

NEWSLETTER

FEBRUARY 2023 ISSUE



Tafari Consulting Int'l

Authentic • Dynamic • Transformative

CEO'S

Welcoming Note



Dear valued readers,

Welcome to the February edition of our company newsletter. We are delighted to bring you on board as we share expert knowledge on various topics written by our very own TCI consultants, as well as a few updates from our organization.

This year, we are dedicated to providing our customers with the highest level of service, training programs & consultancy services.


Keep it TCI for our future issues where we will continue to bring you 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.

We would like to appreciate your continued support and look forward to working with you.

Betty Wababu
CEO/Chief Trainer

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ORGANIZATIONAL STRATEGIC PLAN



A well-crafted strategic plan is an important tool for any organization. It can help to guide the organization through difficult times and help to ensure that the organization remains focused on its goals. A good strategic plan will also help to ensure that the organization is using its resources in the most effective way possible.

Many organizations develop their strategic plans using a top-down approach. This means that the senior management team creates the plan, and then the rest of the organization is responsible for implementing it. This can be an effective way to ensure that the organization's goals are aligned with those of the senior management team. However, it can also lead to problems if the senior management team's goals are not aligned with those of the rest of the organization.

A more democratic approach to strategic planning can help to avoid this problem. This approach involves the participation of all levels of the organization in the development of the strategic plan. This can help to ensure that the plan is more likely to be successful since it will reflect the goals and objectives of the entire organization. However, it can also be more time-consuming and difficult to implement.

No matter which approach is used, a good strategic plan should include the following elements:

- ▶ A description of the organization's mission and vision
- ▶ An assessment of the current environment and the opportunities and threats that exist
- ▶ A description of the organization's strengths and weaknesses
- ▶ A description of the desired future state of the organization
- ▶ A plan for how the organization will achieve its desired future state

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EMPLOYEE *Engagement*

Employee engagement is one of the most important factors in the success of any company. Engaged employees are more productive and more likely to stay with the company, reducing turnover costs. There are many ways to engage employees, from offering flexible work arrangements to providing opportunities for training and development.

One of the most important things a company can do to engage employees is to make sure they feel valued. Employees want to feel like their work is important and that they are contributing to the success of the company. Managers should take the time to listen to employees and acknowledge their contributions. Employees should also be given the opportunity to provide feedback on their work and the company.

Employees also need to feel like they are part of a team. Companies should create a sense of camaraderie among employees by organizing team-building activities and providing opportunities for socialization. Employees who feel like they are part of a team are more likely to be engaged and productive.

Finally, companies should offer employees a variety of challenges and opportunities for growth. Employees who are bored or unchallenged are less likely to be engaged. Managers should provide opportunities for employees to learn new skills and take on new responsibilities.

Employee engagement is important for the success of any company. By offering employees a variety of challenges and opportunities for growth, companies can create a workforce that is engaged and productive.

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Public Relations Outsourcing vs In-house

Public relations (PR) is the process of managing the spread of information between an organization and the public. It is a strategic communication process that aims to build and maintain a positive image of an organization, product, or individual.

There are two main ways to approach PR: in-house or outsourcing. In-house PR is when an organization has a team of employees who are responsible for managing the organization's PR. Outsourcing PR is when an organization hires a PR agency to manage its PR.

There are pros and cons to both in-house and outsourcing PR. In-house PR can be more expensive, but it can also be more effective because the team is more familiar with the organization and its goals. Outsourcing PR can be less expensive, but it can also be less effective because the agency may not be familiar with the organization and its goals.

Ultimately, the decision of whether to use in-house or outsourced PR depends on the organization's needs and budget.

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In-house PR

There are many advantages of having an in-house PR department. Perhaps the most important is that it allows a company to control its own message. An in-house PR department can ensure that the company's key messages are communicated accurately and consistently to the media, employees, and other stakeholders.

An in-house PR department can also help a company to be more responsive to the media. By having people who are familiar with the company's products and services, as well as its key messages, an in-house PR department can respond to media inquiries quickly and effectively.

An in-house PR department can also help to build relationships with the media. By having a dedicated team to work with the media, a company can develop strong relationships with key reporters and editors. This can help to ensure that the company's messages are covered accurately and in a positive light.

Finally, having an in-house PR department can be cost-effective. Rather than paying for outside PR services, a company can use its own employees to communicate its messages to the media.

Outsourcing PR

Outsourcing PR is a great way to get the word out about your company without having to hire a full-time public relations specialist. By contracting with an experienced PR firm, you can get the help you need to create and execute a successful PR strategy, while also freeing up time and resources to focus on your business.

When choosing a PR firm to work with, it's important to consider the firm's experience and ability to tailor its services to your needs. The firm should also have a good understanding of your industry and the media outlets that are most relevant to your target audience.

There are many advantages of outsourcing public relations. When a company outsources its PR, it can focus on its core business and leave the marketing and communications to the experts. The company can also save money and time by not having to hire and train staff in-house.

Outsourcing PR also gives a company access to a wider range of services and expertise. A good PR agency will have a wealth of experience and contacts in the media, which can help to get your story out there. They will also have specialist knowledge in areas such as social media and crisis management.

An external PR agency can also be impartial and objective and can give an outsider's perspective on your business. They can help to identify areas where you could improve your communications, and can provide feedback on your press releases and other marketing materials.

In addition to outsourced PR, there are a number of other marketing services that can help promote your business. For example, you may want to consider contracting with a firm that specializes in search engine optimization (SEO) to help you improve your website's ranking in search engine results pages. Or, if you're looking to expand into new markets, you may want to consider working with a firm that offers international marketing services.

By outsourcing some or all of your marketing needs, you can free up time and resources to focus on running your business. And, with the help of a qualified marketing firm, you can be sure that your marketing efforts are effective and will reach your target audience.

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Upcoming

FEBRUARY PROGRAMS

The following are the scheduled open programs for this month.

We encourage you to enrol. To register or make any inquiries kindly call our office line 0705 066 726



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