

BEACON

ISSUE 008
JULY 2017

A Monthly Publication of TRW Consult Holdings

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Lekam International Pharmaceuticals Signs TRW Consult

Lekam International Pharmaceuticals Nigeria Limited, a subsidiary of Lekam Pharmaceutical Company Poland, recently signed TRW Consult as its Marketing Communication Agency to drive Brand Management, Publicity, Promotions, PR, and Advertising.

Lekam is one of the fastest growing pharmaceutical companies in the Europe with a strong presence in most countries in the Middle East, Africa, Asia, Central and Eastern Europe.

After expending time screening and doing due diligence on various local service providers, as characteristic of European countries, the Management of Lekam eventually decided to pitch its tent with TRW Consult affirming their impressiveness at the professional and resourceful way the company acquit itself during the screening exercise.

TRW Consult is pleased to welcome Lekam to its booming list of elite clientele. ●



After expending time screening and doing due diligence on various local service providers, ...the Management of Lekam eventually decided to pitch its tent with TRW Consult ...

lekam 

Some products from the stable of Lekam International Pharmaceuticals Nigeria Limited

Babatunde Oladele Trains Payporte's Team Leads



Thursday, June 22, 2017 saw the Chief Responsibility Officer of TRW Consult, Mr Babatunde Oladele, taking a group of Payporte Team Leads through an intensive coaching session on Business Communications at a special training organised by the Knowledge Exchange Centre (KEC), Lekki, Lagos.

The session, which was part of a 3-day Team Leaders' Development and Peak Performance Course, focused on several integral forms of Business Communication including Report Writing, Presentation Skills and Verbal/Non-verbal communication in the workplace.

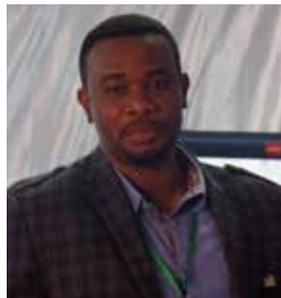
In typical TRW Consult style, Mr Oladele took participants through rigorous theoretical and practical sessions as he unravelled the subtleties in communication, debunked common

myths, and highlighted the forms of communication which he listed as verbal, spoken, written, non-verbal, expressive and receptive.

Mr Oladele also revealed that just as there were forms, there were also types of communication. He gave these types of communication as intrapersonal, interpersonal, group communication and mass communication.

It was an excited class and members of the KEC team, led by a selected spokesperson, who expressed their thanks at the depth and volume of teaching which Mr Oladele could fit into the day's learning.

TRW Consult, a Marketing Communications agency, boasts Corporate Training as one of its flagship services.



Becoming and Unbecoming:

ThriVe Academy Session Discusses How to Hold True to One's Ideal Self

At the June edition of the ThriVe Academy life-sharing session, the facilitator – Babatunde Oladele discussed the topic: *Becoming and Unbecoming—How people bring out the best and the beast in you and how you can hold true to your ideal self.*

He started the session by defining two key words, 'Becoming' and 'Unbecoming'. According to the speaker, the dictionary defines 'Becoming' as come to be something, to change or develop into something and 'Unbecoming' as not to become or mis-become.

He then went ahead to ask participants some deep and fundamental questions such as: Who/what brings out the best in them? Who/what brings out the worst in them? These questions led to participants identifying parts of their selves that they had not given much thought to in the past.

He then noted that in life and at one point or the other, certain people, things or behaviour might bring out the best and worst in one, however, the key to staying true to one's ideal self is through self-knowledge and application.

In the light of that, he mentioned some major areas where one should know oneself which include:



- Knowing one's impact on others
- Knowing one's personality
- Knowing one's values
- Knowing one's ideals
- Knowing one's limit
- Knowing one's highs
- Knowing one's lows
- Knowing one's attitude
- Knowing one's action and taking responsibilities for them
- Knowing one's responses and progressively increasing one's knowing and awareness.

At the end of the session, it was announced that the date for the next ThriVe session would hold on Friday, July 28, 2017.



Social Diary

Birthdays

TRW Consult Holdings rejoices with our celebrant for the month of May:



Chiemezie Mbagwu (May 23)

Insights from the TRW Consult Team



TRW Consult team members continue the tradition of sharing insights, tips, and personal experiences with one another. Here are the highlights of lessons learnt from some of those sharing sessions.

On Personal Values...team members encouraged one another to identify their various personal values and stay true to it because they inadvertently define who we are and how we are described.

On Motives...the key point is learning how to identify motives and differentiate people's intentions from their actions.

On Patience...sometimes, things take time and we should learn to be patient in every area of our lives. Do not always be quick to respond. Assess the situation to ensure you understand what you are faced with

before you speak, act, or react.

On Goals...always learn to evaluate your goals over the course of the year to determine what had been achieved and what is yet to be achieved and deploy strategies in accomplishing the rest of their goals that haven't been achieved. You need not wait till the end of the year to determine if you have been successful.

On Leadership...there are two basic types of leaders—leaders by position and leaders by self-inclination. Leaders by position should aspire to possess the qualities often found more in those who are called 'natural leaders'. Every leader should be able to effectively communicate goals, values, and objectives to his followers and make efforts to provide solutions to the challenges subordinates face. ●

LAUGH IT OFF (JOKES THAT WORK)

Honesty...the best policy

A guy goes in for a job interview and sits down with the boss.

The boss asks him, "What do you think is your worst quality?"

The man says "I'm probably too honest."

The boss says, "That's not a bad thing, I think being honest is a good quality."

The man replies, "I don't care about what you think!" ●

FEATURED CLIENT

Managerial School of Excellence (MSE)

Managerial School of Excellence (MSE) is a leading management training institution focused on managerial skills development of its trainees.

The organisation teaches greenhorns what it takes to function in the workplace and get them to be self-confident. They also prepare the ambitious manager to deliver effectively and efficiently on the job; turning rookies into star

managers. The establishment prides itself on training “how to do” and not just “what to do”.

Their vision is to provide the platform and opportunities for people to become excellent in managerial positions.

To learn more about the Managerial School of Excellence, visit their website at <http://mse.com.ng> send email to info@mse.com.ng or call (+234)909 7295 905.



From Conceptualisation to Curtain Call

Adequate planning, publicity and attention to minutiae are precursors to hosting a successful event. The difference between a talk-of-the-town event and a downright flop is usually down to a strategic execution of or a careless omission on these tripartite factors.

With our robust publicity portfolio, we can make your event the talk of town before, during and after the event itself. Our team of experts will deploy offline and online strategies that will ensure your event gets



the right publicity, attracts the right audience, and leaves the right memories.

With us having your back, you need not worry about

audience mobilisation and engagement for your personal, corporate or national event. With TRW Consult at your service, you are in trusted hands.

TRW Consult, is a Marketing Communications agency that gives you more options and time to do more in your areas of competence while we take on your inconveniences and deliver world-class results.

Contact us today via email at mail@trwconsult.com or call 08188708026.

YOUR BOOK IDEA

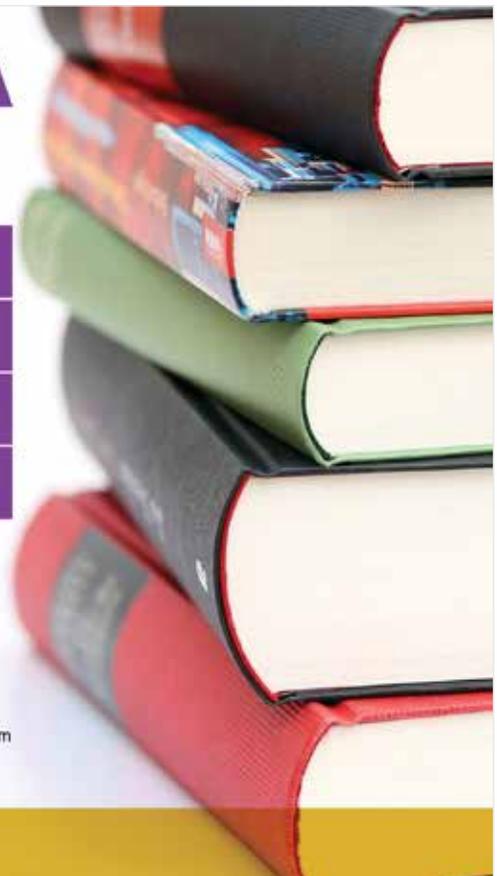
WE CAN HELP YOU...

→ RESEARCH IT	→ TRANSCRIBE IT	→ WRITE IT
→ EDIT IT	→ REVIEW IT	→ PROOF IT
→ DESIGN IT	→ PRINT IT	→ PUBLISH IT ONLINE
→ CRITIQUE IT	→ PROMOTE IT	→ MARKET IT

For more information call
0803 053 8099, 0818 870 8026



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...we take you from Thoughts to Prints

TRW Consult Holdings Overview

S/N	Corporate Entities	Descriptions	Core Offerings	Website
1	The Ready Writers	Content & Editorial Company	<ul style="list-style-type: none"> - Research - Content Development - Manuscripts - Transcribing - Editing & Proofing 	www.thereadywriters.net
2	Sons of Issachar Concepts	A Total Publishing Company	<ul style="list-style-type: none"> - Book Publishing - Digital Publishing - Book Marketing - Idea Management - Process Improvement 	www.issacharprojects.com
3	TRW Consult Ltd	Marketing Communications Agency	<ul style="list-style-type: none"> - Reputation Management - Digital Marketing - Content Marketing - Event Marketing - Social Media - Publicity 	www.trwconsult.com
4	Ogidi Olu Farms	Cultivation, Processing & Exports	<ul style="list-style-type: none"> - Crops Cultivation - Produce Processing - Exports 	www.ogidiolufarms.com



OgidiOlu Farms



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