purchased or a service they had received, among other possible solutions depending on the nature of the complaint. Discuss with them what is favourable to them and reach an agreement on how to deal with their issue. Make certain that the customer is satisfied at the end of the day. Offer solutions that make the customer feel compensated and valued. When you hear the word BUT from a customer, chances are, they are disappointed. However, always remember that disappointment provides an opportunity for you to impress, so long as you focus solely on solving the problem.

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05. THE IMPORTANCE OF COMMUNICATION IN ORGANIZATIONAL DEVELOPMENT

Communication plays a crucial role not only in the business world but also in our private lives. Developing strong communication skills is essential when it comes to building a successful career or business. Great communicators bring forth solutions, drive change, and motivate and inspire their colleagues.

Successful Communication helps us to have a better understanding of people and situations. Through good communication, we embrace diversity, build trust and respect and also create favourable conditions for the sharing of creative ideas and solutions to problems. Effective communication helps foster a good working relationship between colleagues and management, which in turn improves morale, efficiency and reduces employee turnover. For this reason, the importance of good communication skills cannot be emphasized enough.

It is inevitable that employees will interact with each other in the course of duty while handling work activities in order to achieve organizational goals. This can only be made possible by the availability of proper internal communication channels in the organization which result in an increase in employee productivity and customer satisfaction.

According to an experimental research carried out by Miner Glomb on the causes of conflict, he explains that 10% of conflict is due to differences in opinion while 90% is due to delivery and tone of voice. Poor communication has been discovered to be the major cause of conflict in the workplace due to lack of the ability to understand each other. Successful Communication can deepen relations in both personal and professional life by helping people have a better understanding of others, hence reducing conflicts.

Research also proves that 93% of communication is non-verbal. Therefore, developing the ability to use non-verbal cues will help you connect with others, express what you think, meet challenging situations and build better relationships at home and work.

In communication, feelings play an important role. Decision-making is more influenced by the way you feel than the way you think. It is therefore important to control your emotions as this will provide you with the tools needed to understand others, yourself and the message you send so that you communicate more effectively.

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