# 은 NEWTIMES E - NEWSLETTER

Issue: Feb/March 2012

Uniquely Authoritative, Informative and Practical

### INVALUABLE STRATEGY LESSONS

#### THE HIGHLIGHTS

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#### A COMMUNICATION TO CEO'S / BUSINESS EXECUTIVES

Philosophy is about search and dissemination of knowledge, for the improvement of the welfare of humanity

Welcome to our incisive Newsletter that articulates on personal, business and national development strategies. We bring out interesting case studies that provide invaluable learning experiences, especially for the youth and youthful readers. We analyze the ongoing business trends and share with you our own unique perspective. Let us all study and understand our national and business trends, so that we can make important decisions, based on informed positions especially at work. This has been our consistent contribution towards inspiring change in search of progress, since September 2006. Remember to contact us for the respective practical training & consulting solutions.

#### THE LEADERSHIP CHALLENGE

Organizational Growth Can Never Exceed Prevailing Levels of Leadership Influence

sources. Others are endowed think about leading people. with untapped market potentials. Yet, others are monopolistic in nature, whereas others can easily reach support of stakeholders such as the government, and somehow grow even up-to the moon.

Whereas many analysts would attribute this scenario to corruption and poor Make no mistake. This does not haps, it may be worthwhile sive ailments. My own continu- ship influence is that by virtual organizational leadership. ing research has revealed an- of position. Here, people have this?

Leadership anywhere is about thorities. the power of influence. There are various types of influ-tion of authority to have things ences, which are recognized done, they are seemingly con-

Some have the state of the art ertheless, they are important organizational continuity. technology and financial re-considerations any time we



When people use posi-

Until a few years ago, by most leadership Gurus. trolling their followers like things or I used to wonder why numer- Some of them like moral au- even furniture. Sometimes, it may be ous organizations either stag- thority are highly desirable for against the followers' own will. Others nate or are unable to outper-successful leadership in any may accept to follow unwillingly just to form their circumstances. This situation. Others like legiti- please the office holder or justify their is despite being sometimes mate office present both op- continuity in employment. Think of seemingly endowed with in-portunities as well as threats performance levels in such situations. valuable growth potential. to the leadership process. Nev- Indeed, this could even present trouble

The scenario is even worse in today's information era, where the workers are no longer seen as providers of labour. Instead, they are rightfully categorized as organizational intellectual capital. They possess and continue easily acquiring knowledge and information, which can be used for the benefit or otherwise of organizations. Whichever way the information is used entirely depends on the existing rela-Meanwhile, the pow-tionships. Naturally, favorable relationmanagement, I vehemently ers of influence operate in ships demand for growth of leadership disagree with this perception. different levels as well. Per- into the next levels of influence.

Each of them which we will obviously and by any means considering a few of the levels reflect on, as and when appropriate, imply support for corruption so that we can appreciate attracts followers in different ways and and its perpetrators. Nonethe- what hassles leadership proc- for diverse reasons. The followers acless, not all organizations are ess in organizations. Inciden- cept to perform willingly depending on subject to the two retrogres- tally, the first level of leader- the improving relationship and growing

Effectively, organizations conother direction, which we have been appointed, selected, pro-tinue growing exponentially as the been addressing, as and when moted, rewarded or just leadership influences mature as well. opportunities present them-placed into leadership posi- Naturally, there is no organization anyselves. Apparently, we as a tions. In such cases, the said where, which can outgrow the leadernation have challenged leader- leaders may not necessarily be ship experienced within its framework. ship direction and skills in leading people. It is matter of Organizational growth may therefore most organizations. Why say using positions of authority as be commensurate to the quality and granted by the appointing au-level of leadership influence at any

> Mwangi Wanjumbi (MKIM) Author, Newtimes E - Newsletter

#### **Newtimes E- Newsletter**

**Key Event Highlights Since Last Newsletter** 

- Organizational culture change program for KTDC—Dec 2011
- Open Strategic Lead./Mgt Workshop Dec 2011 **Upcoming Events:**
- Organizational Culture Change Continuation—KTDC See also 2012 Training Calendar

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Org. Culture Change Foundation Program (In-house only) Step 1. Non-Management Staff -3 days

2. Middle Mgt Staff & Professionals — 3 days

- 3 days 3. Senior Management Staff Note: The difference is content and/or training methodology

BUSINESS Strategy - Change Inspiring Reflections & Case Study Analysis

#### Ignore Multiple Skills at the risk of Suppressing Personal and Organizational Growth



hold skills tempt.

have similar seemingly detrimental tions. attitudes? These were my concerns after a training program of Middle with the thoughts of a diehard left-their level organizational staff. The same brainer (an accountant for that mat-ciently. reveal need for a different dimen- ter), he was not taken off balance sion in organizational strategy. As as such. Instead, he only wondered organization that we know of, the our regular readers may by now why a highly educated accountant marketing department does not know, this writer was an accountant could be so pre-occupied in account- always go pitching alone. The team of many years who eventually diver- ing functions and processes with lit- is in turns accompanied by a mix of sified into the broader area of man-tle regard to holistic knowledge on members from HR, IT, Finance and agement.

The latter move has led him into achieving invaluable potential of organizational operations is a crucial marketers acquire skills which enbecoming a marketing practitioner, requirement particularly in this in-able them to bring business as passionate trainer and writer as formation age of the 21st century, well. well. In fact, he was in 2007 - 2009 where teamwork is the order doing writing in Sokoni as well as Market- things. It is even more beneficial izational employees who attain ing Africa which are leading market- when a critical mass of senior organ- certain pre-determined levels of ing journals in the region. Alongside, izational staff is endowed with mul-sales are rewarded appropriately. he was a part-time marketing lec- tiple skills. More specifically, all In that case, acquiring multiple turer for the Marketing Society of senior staff members need to be skills becomes beneficial not only Kenya. Besides training in marketing strategic thinkers. In fact, this is a to the organization but also hardcontent, he was also a key lecturer crucial attribute for all. in financial awareness for Marketers ner's course.

Why would a well educated keter and the accountant. It is in tional products and services as accountant be ignorant about neces- this light that he was able to con- well as the existing and potential sary organization- ceptualize a thought provoking and customers. It is also important to wide skills? Why popular article on personal develop- be aware of the competition, their he/ she ment titled "multi-skilling is the strategies and even competitive the same best strategy which is still uploaded advantages. con- in our URL. So, all this knowledge Could and experience becomes hardy with multiple skills are able to unothers in differ- whenever handling trainees espe- derstand the cause and effect relaent organizations cially of diverse thinking orienta-tionships within the organizational

company operations.

Ideally, such knowledge on deemed

content, in the Marketer's practitio- think outside the box as they seek to encouraged. In any case, understand the distinctive advan-lead to both employee and organ-His main advantage then was tages that could maintain organiza- izational growth. and still is the fact that he under- tional competitiveness. That calls Mwangi Wanjumbi (MKIM) stands the thinking of both the mar- for clear appreciation of organiza- Author, Newtimes E-Newsletter

importantly, environment. Acquiring such skills Therefore, when confronted therefore enables them to manage departments

> In one highly successful other departments as may be

Eventually, all the organworking employees. Multiple skills These skills enable people to could therefore be beneficial if

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Why do our training and Consulting Solutions Stand out in a dynamic and highly competitive environment? We easily customize training & consulting solutions to suit client needs Our innovative solutions are simplified, highly dynamic and universal We follow up progress. We even conduct training impact & ROI analysis on demand . Finally, we are Trainers of Trainers for the Professional Trainers Association of Kenya



### Strategically Thinking — Thought for February 2012

#### Adopt New Attitudes on Quality Or Wait For Doomsday.

Poor examination grades resulting from poor institutional management present the beginning of a life of poorness for our beloved youngsters. If anybody ever doubts, the impact of quality to our lives in general, I will dispatch my one time Total Quality Management lecturer to him/her. This is the man who totally changed my perception about life, work ethics and success. It is memorable how all of us learners kept murmuring, upon provocation by his insinuations. In fact, one would have been forgiven for mistaking him for an undercover Japanese protégé. "Yes, only adopting the culture of quality like the Japanese can bring success in your businesses, in careers and whatever other endeavors in life," Mr. Maina kept saying.

And to demonstrate his believe in quality culture, he kept referring to a citation by Dr. Edward Deming, a foremost Quality Management pioneer who relocated from US to Japan, after the Second World War. This Guru is renowned for his insinuations that "Quality is free; there is no rework or wastage of resources; you get it right first time.'

Dr. Deming, a former World War 2 equipment engineering veteran, from USA was poached by the Japanese. Yes, they needed him to help in the rebuilding process of their country. Those who may recall, know very well that Japanese products including vehicles and electronics were treated sarcastically by the rest of the world, especially up to the 1980s. They were deemed to be third rate products, which could not meet desired quality standards.

Instead, demand was biased towards European and American products for obvious reasons. However, focus on quality has over the years led to reversal of global attitudes towards Japanese products and institutions. Notably, Japan made quality improvement into a national culture almost to the man. It was matter of continuous improvement later driven by what is today known as Kaizen - it advocates that there is always room for improvement. It is no wonder then that before the advent of China in the recent years, there were only 3 global economic superpowers, then known as the TRIAD. That includes Europe, Japan and the USA.

One wonders why all these facts were and still are relevant to studies in Total Quality Management. It is important to appreciate how Japan has over the years transformed from a victim of destruction, especially through the atomic bomb which hit and submerged Hiroshima in 1945, to the economic power house that it is today. Perhaps, we need to ask ourselves; where are we placed in this quality scenario?

Ideally, we are largely a nation of copy and paste culture. Rarely do we embrace creativity and innovation as a way of life. Continuous improvement is almost a vocabulary to many. Whenever we attempt to respond to change, we have little respect for quality. That explains why we never appreciate our own products and services. We will more often than not derive satisfaction from imports from the East, West, South and literally every sweet talker who can convince us to buy whatever product that they wish to dump at our doorsteps. The list of such products is endless and sometimes even nauseating.

That has continually made our economy to be at the mercy of international speculators who are easily aided by the forces of global competition, especially in light of our liberalized economy. Do you still recall the recent free fall of our currency by more than 30%, compared to other international currencies? If so, we all need to do something about changing the situation. Let us all embrace new paradigm shifts in 2012.

Indeed, it is possible to overhaul our attitudes and practices on quality. We need to know that the world markets have insatiable demand for quality products and services. The same markets will however have no tolerance for products emanating from jua kali mindsets of poor quality and quick bucks.

That is why world beating Kenya exports of tea and coffee are re-processed to meet standards of the importing countries. Indeed, it is us who are unable to attract much needed foreign currency from global consumers. Do we not realize that believe in quality goods and services could keep off mediocre international traders from our own territory?

More still, do we not need to protect our currency from future upheavals that could be driven by global forces of competition? Essentially, each of us has a duty to safeguard ourselves, our organizations and national situation from the volatility of the global forces of demand and supply. Alternatively, we can each do nothing about quality and wait for doomsday.

By Mwangi Wanjumbi - Newsletter Author

#### GOOD NEWS:

Could your organization be at the mercy of challenged motivational levels, teamwork and performance Skills? Continued research indicates that one of the greatest challenges to business today is dealing with employee attitudes (motivation). Many authors have indicated that staff who are de-motivated for whatever reasons perform only up-to 10-20% of their potential. That effectively translates to 4-8 working hours (I day Maximum), in a 40 hour working week. What happens to the balance of 32 hours or 4 full days. The bitter truth is that it could be going to waste and therefore lost for good by both parties. What of the organizational challenges presented by the now dreaded **Y** generation? Can anything be done about these issues? Apparently, our flagship program branded as STAFF MOTIVATION AND CAPACITY BUILDING TRAINING SOLUTIONS, provide organization-wide improvement of motivation levels and performance enhancement solutions whatever the generation. This innovative bottom up intervention of Newtimes Business Solutions also doubles up as a foundation corporate employee re-branding as well as organizational culture change solution. This highly experiential and motivational program has content for ;
- Non Management Staff — 3 days

NOTE: Our training follows unique experiential processes,

NOTE: Our training follows unique experiential processes, enhanced through digital lectures, workbooks in lieu of notes, Case Studies and interactive discussions etc. WELCOME!!!!

- Supervisory/Mid Mgt Staff and Professionals— 3 days
- Senior Corporate Managers — 3 days

Applied Business Leadership Skills (2 days) for CEOs and Senior Corporate Managers is the 4th tier, which lays a sound foundation of the improvement process. The same blends well with our innovative programs on Customer Relationship Management, Marketing Management & Business Strategy training, all of which provide great opportunities of continually transforming business from GOODNESS to GREATNESS. Welcome!!! Attention: Attention: Is your organization encountering Staff attitude, values and performance skills related challenges? If so do not worry; It is not your fault. However, don't leave it to fate; iko dawa (there are Solutions). Just call on us for <u>free</u> discussions on how we can help you to get out of that situation, like we are continually doing for others. Meanwhile browse customer experiences

@ http://www.newtimesconsultants.com/testimonials.html for more.

Welcome!!!

#### **Ever Heard of Attitude Management TOOLS? Yes! But Only at Newtimes Business Solutions.**

They Bring Instant Personal/Organizational Change — The benefits are guaranteed for all who apply the defined change process



#### PERSONAL STRATEGY: INSPIRATION FOR THE MONTH

#### Are You Still Downplaying That Which Could Propel You to Greatness in Life?

Until getting amassed into studies on entrepreneurship amongst others, the concept of focused success in life was seemingly hazy and more appropriately a complex matter. It was not quite clear to me what exactly drives continuing success in our lives. Nonetheless, some people advocate developing whatever skills to your best ability. In my view, it pays, to align the skills with own personal orientations. Why say this?

Through entrepreneurship studies, I was able to add one plus one and come up with my own unique perspective. I realized that talents are the greatest drivers of success for anybody living in this planet. It does not matter whether one is in self employment or formal employment. It does not even matter the chosen career or vocation. All it matters is that one is doing what is right based on his/her own uniqueness.

Following one's natural gifts comes with bag loads of advantages whose co-relation may or may not be obvious. They all reinforce one another towards continued achievement of desired goals in life. Creativity is foremost of them all. Naturally, it is difficult for anybody to be creative in something in which he/she has no unique abilities.

This creativity which eventually breeds innovation becomes extremely handy, particularly in competitive situations in not only careers but also business activities. The higher the degree of creativity and innovation, the more likely is the chance of outwitting the competition. Besides, is it not the same creativity and innovation that yields unique products and services?

Secondly, following talent yields confidence in not only the pursuance of the chosen careers or vocations but also in life generally. When guided by talent, you are sure of yourself and your purpose in life. You are sure you are contributing to the improvement of the welfare of humanity in your own unique way. More over, you can easily become the best in whatever you are pursuing in life. Further, you are sure that you are not chancing in any way. That enables you to face life with confidence and determination no matter your residence on this planet.

Thirdly, talent yields passion. Without passion, it is difficult to achieve job satisfaction in whatever situation. It is also difficult to reach ones full performance potential. This passion is a derivative of infinite interest and enthusiasm. Ideally, talent oriented passion can last a whole lifetime. Any doubts about this? In fact, work becomes long sessions of having fun. Many writers for example write or work their whole lifetimes. They neither tire nor retire from their vocations. How can they when they are constantly having fun and making big money at the same time?

Fourthly, when following talents, you become focused in life. Some authors say that life is about adventure, which needs to take the shortest time possible after attaining adulthood. This is followed by focus and eventually living a legacy. It is unlikely that you can live a legacy without first being properly focused on careers or vocations. We therefore need to have the right focus for us to live complete lives. Fifthly, following talents enables one to acquire patience and resilience. Knowledge that one is in a career or vocation for the long haul breeds

inevitable patience. One is able to continue researching and improving endlessly on the chosen fields. In that regard, one is naturally precluded from pursuing instant gratification whose benefits are only short term.

The same are marked by attitudes of scarcity mentality, which sometimes lead to tendencies of greed with regard to acquiring wealth. When wealth becomes out of reach, people may turn into hopelessness. The alternative is the preferred abundance mentality which enables people to realize that their opportunities of acquiring whatever they want in life lie ahead of them. Further, they may even be inexhaustible.

Sixthly, most of the people who follow their talents remain gainfully employed throughout their lifetimes. Many of them will also work at their own terms. They will charge the fees that they deem fair for their efforts as long as they can be afforded by the market. This market or target customers will have no qualms about the same. Yes, they will be proud of the value obtained from the talented service provider or product developer.

In very simple terms talents are the guides to our purposes in life. We are born with these free gifts of nature which most people tend to take for granted. Yet, it is just about choosing these invaluable gifts and developing them as appropriate. Therefore, we do not need to struggle in life when the power to propel us into greatness lies right within us. **Mwangi Wanjumbi—Author, Newtimes E— Newsletter** 



#### Did you know?

- That our successes in life are attributable to only 15 % of our technical skills, while the balance of 85 % depends on our soft skills? (Dale Carnegie)
- That you can get whatever you want in life if you can help as many people as you can to get what they want in life? ( Zig Ziggler)
- That you are young at 80 ('therefore youthful') if you continue learning or old at 20 if you stop learning? (Henry Ford)
- That the Author of this newsletter has written a book on Personal Empowerment Strategy, which is still undergoing the publication processes?"

Our Motto: Inspiring Change

Our Guiding Principle: Continually Taking Business to the Next level.

This is a bi-monthly Communication to (both existing and potential) Corporate CEOs/Business Executives from Mwangi Wanjumbi. He is himself the CEO and Chief Trainer/Consultant of Newtmes Business Solutions. He enjoys Business Strategy Consulting, Management/leadership and HR Skills as well as Motivational Training

#### **NEWTIMES BUSINESS SOLUTIONS**

Enterprise and HRD Consultants | Utalii House, 3<sup>rd</sup> Floor, Uhuru Highway P.O. Box 55546 – 00200 Nairobi, KENYA | Telephone 254 20 2245425/2245853/ 0722(0772)516210

Email: info@newtimesconsultants.com | web: www.newtimesconsultants.com

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WHAT OUR CLIENT ORGANIZATIONS SAY ABOUT THEIR EXPERIENCES
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### THE YOUTH CHALLENGE

Youth Mentoring

## Why You Need to Become an Effective CEO of Your Personal Life For a Start?

Recently, I was tickled by a youthful Newsletter subscriber who seemingly cried foul for being referred to as a CEO, yet he is only a university student. Serious! Is it not?

The truth is that we are all CEOs or chief executive officers one way or the other. Even if, you are not an organizational CEO or Business Executive, you are no doubt a CEO OF YOUR OWN PERSONAL LIFE, or affairs at the minimum. Or are you not?

In the event that you may not be aware, your success or otherwise in life is attributable to your parents only to the extent of 5 % or even less. However, there is only one condition as determined by psychologists. The parents ought to have helped you to acquire education probably up to university. Incidentally, an educated person is described by the Oxford English dictionary as one who has acquired at least one university degree, even if there is no distinction on the branch of study. The presumption is probably that one who has attained that level of education is able to make well informed decisions on personal life, careers and other situations.

The purpose of this newsletter therefore has been to empower all CEOs of whatever category with

practical knowledge and attitudes on how to successfully cruise through various attributes of life especially in a dynamic world. More specifically, it seeks to enable the readers to become focused and thus capable of

# **Careers/Vocations** readying themselves towards becoming economically active throughout their lifetimes.

The ideal situation is to help readers to discover their purposes in life, a situation that enables them to unleash their full performance potential. Yes indeed, all of us need to contribute to the improvement of the welfare of humanity one way or the other. Consequently, we believe that those who have been reading this newsletter since September 2006 can attest to this assertion.

More over, those who have been attending our various training programs have no doubt been benefiting from fast-tracked and structured personal and career development processes, which they have from then onwards kept reaping invaluable benefits. You are welcome to benefit from the structured training programs should you need to fast-track your progress as well.



A faster pace calls for a personal/ employee re-branding process

By Mwangi Wanjumbi, Author - Newtimes E- Newsletter and

**Beyond Survival** (An Inspirational/personal development book in the publishing process)

Focused youth training and development now available through **NEYODA Forum**—Newtimes Youth Development Agenda Welcome to monthly forums held every last Saturday from 1.45—4.45 pm at YMCA Nairobi Central. More details @ http://www.newtimesconsultants.com/NEYODA%20Forum%20-%20Newtimes%20Agenda%20for%20Youth%20Development.html

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Enterprise and Human Capital Development Consultants | Utalii House, 3<sup>rd</sup> Floor, Uhuru Highway P.O. Box 55546 – 00200 Nairobi, KENYA | Telephone 254 20 2245425/2245853/ 0722(0772)516210

Email: info@newtimesconsultants.com | web: www.newtimesconsultants.com

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



Repeat Clients earn attractive Loyalty Rewards, as we continue helping them scale the heights of progress



Scaling the Heights

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

- . British American Ins. Co.
- Sasini Limited
- . Corporate Insurance Co **GIMCO Limited**
- Fresha Dairy Products
- . Telkom Kenya Ltd Equity Bank Ltd
- Parastatal Pension Fund(TZ)
- Pacific Ins. Brokers Itd & .First Reins, Brokers Ltd
- . Dunlop Industries Itd
- Simbi Roses (Sansora Grp)
- Pacico E.A. Ltd .RIDO Savings & CR Sc (UG)

- . Kenya Tourist Dev. Corp
- . Kenya Reinsurance Corp.
- . CIC Ins. Group Ltd. . AMREF Int. Training Centre
- National Musems of Kenya
- . Basco Products Kenya Ltd
- . Medlink Labs & Surgicals Ltd Centro Food Industries - Thika
- . Wida Motel Ltd
- . Alfa Paints Kenya Itd
- Africalla (K) Ltd
- Mullard Fire Protection Ltd.
- Assa Abbloy E. A. Limited
- Kenya Wildlife Services

A CIC Ins. delegate receives a CRM Training Cert. as one from Africalla (k) Ltd looks on -Sept 2011



Below: Awarding a certificate to a Manager after strategic leadership & Mgt



Below:group Photo with non-mgt staff of KTDC after an employee re-branding Program. The HRM franks the NBC Chief Trainer



Delegates of Cus-Relationship Manage ment Training go through the





This is David Muriuki who tells www.newtimesconsultants.com/ testimonials.html Yes, he was so fired up that he finally got an



(testimonials) started right from the raining process, as is evident from

#### Why Not Choose to Transform Your Organization; from GOODNESS to GREATNESS in 2012?

Any time we encounter a past training delegate, we are fond of casually enquiring whether he/ she is still applying the experiential lessons gained during the respective program. Interestingly, most of them have a few things to share in memory of the training.

But, that of Monica, a recent delegate of Staff Motivation and Capacity Building Training took us by surprise. "I have completely changed my attitude towards my job, the employment situation and even my bosses. I now know that promotions are no longer an entitlement. It is me to work hard to proof my worth so that I can get rewarded through promotions and merit increments, else....," Monica volunteered. We had thought that this was rather obvious, but it is not as we learnt.

Nonetheless, such feedback has enabled us to continually gain invaluable confidence whenever making presentations to prospective clients on what we can do for them. But, the same has apparently not been enough as experienced sometimes in the beginning of 2011. Two companies that invited us for a discussion, had implemented the balance score card, one of the processes of tracking employee as well as overall organizational performance. As has been experienced by many organizations, the balance score card does not always work as expected, especially when employees and other stakeholders have not been adequately prepared for the same.

In one of the cases, we were retained to prepare the employees towards a re-orientation process. In the other, the organizational leadership was seemingly unable to buy our ideas. In our view, they seemed to have become extremely precautious whenever dealing with consultants. It was not surprising therefore that our presentation was termed as "too good to be true." This may be understandable given their past experiences as had been explained. We are not sure what they deed thereafter, but for us, it was yet another learning experience.

Today, we ensure to provide "money back guarantees," in the event that the client does not notice change in attitudes, at the minimum, immediately after the training. That particularly applies to all in-house programs, more so those regarding organizational culture change/employee re-branding.

Meanwhile, a recent experience further supports Monica's earlier explained paradigm shift. In light of the guarantee, the HRM of a quasi-government body called for the delegates' recommendations soon after the training. To our amazement, the team unanimously gave an immediate verdict, even before we could leave the training hall. "Let them please be paid immediately," they pleaded in unison.

As experts in enterprise and human capital development, let us remind CEOs and business executives that any worthwhile training in this knowledge era of the 21st century needs be seen to help the delegates to acquire renewed paradigm shifts. Only then will organizations continually transform from GOODNESS to GREATNESS. Mwangi Wanjumbi, Newsletter Author

#### **Newtimes Pictorial Profile**

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



The Production Manager a Manufacturing Company looks on as a employee company his training certificate

Insurance company witnesses as his HRM receives Training her certificate

Insurance Broking firm receives her Training participation Certificate as General Manher ager looks on

Property Consultancy firm receives his training participation Certificate after a 3 day session as his General Manager looks on

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.

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

You can click @ http://www.newtimesconsultants.com/pictorials.html for more pictorials