



FAQS - Frequently Asked Questions

Q1. What does corporate employee re-branding entail?

ANS. It involves applying our innovative attitude/culture change and management tool to guide employees through a process of transforming their mindsets about

- Themselves
- Work
- Employer
- Careers and
- Performance skills

Q2. How do you ensure that this happens?

ANS i) We not only use our innovative attitude management tools but also uniquely employ motivational and experiential training approaches

- ii) It is only after this that we empower trainees with requisite performance skills
- iii) Further, we help employers to make sure that our training process is internalized
- iv) We also help them in implementing our ensuing recommendations

Q3. What are the benefits?

ANS i) Fast-tracked and structured business growth

- ii) Continued alignment of the HR with business strategy
- iii) Consistently positive attitudes and HR Loyalty
- iv) Stability in H R function and
- v) Business Consistency

Q4. How have you acquired the unique expertise?

ANS Among other things

1. We are Professional Trainers who are accredited by PTAK and DIT
2. The Chief Trainer is a regular resource person in the TOT programs of PTAK
3. The chief Trainer is also a regular Management/Leadership Trainer for AMREF Int. Training Centre
4. In 2006, we conceptualized the implementation of the Youth Enterprise Fund as well as promotion of Youth Enterprise Development on behalf of the Ministry of Youth Affairs, Kenya. This is now one of the strategies of achieving the aspirations of Vision 2030
5. The Chief Trainer authored an international research titled "The impact of training and Education to Entrepreneurship Development in Nairobi, a case Study of Barclays Bank Business Club." The same was later published in the Business in Africa Journal, July 2007 after being presented at an International Entrepreneurship Conference in Nairobi themed "Fostering SMEs and Entrepreneurship in Africa, May 2006.
6. We are experienced and widely published writers and researchers. In particular, we write in both the leading daily, periodical print and electronic media as well as the Bimonthly Newtimes E-Newsletter (authored and circulated regularly since September 2006)
7. We are experienced COYA Consultants for KIM - Kenya Institute of Management and
8. We are hands on consultants who easily blend the theory and practice of business for ease of comprehension by people of varying literacy backgrounds.
9. Besides clearly understanding the global business trends, we are highly innovative and therefore able to provide continually improving and customized training/consulting solutions for your organization
10. Our track record in helping numerous organizations speaks for us, as evident @ www.newtimesconsultants.com

We believe that these attributes are invaluable in helping us towards continually transforming your organization from GOODNESS to GREATNESS

Definition of Terms

DIT - Directorate of Industrial Training, Ministry of labour, Republic of Kenya

PTAK - Professional Trainers Association of Kenya

COYA - Company of the year award

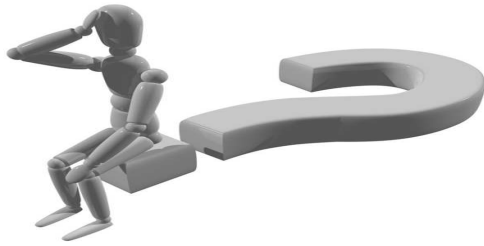
TOT - Trainer of Trainers

Welcome !!!!!!!!!

We are Truly Transforming Business: From GOODNESS to GREATNESS – See case study overleaf



**ORGANIZATIONAL STRATEGY:
THE CEO'S DILEMMA**



Welcome to the continually growing list of past and ongoing beneficiaries of our diverse solutions. Some of them include:-

- . Barclays Bank Ltd
- . British American Ins. Co.
- . Sasini Limited
- . Corporate Insurance Co
- . GIMCO Limited
- . Fresha Dairy Products
- . Telkom Kenya Ltd
- . Equity Bank Ltd
- . Parastatal Pension Fund (PPF), Tanzania
- . Pacific Ins. Brokers Ltd &
- . First Reins. Brokers Ltd
- . Dunlop Industries Ltd
- . Simbi Roses (Sansora Grp)
- . Pacico E.A. Ltd
- . Dunlop Industries Ltd
- . Kenya Tourist Dev. Corp
- . Kenya Reinsurance Corp.
- . CIC (Co- opt. Ins Group) Ltd.
- . AMREF Int. Training Centre
- . SME Solutions Centre (Back Off. Intl)
- . Basco Products Kenya Ltd
- . Medlink Labs & Surgicals Ltd
- . Centro Food Industries – Thika
- . Wida Motel Ltd
- . Alfa Paints Kenya Ltd
- . Catrina Camp Ltd
- . Mullard Fire Protection Ltd.
- . Assa Abløy E.A. Ltd

Experiential Learning knows no race or seniority of training delegates



Post- Staff Motivation & Capacity Building Training

Securing Organizations from Employee Attitudes & Performance Challenges

If you are a keen reader of this newsletter, you may have noticed something about a tool that we have been using for moderating people's attitudes about money, work, employer and themselves too. The truth is that, it is a serious tool especially when administered on in-house training situations. That explains why two articles on achievements of the tool have been published in two different authoritative publications.

The first one titled *Change attitudes on work and money*, was published in the September 2009 issue of the Management Journal of Kenya Institute of Management (KIM). The second one titled *Ethics and money could invariably drive vision 2030*, was published in the January – March, 2011 issue of the Industrial Training Magazine, a publication of the Directorate of Industrial Training (DIT), Ministry of Labour. The first issue relates to a case study on senior organizational managers. The second one discusses results achieved after this writer administered the tool on professional trainers, as he conducted his session of a regular trainer of trainers (TOT) program. As detailed in the articles, which are uploaded in our URL, the findings have always been eye openers to the different training delegates.

Whereas the tool comically achieves the desired results, it can also be used for purposes of determining and correcting organizational culture challenges as recently experienced by a Nairobi based firm. Our team administered the tool on senior organizational managers, who were attending our 3 day Business Leadership and Performance Management Training, about two years ago. As we jointly analyzed the results with the participants, we all realized that there was a challenge and laughed it off. Networking/socializing followed by just getting occupied had come out tops as major work attributes in the existing engagement. This outcome for a team comprising 16 (72 %) university graduates (many of them professional degree holders) out of the 22 delegates was no doubt surprising.

Apparently, the company MD who was one of the participants was visibly restless as he witnessed these findings emanating from his team. Nonetheless, the lead trainer quietly conferred with him and urged him to calm down. "Indeed, the results are indicators of some challenges, which we should be able to help you sort out," indicated the lead trainer. Subsequently, another study was quickly carried out. This time we needed to determine the trainees' key attraction to the then employment situation.

Notably, none of the trainees had the faintest idea of our intended achievements, as is expected of any research process. As we later came to learn, the employees could not have volunteered the same answers, had they known that we were deriving valuable conclusions from our seemingly harmless questions. But then, is training not supposed to inspire change that is evident to the various stakeholders, for it to be worth the efforts?

We have no doubts that the attitude management tools not only boost our unique training process but also fast-track the desirable change. Meanwhile, even though it may be unnecessary to diverge the exact benefits, the said company started experiencing serious transformation, immediately after the training experience. Above all, the company was able to not only initiate performance based systems but also rationalize the workforce levels. Today, the company is continually reclaiming its market share based on renewed unity of purpose and direction that is backed by unprecedented favorable employee attitudes.

Naturally, these positive developments for this company are somehow attributable to the findings occasioned by administration of this highly effective attitude management tool. As you find out more from the listed articles, you are invited to consider experiencing the same as well. Your organization could invaluablely be transformed through both the training process and application of these unique attitude management tools.

Mwangi Wanjumbi, Newtimes E- Newsletter Author

Newtimes Pictorial Profile

Herebelow is a representation of our organizational re-branding experiences as recorded through the few samples



<p>The Production Manager of a Manufacturing Company looks on as a company employee receives his training certificate</p>	<p>The CEO of an Insurance company witnesses as his HRM receives her Training certificate</p>	<p>The CEO of an Insurance Broking firm receives her Training participation Certificate as her General Manager looks on</p>	<p>The CEO of a Real Property Consultancy firm receives his training participation Certificate after a 3 day session as his General Manager looks on</p>	<p>The Chief Consultant and Trainer of Newtimes B. S. stresses a point, as he conducts a regular Trainer of Trainers – (TOT) session for the Professional Trainers Ass. Of Kenya – PTAK.</p>	<p>The General Manager of a flower growing and exporting farm receives his certificate after a 3 day organizational Leadership & performance Management training, as his HRM looks on</p>
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You can click @ <http://www.newtimesconsultants.com/pictorials.html> for more pictorials



Participants from Insurance/



From a Nairobi tourist Industry Development firm



Delegates of Customer Relationship Management Training go through the paces of experiential learning



This is David Muriuki who tells an interesting story @ <http://www.newtimesconsultants.com/testimonials.html> Yes, he was so fired up that he finally got an international job.



The story of this Inspired mother (testimonials) started right from the training process, as is evident from her pose