

NEWSLETTER

DECEMBER 2022 ISSUE



Tafari Consulting Int'l

Authentic • Dynamic • Transformative

CEO'S *Welcoming Note*



Welcome to the December issue of our monthly e-newsletter. This is our last issue of the year and we hope that you have enjoyed all our monthly issues this year. We are delighted to bring you on board once again as we share expert knowledge on various topics written by our very own TCI Consultants.

In this month's issue, we bring you five insightful articles looking into; The power of focus, The importance of a good public relations strategy, tips to improve time management at work, why your business needs to be on social media, and finally managing oneself.

Keep it TCI for our future issues in 2023 where we will continue to bring you and relevant 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.

Enjoy your reading and Merry Christmas!

Betty Wababu
CEO/Chief Trainer

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THE POWER OF FOCUS

The One Thing

Have you ever considered that your entire success story may be linked to doing that one thing you are passionate about and focusing on it? The most successful businesses have one thing in common; the ability to focus on one thing and do it extremely well. Nothing is more critical to building a successful business than knowing what to focus your limited time and resources on. Rather than using resources, time, and energy to try to be all things to all people, successful businesses focus on owning a specific share of the market. They do this to the extent that when one word is mentioned about something they offer, people's minds automatically think about that brand.

When discussing the power of focus, the expression "jack of all trades, master of none" comes to mind. You cannot win in your market space if you try to be all things, if you want your brand to stand for everything, and if you want your products and services to be consumed by every different category. This approach causes you to lose and dilute the essence of your brand. Doing a little bit of everything and having multiple things on your plate, especially as an entrepreneur, does not bear much fruit. It is a false sense of superiority to believe that you can do everything and do well.

You can only fully concentrate on one thing at a time, no matter how talented or skilled you are at multitasking. The human mind is designed to focus on one thing at a time. Choose a niche in the market space that you want your company to occupy and focus on it. Have that one thing and do it brilliantly that you are irreplaceable. Let people choose you even when they have numerous options. Build your business around specific goals and objectives. As a business, establish priorities and devote all your energy, resources, and attention to those priorities. The secret to mastery is to be good at one thing at a time and not try to be good at everything at the same time.

Concentrating on doing one thing very well will have a huge impact on your ability to build a successful business. Focus allows you to clearly define your target audience, identify the most effective sales strategies to apply, and identify which new skills your team requires to thrive in their specific assignment. Reduce the number of things your company can do and have focus areas. Knowing and focusing on that one thing your company does exceptionally well is the single most important factor in accelerating your company's growth. To be successful, we must divert our attention away from the numerous distractions around us and focus our efforts on our specific areas of strength.

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IMPORTANCE OF A GOOD PUBLIC RELATIONS STRATEGY IN BRAND MANAGEMENT.

What is Public Relations (PR)?

Most people have a vague understanding of what Public Relations is or what Public relations firms do. With everyone being digitally connected in today's world, PR experts are needed to help companies create a strong online presence and make them highly visible to their target market. They help companies to market themselves online while being constantly ready to step in when a disaster occurs or when something threatens to damage the image the company has worked so hard to build.

In an effort to strengthen the client's brand, image, and profitability, PR agencies use tools such as press releases, social media campaigns, and brand influencer connections. With the right PR strategies, brands stand a much higher chance of reaching their right audiences more effectively.

Public relations experts tell you what you NEED to hear and not what you WANT to hear as is often done by advertisers. To be a good public relations specialist you must possess excellent communication skills because your role is to absorb information, process how it may impact a company's image, and come up with some of the best strategies to externally communicate to shift this image. This is done through crafting the right messages that resonate with their target customers in impactful ways. PR experts can identify the best channels and influencers to spread the company's message to its target audience in order to bridge a gap that exists between them and their clients.

Public relations is one of the most effective ways to shape the public opinion of an organization and increase awareness of the brand. If used properly, PR can give a company the ability to overcome almost any obstacle that it may come across as it builds trust and establishes and maintains solid relationships with consumers, the community, employees, and public interest groups. PR firms work towards ensuring that your clients trust your brand, products, and services. This trust is not established through advertising but rather it is earned through credibility.

It's important to also note that a good PR strategy is akin to a good marketing tool. A company that enhances its reputation through a range of unique PR practices will soon have new potential customers finding their way right to its door.

The rise in the use of social media has on the other hand impacted some businesses negatively. With everyone having freedom and access to comment and give unfiltered feedback on social media about products or services rendered to them, some businesses have found themselves at the short end of the stick as some of the negative comments especially those received in mass have greatly impacted brands negatively. The remedy to such situations is carrying out public relations campaigns to negate the negative effect caused. A campaign when done effectively increases awareness for a brand while maintaining a positive consumer-resonant image.

One of the reasons why customers buy products is because of the relationship they feel they have with the company. Public relations experts help you build on these relationships by ensuring that your brand resonates with your target audience.

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TIME MANAGEMENT AT WORK

Time management, everyone talks about it, and everyone knows how critical it is, but unfortunately, not everyone is good at it. People make schedules but fail to commit to them because of poor time management. Time management is vital for achieving your goals in business. Time management at work can be described as using the hours in your workday to your full advantage and to be as productive as possible. It is the efficient use of your time in order to maximize your productivity at work. It's important to know that time management is not just about getting the work done, it's also about getting good quality work done. It's possible to work very hard all day at something and not use your time effectively. Understand that good time management is not just about working hard but about working efficiently. Let us discuss some key elements of good time management.

The first element is planning. To be an effective time manager, you need to plan how to spend your time at work. Start your day by writing a to-do list specifying what is urgent and important for that day. Your to-do list should contain the goals you intend to achieve. This method assists you to make the early hours of your day more productive by working on what is urgent first and then proceeding to the less urgent tasks. This ensures all important tasks are completed on time and deadlines are met. Planning helps you prioritize, which keeps you less stressed later on in the day as most of the important work is already done.

The second component of time management is evaluation. You need to constantly evaluate your progress. This can be accomplished by measuring your results and tracking how you spend your time. Evaluation involves reviewing each of your daily tasks to see how long you take on each task and how you perform in each. It is important not to get too caught up working without taking time

to stop and evaluate whether you are achieving your goals. Reflect on what you have done and think of ways to improve. Cancel unimportant tasks and meetings that are not aligned with your priorities. Make certain that you only give your time to things that are contributing to your success.

Another element of time management is self-control. For you to become a good timekeeper, it is critical to exercise self-control. You will need to stay focused when it's time to work so that you can complete your tasks on time. The focus will also allow you to complete your tasks in order of priority and stick to your overall plan. Self-control will also help you manage your distractions. For example, during working hours, your phone can be a major distraction. You need to be disciplined enough to put the phone on silent or put it aside so that you can concentrate on your tasks. There are also inward distractions such as being worried about something which can distract your mind causing your mind to wander. Self-control also helps you to keep your mind at work.

The final element is organization. This involves adapting organizing skills for tasks that make a big difference in how you spend your time. Such tasks could include cleaning your desktop, arranging your files neatly and correctly, labeling your files properly, and keeping a neat working environment. Being organized allows you to stay focused on the assignment at hand without unnecessary interruptions such as searching for documents in a disorganized workspace. Such distractions, however minor can lead to time wastage in the course of your working hours. Manage your time well and optimize your working hours to be productive and efficient.

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WHY YOUR BUSINESS NEEDS TO BE ON SOCIAL MEDIA

Social media may have begun as a platform for entertainment and sharing, but it has evolved into a major business platform. In the last few years, social media has completely changed the world, particularly the world of marketing. Today, social media is an essential component of any successful business's digital marketing and branding strategy. It is not enough to simply have a website for your company. To be more effective, your company should expand into social media marketing sites such as Facebook, Instagram, Twitter, and LinkedIn. Let's take a look at why your company should start using these new forms of communication as soon as possible.

1. That is where your clients are

People of all ages are present and active on social media today. It has become a norm in our culture. According to research, approximately 4.5 billion people worldwide use social media. People spend a lot of time on their phones, on average 2 hours per day, looking at social media. Social media is the first place customers look for reviews, recommendations, directions, products, and services. People no longer watch television. Facebook, Instagram, and other social media platforms have replaced traditional television because all information and people are available there. Social media provides customers with all of the information they need to feel confident in their purchase decision.

2. Social media creates brand awareness

Today, simply being absent on social media can be a cause of mistrust in your business. Social media offers a marketing channel to showcase your brand. By showcasing, you keep your business on people's minds. Even though someone might not need your product or service today, they may need it in the future and when that time comes, you want them to think of you first. By staying on people's faces, it's like your business is 'renting space' in people's minds whether they like it or not, and when they finally need to buy a product or service your business offers, they'll think of you first and not your competitor. Why not showcase your brand, especially on social media where it's free?

3. Social proof is part of the buying process today

When people are analyzing where to buy or who they are going to do business with, they look at a company's website, do some online research about the company, and see what its online reputation looks like. Social media improves digital exposure for a business. Interacting on social media networks with clients and prospects significantly improves a company's online presence. They will check to see if the business has any followers because the assumption is that, if the business doesn't have any followers, then it probably doesn't have customers. You don't want to have such an assumption about your business. That is why you need to get into social media and invest in social media marketing to build a following for your brand.

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4. Social media is a great feedback source

Social media enables businesses to communicate with their prospects and customers. It gives them a platform to give feedback on a service or product and suggest recommendations on how to improve. Listening to your prospects on social media networks can assist you in responding to their specific needs. This will most likely cause an increase in sales while also expanding your customer base. This in turn helps improve customer service and increase brand trustworthiness. It also contributes to the development of a loyal community as people enjoy being part of a community that is proactively lively. Having an online community enables you to establish an emotional connection with your prospects which is critical for your long-term success.

5. Social media cuts marketing costs

Compared to traditional forms of marketing like printer advertising, billboards, and mainstream media marketing, social media is affordable for

any business. Social media platforms are free channels to get the message about your brand out there. Remember that opening and managing the channels is free. Social media is also a great channel for referral marketing. Customers who are pleased with your product or service will gladly refer you to others. They are excited to tell their online community about a product or service that they are pleased with. As a result, a company gains more customers. Apart from a referral by word of mouth, today, people are constantly recommending brands they trust to their followers through social media posts and this serves as free marketing to the brands. Social media is an excellent marketing strategy that businesses should jump into today. It provides good opportunities for businesses to meet potential customers from across the world.

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MANAGING ONESELF

Managing yourself comes from knowing who you are. As much as this might seem easy on the surface, human beings find great difficulty in recognizing their flaws. Failing to admit to your weaknesses deters you from working on them. You cannot fix that which is not broken, equally, you cannot work towards correcting something which you do not believe to have a problem in.

The first step towards change is recognizing the source of the problem and accepting that you need assistance with it. As an individual, it is important to possess emotional intelligence. This will not only enable you to manage yourself but it will also help you understand other people.

Admitting your shortcomings allows you to work and improve on them. Our daily interactions with people are important for our social life. However, it also gives people an opportunity to know us. People can be quite judgmental and can easily pick up on certain behaviors and proceed to profile you. We unconsciously find ourselves

judging someone based on the last impression they left on us. It's important to be civil and calm in every situation, not everything deserves a reaction from you. Some people thrive on bringing out the worst in you, be smart enough to recognize this.

In a bid to feel accepted, some people master the art of 'masking'. The mask is essentially meant to hide what they truly feel or who they are. They believe that it is only by doing so that they will be truly accepted in society. However, this has proven to do more harm than good. Some people have ended up being diagnosed with bipolar disorder and identity crisis. All because of the fear of not being accepted. Pretending to be someone you are not is not only mentally draining but causes depression and loss of self-esteem.

By acknowledging your flaws, you are able to work on them and improve. It might take time but the end results are worth it. It is only after you have accepted yourself will other people embrace who you are.

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