

# NEWSLETTER

September 2022 Issue



Tafari Consulting Int'l

Authentic • Dynamic • Transformative



## CEO'S *Welcoming Note*



Welcome to our second edition of the 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 second edition, we look into Customer Service (Customer Experience), The Power of Focus, How to Succeed Amid Politics and Improving Emotional Intelligence skills.

In our subsequent editions, we will continue to bring you articles that will add value to your organization and personal growth. We encourage you to share the newsletter 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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***The number of sales that a business makes is directly proportional to the number of clients it has.***

## 01. CUSTOMER SERVICE

Customers are the bloodline of every business and only second most important asset to a business after its employees. Whilst some will argue that customers are more important than the employees, it's of interest for every business owner/executive to appreciate the fact that we have both internal and external customers. Employees are internal customers while external customers are those who consume our products or services and those that interact with our businesses at whatever level and in any way.

The core value of customers could not be described better than by the various research-based cases carried out on customer service. Every day we witness a new era of brilliant minds coming together to start up a business. Unfortunately, most of these businesses fail to stand the test of time.

A business that does not make sales cannot achieve growth. The number of sales that a business makes is directly proportional to the number of clients it has. Getting a customer is one thing, retaining one is a whole other subject. It is easier to get a client as opposed to retaining one. Quality products and services are among some of the things that attract clients. However, getting a client hooked, heavily relies on your customer service skills.

One way of retaining your customers is by hiring top-notch customer care representatives to represent your brand/ business. The work they do has a direct impact on your image/business. This

places you in a very vulnerable position as they can either break or make you. One, therefore, needs to be very practical while selecting his customer service team.

Courteous and empathetic interactions with a trained customer service representative can mean the difference between losing or retaining a customer. These representatives must be accessible, knowledgeable and courteous. A customer care representative needs to possess excellent listening skills which will allow him to understand the customer's needs and hence avoid any future misunderstandings.

To offer excellent customer service, you need to possess emotional intelligence(EI). Emotional Intelligence enables you to be in control of your emotions. You will not always get positive criticism from your clients, there will be instances when a customer will be aggressive or arrogant. You need to have the necessary skills to counter this. Emotional Intelligence will enable you to talk through a resolution and find a common ground, thereby preventing conflict. As a business owner, it's important to build on your management. Mismanagement can cost you in terms of customer service operations. As a Manager, you need to be in tune with what's going on within your organisation. Ensure that your customer service representatives are fully informed and have the latest information, company's products and policies.

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## 02. HOW TO SUCCEED AMID OFFICE POLITICS



Office politics are conflicts that arise when employees use their relationships and connections to their advantage. These people can get opportunities and advance because of who they know, not necessarily because of the quality of their work. Favouritism is shown to certain people, which leads to drama and negativity. To truly navigate office politics successfully, you must distinguish yourself by creating a strong personal brand at work. Standing out from the crowd will allow you to continue growing at work while avoiding the drama of office politics.

The first strategy is to consistently demonstrate high-value and high-quality work. Being a superstar at what you do is a great way to avoid drama. Your seniors will trust you if you are known for consistently delivering high-quality work. You will be given more independence and will therefore be less associated with those who often stir up office politics. Essentially, you are physically setting yourself apart from the rest of the crowd in a positive way.

The second strategy is to become an expert in your area. This is related to the first strategy, but part of navigating office politics and making sure you are immune to it as much as possible is to become irreplaceable in your company. Specialize in an area of your company that is critical to its success. Master your craft and establish yourself as the go-to expert or adviser in the company for that area of expertise. Being an expert at what you do gives you immunity from office drama because you are one of the few key employees who are essential in the company.

The third strategy is to engage in significant conflicts. Avoiding office politics does not mean avoiding all types of conflict. If you want to be someone who can demonstrate your value, influence and your level of importance in your organization, you can't go to work every day closing your eyes and ears and being glued to your work. Engage in professional conflicts and avoid personal ones. These are conflicts that arise because of disagreements between you, your boss or coworkers about how certain processes should be carried out and how they affect efficiency. You should participate in such conflicts politely and state your position without sounding like you are complaining. Disagree while offering possible evidence-based solutions on what can be done differently.

The final strategy is to avoid people who start office drama while remaining friendly and courteous. Stay away from people who talk a lot about people and know everything about their colleagues. The key here is to be friendly, courteous, and polite to all of your coworkers while not getting too close to them. Keep your conversations with them brief. Don't give them attention if they decide they want to tell you things about others or ask you specific questions to find out information. Keep your conversations with them short and politely walk away. These four strategies will help you navigate office politics and still get ahead in your company.

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### 03. THE POWER OF FOCUS

The number one problem that stops people from getting what they want is the inability to focus. Those that focus on what they want to achieve prosper, while those that do not struggle. You only have control over three things in your life- the thoughts you think, the image you visualize and the actions you take. Focusing can help you with all three areas.

Since there is simply not enough time to do everything, exercising focus enables you to make choices and eliminate unnecessary time sinks. One becomes more effective in what they are focusing on as it reduces redundancy and also the risk posed by failure. Place your focus on that which is most important and valuable over everything else and explore it, this is because your level of concentration has a great impact on your productivity. Hence:

$$\text{PROGRESS} = \text{TIME} \times \text{SPEED}$$

The factor affecting the speed at which you work is concentration. An attentive mind enables you to accomplish more as you can work faster. However, time without concentration is worthless since nothing gets achieved. The resource you need to get stuff done is focused time and not just time. Being focused enables you to decrease the number of activities you spend time on and hence you make faster progress.

Create a goal and focus on that goal by eliminating other less important goals. Equally, you can become more focused by reducing the number of commitments you have to enable you to apply more time and effort to each commitment. This is very essential not just in your career but also in achieving growth in any business you endeavour in. Focusing on multiple different tasks at once instead of taking them one at a time leaves a ton of room for improvement and you'll potentially not manage to get things done.

Remember, if you cannot focus effectively, then you cannot think effectively. If you cannot think effectively, you definitely cannot produce the quality of work necessary to be successful. Focus is therefore an essential tool for business success.


To succeed in your business, you have to first reduce the number of activities that you are working on and allocate more time for each activity, this leaves no room for any errors. As much as focusing on your work reaps great benefits, it's important to always create an excellent balance between work and family life.

Focus is the gateway to all thinking. Without good focus, all aspects of your ability to think will suffer. The power of focus is the core of our procrastination, lack of direction and productivity.

- TCI Team

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## 04. IMPROVING EMOTIONAL INTELLIGENCE

What is the one skill that will make you more successful, productive, a better leader, and even earn you a higher salary? Emotional Intelligence is. Most people stammer when asked what emotional intelligence at work looks like and how to develop it. It's a vague concept in most people's minds. Even though emotional intelligence is recognised as an indicator of performance, and the majority of top performers score high in it, most people have only a vague understanding of what it is. Emotional intelligence, according to psychology, is the ability to understand, use, and manage one's own emotions as well as the emotions of others. EQ includes three main skills; the ability to identify one's feelings, harness one's emotions, and manage one's own and other's emotions. According to studies, leaders with high emotional intelligence are better at connecting with and motivating their teams and thus perform better.

Let's discuss three top strategies to help you hone your emotional intelligence and position yourself as a leader within your company. First, become better at identifying your emotional state. This strategy is around emotional self-identification and self-awareness. It is the ability to know yourself and understand your feelings anytime they are triggered. It includes understanding how emotions influence your thoughts and actions based on something that has happened at work, either something said to us, a conflict, a confrontation or a high-pressure situation. Being self-aware is key to understanding how emotions influence your energy, either positively or negatively. Then you can self-coach and ask yourself questions like what made you feel how you are feeling and what triggered you. Thinking this way helps you create distance from the source of the emotion, understand what might have led to that emotion and move to a more positive mental space.

Secondly, seek to understand those that you are interacting with. Listen to what they are saying both with physical expressions, tone and all the non-verbal cues they are using. It gives you an insight into how others feel and their emotional state. Also, ask thoughtful questions, and be curious to understand their thought process. Instead of taking things at face value, ask some questions that will allow you to go beyond what is being said to uncover where the person is coming from and how they are feeling. This helps you put yourself in their shoes, take on their perspective and see the world through their eyes. This skill is essential because it not only enables you to connect with people on a far deeper level but also offers help and support to people who need it.

Finally, focus on relationships. Once you are better aware of your emotional state and those of others, the next step is to focus on how you work with others socially and professionally to make relationships more effective and enjoyable. Become aware of how you use non-verbal communication. Do you immediately show the expressions on your face based on something said or done? Be cautious of what you are communicating non-verbally because you might unintentionally communicate what you don't want to. Be careful how you handle conflicts with people. See conflict as an opportunity to grow. When there is a disagreement, seek to understand what caused it. Understand the nature of the conflict and the interests that other people are fighting to protect. Try to see things from their point of view. Separate yourself and the people you are in conflict with from the situation emotionally and identify the problem. Use the problem at hand as an opportunity to grow.

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***EQ includes three main skills; the ability to identify one's feelings, harness one's emotions, and manage one's own and other's emotions***



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