



TACKAfrica
www.tackafrica.com

Add Value to your Business

What we do

We provide a range of value-adding consultancy services designed to maximise the performance of business organisations by aligning the performance of your people with your strategic goals, helping you achieve more sales, greater growth and higher profits.

Why clients hire us

While the big global management consultancies have been shifting their focus towards technology outsourcing, client organisations have been left to face ever tougher challenges in differentiating themselves amidst a competitive onslaught and in responding intelligently to the worldwide economic upheaval and the shifting 'rules of the game' which will follow.

This has left significant market space for providers of performance-focused business advisory services like *TACKAfrica* which we have sought to fill with the goal of becoming the commercial consultancy of choice. Our unique cross-functional approach to business performance delivers top and bottom line benefits to our clients.

Our proprietary [**brand culture alignment**] methodology has been developed in collaboration with partners overseas and is implemented by a multi-talented locally based team of highly experienced professional consultants.



What we can do for you

Strategy + Branding + Structure and Systems + People and Performance = Customer experience = Business results

It may sound ambitious to claim we can solve all your business challenges. But the fact is we have the experience, maturity and competence to take you to the next level. We have an unrivalled array of analytical tools and transformative methodologies to meet the precise demands of your specific situation. Creating clarity and direction in a shifting market space. Enabling you to maximise the performance of your people, your products and your business. Providing innovation, differentiation and competitive advantage.

We achieve this for our clients by aligning performance with strategy and integrating culture with brand. Utilising our an extensive toolkit of approaches to enhance business performance.

Here's the logic of our proposition. A business, indeed any organisation, can only function fully effectively when there is a seamless alignment between the four major pillars of operational success:

- strategy - which defines purpose, direction and differentiation
- branding - the external communication which engages customers
- structure and systems - all that goes into making things happen, and
- people - on whose performance everything else depends.

The trouble is, in many organisations, some or all of these are poorly defined and typically established in isolation from each other. Strategy may fall within the remit of the board but is too often treated superficially, failing to provide competitive advantage by differentiating the organisation and establishing a sense of purpose. Branding is usually delegated to external agencies under a stand-alone marketing budget often unaligned with overall strategy. Systems and structures fall under finance, admin or IT, and are designed piecemeal or not designed at all but just procured. And people fail to deliver against the brand promise because their competencies are too often left to chance instead of being given real attention and a decent budget.



No wonder the customer experience fails to live up to expectations (have you tried *being* a customer in the 21st century?). Without a vibrant customer experience that generates the all-important word-of-mouth effect, profits suffer. Yet few organisations place focused attention on designing and delivering that experience. Our approach is to ensure alignment of these critical components of management and engagement of people and customers. That's what gives you competitive advantage and superior performance.

Our value proposition

We help you sell more, grow more and achieve more. It's as simple as that. How do we do it?

- We facilitate winning strategies
- We ensure your branding supports your strategy
- We align your culture with your brand
- We ensure the performance of your people achieves your strategic goals
- We devise creative and effective mechanisms for achieving and sustaining change

Our approach works at all levels - corporate, business unit, category, product and brand.

Here is our commitment to making sure that it works for you.



Scaling new heights. TACKAfrica Director Rose on Mt Kenya

- We will work with you to ensure that we fully understand your needs and what results you expect, and that you fully understand what we will do for you.
- We will take a holistic view of your organisation and its goals and craft a unique intervention which is aligned to your specific needs of the moment and designed to achieve tangible business results.
- We will deploy methodologies that are robust, tried and tested, and tailored to achieve the required outcomes.
- We will leverage the capabilities of our core team, our network of specialist partners and our membership of the global TACK organisation to bring the requisite expertise into our assignments.
- We will agree a clear schedule of activities and associated payments and use this as the basis of a contract between us.
- We will offer you an 'across the board' consulting service which addresses:
 - your business performance and growth, based on sales, turnover, profitability and other key indicators
 - your strategic objectives and competitive advantage
 - the promise made to your markets and customers through branding
 - the structure and systems on which the organisation runs
 - the competence and performance of your people.
- In so doing we will make use of best practice approaches tailored for optimal application in your own specific business environment.
- Furthermore, we will transfer capability into the hands of your own people to ensure impact and sustainability.

About us

TACKAfrica has evolved over more than 40 years from being a provider of training courses to become a broad based performance-orientated management consultancy practice. As well as maintaining a core team of consultants, we are part of a consortium of professional business advisors which significantly expands our pool of competence into fields such as marketing, branding, corporate finance and recruitment.

TACKAfrica Managing Director Steve Shelley is a recognised authority on business management and is the author of 'Doing Business in Africa' (*New Holland, Cape Town, 2004*). We operate from offices in Nairobi and Dar es Salaam from where we staff assignments all over the greater East African region.



As a licensed partner in the global TACK Training network, we have access to an unrivalled portfolio of proprietary learning resources. Our range of HR development services includes corporate training, online learning, performance management systems, team building, competency assessments, executive recruitment, coaching, culture and diversity, surveys and research, and workshop facilitation.

TACK was established in the UK in 1948 and in East Africa in 1965. The firm operates in over forty countries.

Talk to us!

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The Whole Performance Solution

Strategy | Branding | People | Performance > Results

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