

## Introduction

**B** TC GROUP is a full service agency providing market and social research solutions, management training and strategic planning services for enterprises. Our passion lies in understanding and simplifying the complex and interconnected social and business environment you operate in with the aim of providing you with unmatched insights across myriad industries and markets in Africa.

With a presence in Kenya, Uganda, Tanzania, South Sudan and Rwanda, industry leaders in Financial Services, FMCGs, NGOs and SMEs continue to trust our expertise to guide investment decisions, venture into new markets, evaluate growth, assess impact of social investments, implement market and brand positioning, develop products and gauge customer and staff satisfaction.



We are driving performance and growing brands by empowering enterprises to identify opportunities and innovations in the marketplace and deliver compelling customer propositions. The strategy component of our service offering affords you with a 360° solution by translating business intelligence into actionable outputs.

We serve the needs of medium and large for profit and non-profit organizations. We enable organizations establish deep connections with their target audiences and offer solutions that foster strong emotional connections that enhance internal and external customer experiences. Our primary focus is on Market and Social Research which brings insights to guide key business decisions in the boardroom. Our customized training empowers internal teams to passionately deliver the brand promise.

#### **Mission**

We help organizations to build profitable relationships with their target audiences by providing Market and Social Research, Strategic Planning and Management Training Services.

### Vision

delivering passionately!





ASSISTING SMALL BUSINESSES TO GROW

**23-27** JAN, 2023

at Hillpark Hotel, Upperhill, Nairobi Ksh. 15,500 PER PERSON PER DAY

COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
	JANUARY				(1120)
Fundamentals of Enterprise Risk Management (ERM)	Public Sector	5 Days	Jan 16th-20th	Sarova Whitesands Beach Hotel & Spa, Mombasa	23,500
Building Personal and Organizational Resilience: Thriving through a Disaster & Beyond	Across the Organization	5 Days	Jan 16th-20th	Villa Rosa, Kempinski, Nairobi	20,000
Executive Coaching & Mentoring	Managers, Supervisors & HoDs	5 Days	Jan 16th-20th	Radisson Blu Arboretum, Nairobi	20,000
Built to Last: Business Continuity, Disaster Recovery & Crisis Management	Directors, HoDs, Managers, Team Leaders, Supervisors, across organization	5 Days	Jan 23rd-27th	Travelers Beach Hotel, Mombasa	21,000
ERM: Building the Right Risk Culture and Maturity	Risk Managers &Risk Officers	5 Days	Jan 23rd-27th	Radisson Blu Arboretum, Nairobi	22,500
SME Accelerator	SME	5 Days	Jan 23rd-27th	Hill Park Hotel, Nairobi	15,500
HR for Non-HR Managers	Across the Organization	5 Days	Jan 23rd-27th	Radisson Blu Arboretum, Nairobi	21,000
Fundamentals of Enterprise Risk Management (ERM)	Saccos & Microfinance Institutions	5 Days	Jan 30th-3rd Feb	Enashipai Hotel, Naivasha	23,500
	FEBRUARY				
Management Development Program: Leadership Skills for Experienced Managers	More experienced Managers / HoDs / Team Leaders /Supervisors	5 Days	Feb 6th-10th	Sarova Whitesands Beach Hotel & Spa, Mombasa	21,500







# **DEVELOPING NEW MANAGERS**

building skills for newly promoted managers

Ksh. 20,500 PER PERSON PER DAY

COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Inventory Management &Purchasing Skills	Warehouse & Procurement Department	5 Days	Feb 6th-10th	Radisson Blu Arboretum, Nairobi	21,000
Fundamentals of Enterprise Risk Management (ERM)	Non-financial Private Sector Institutions	5 Days	Feb 6th-10th	Travelers Beach Hotel, Mombasa	23,500
Essential Skills Training for Office Assistants	Clerks, Secretaries & Cleaners	5 Days	Feb 13th-17th	Radisson Blu Arboretum, Nairobi	21,000
Understanding Financial Management for Non-Finance Managers	Across the organization	5 Days	Feb 13th-17th	Radisson Blu Arboretum, Nairobi	19,850
ERM: Building the Right Risk Culture and Maturity	Heads of Risks, Board & Executive Committees	5 Days	Feb 20th-24th	Enashipai Hotel, Naivasha	25,000
Mastering Spreadsheets Making the Best Out of MS Excel	Across Organization	5 Days	Feb 20th-24th	Radisson Blu Arboretum, Nairobi	19,850
Disaster Recovery (DR) and Business Continuity Planning (BCP)	Public Sector	5 Days	Feb 27th-3rd March	Radisson Blu Arboretum, Nairobi	23,500
Putting Customers First Superior Customer Experience for Business Success	All staff	5 Days	Feb 27th-3rd March	Travelers Beach Hotel, Mombasa	23,500
	MARCH				
Risk Governance and Appetite Setting	Heads of Risk, Heads of Internal Audit, Board & Executive Committees	5 Days	March 6th-10th	Sarova Whitesands Beach Hotel & Spa, Mombasa	25,000
Developing New Managers Building Skills for Newly Promoted Managers	Newly Promoted Managers/supervi sors/Team Leaders	5 Days	March 6th-10th	Radisson Blu Arboretum, Nairobi	20,500





COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Disaster Recovery (DR) and Business Continuity Planning (BCP)	Saccos & Intermediate Financial Institutions	5 Days	March 6th-10th	Villa Rosa, Kempinski, Nairobi	23,500
Executive PAs	Personal Assistants	5 Days	March 13th-17th	Hill Park Hotel, Nairobi	19,500
Building Personal and Organizational Resilience: Thriving through a Disaster & Beyond	Across the	5 Days	March 13th-17th	Sarova Whitesands Beach Hotel & Spa, Mombasa	20,000
Built to Last: Business Continuity and Crisis Management	Organization Directors, HoDs, Managers, Team Leaders, Supervisors, across Organization	5 Days	March 20th-24th	Radisson Blu Arboretum, Nairobi	21,000
Leading Change and Transformation Catalyzing Change across the Organization	Across the Organization	5 Days	March 20th-24th	Travelers Beach Hotel, Mombasa	22,500
Own the Stage Business Presentation and Public Speaking Skills	Managers, Supervisors, Officers & Team Leaders	5 Days	March 27th-31st	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
SME Accelerator	SME	5 Days	March 27th-31st	Hill Park Hotel, Nairobi	15,500
	APRIL				
Management Development Program Catalyzing Change across the Organization	Change Champions, Team Leaders, HoDs, Executive Management	5 Days	April 3rd-7th	Enashipai Hotel, Naivasha	22,500
Fundamentals of Enterprise Risk Management (ERM)	Public Sector	5 Days	April 3rd-7th	Radisson Blu Arboretum, Nairobi	23,500





COURSE	TARGET GROUP  APRIL	DURATION	DATE 2023	VENUE	FEES (KES)
ERM: Development of ERM Tools Level 1: Risk Registers RM Training	Risk Managers, Risk Officers & Risk Champions	5 Days	April 10th-14th	Travelers Beach Hotel, Mombasa	22,500
Executive Coaching & Mentoring	Managers, Supervisors & HoDs	5 Days	April 10th-14th	Radisson Blu Arboretum, Nairobi	20,000
Workplace Wellbeing Nurturing wellbeing at work	HR & Staff across all Departments	5 Days	April 17th-21st	Radisson Blu Arboretum, Nairobi	28,500
SME Accelerator	SME	5 Days	April 17th-21st	Hill Park Hotel, Nairobi	15,500
Essential Skills Training for Office Assistants	Clerks, Secretaries & Cleaners	5 Days	April 24th-28th	Radisson Blu Arboretum, Nairobi	21,000
ERM: Development of ERM Tools Level 2: Key Risk Indicators and Key Control Indicators	Risk Managers, Risk Officers & Risk Champions	5 Days	April 24th-28th	Travelers Beach Hotel, Mombasa	22,500
	MAY				
Delivering Result Through People: Leadership skills for Experienced Managers	More Experienced Managers / HoDs / Team Leaders /Supervisors	5 Days	May 8th-12th	Sarova Whitesands Beach Hotel & Spa, Mombasa	21,500
Understanding Finance Management for Non-Finance Managers	Across the Organization	5 Days	May 8th-12th	Sarova Whitesands Beach Hotel & Spa, Mombasa	19,850
Fundamentals of Enterprise Risk Management (ERM)	Saccos & Intermediate Financial Institutions	5 Days	May 15th-19th	Radisson Blu Arboretum, Nairobi	23,500
Mastering Spreadsheets Making the best out of MS Excel	Across the Organization	5 Days	May 15th-19th	Travelers Beach Hotel, Mombasa	19,850





COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Inventory Management &Purchasing Skills	Warehouse & Procurement Department	5 Days	May 22nd-26th	Radisson Blu Arboretum, Nairobi	21,000
Authentic Leadership New Ways of Leading in Ambiguity	Executive /Senior Management /HoDs	7 Days	May 22nd -26th	Sarova Whitesands Beach Hotel & Spa, Mombasa	35,500
ERM: Development of ERM Tools Level 3: Stress Testing and Financial Modelling	Risk Managers, Risk Officers & Risk Champions	5 Days	May 22nd-26th	Travelers Beach Hotel, Mombasa	22,500
Putting Customers First Superior Customer Experience for Business Success	All staff	5 Days	May 29th -2nd June	Radisson Blu Arboretum, Nairobi	23,500
	JUNE				
Leading Change and Transformation Catalyzing change across the organization	Change Champions, Team Leaders, HoDs, Executive Management	5 Days	June 5th-9th	Radisson Blu Arboretum, Nairobi	22,500
<b>Retiring with Dignity</b> Excelling in Post Active work life	All Staff /Retirees	5 Days	June 5th-9th	Travelers Beach Hotel, Mombasa	23,200
Disaster Recovery (DR) and Business Continuity Planning (BCP)	Public Sector	5 Days	June 12th-16th	Sarova Whitesands Beach Hotel & Spa, Mombasa	23,500
Budgeting & Finance Planning	Finance Department	5 Days	June 12th-16th	Enashipai Hotel, Naivasha	19,850
HR for Non-HR Mangers	Across the Organization	5 Days	June 19th-23rd	Sarova Whitesands Beach Hotel & Spa, Mombasa	21,000
Fundamentals or Enterprise Risk Management (ERM)	Risk officers & Risk Champions	5 Days	June 19th-23rd	Radisson Blu Arboretum, Nairobi	22,500





COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Lego Serious Play	Managers & Head of Departments	5 Days	June 19th - 23rd	Enashipai Hotel, Naivasha	35,500
Workplace Well Being Nurturing Well-Being at Work	Across the Organization	5 Days	June 26th-30th	Radisson Blu Arboretum, Nairobi	28,500
Executive Coaching & Mentoring	Managers, Supervisors & HoDs	5 Days	June 26th-30th	Sarova Whitesands Beach Hotel & Spa, Mombasa	20,000
Own The Stage Business Presentation & Public Speaking Skills	Managers, Supervisors, Officers, Team Leaders	5 Days	July 3rd-7th	Travelers Beach Hotel, Mombasa	24,500
Disaster Recovery (DR) and Business Continuity Planning (BCP)	Saccos & Intermediate Financial Institutions	5 Days	July 3rd-7th	Radisson Blu Arboretum, Nairobi	23,500
Awaken The Giant in You Transforming Performance Management for Increased Productivity	Across organization	5 Days	July 10th-14th	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,000
SME Accelerator	SME	5 Days	July 10th-14th	Hill Park Hotel, Nairobi	15,500
Executive PAs	Personal Assistants	5 Days	July 17th-21st	Radisson Blu Arboretum, Nairobi	19,500
Inventory Management &Purchasing Skills	Warehouse & Procurement Department	5 Days	July 17th-21st	Travelers Beach Hotel, Mombasa	21,000
Behavioral Emotional Intelligence	Executive /Senior Management /HoDs	5 Days	July 24th–28th	Sarova Whitesands Beach Hotel & Spa, Mombasa	35,000
Business Continuity Management and Disaster Recovery Planning	Risk Managers & Risk Officers	5 Days	July 24th–28th	Enashipai Hotel, Naivasha	22,500





COURSE	TARGET GROUP AUGUST	DURATION	DATE 2023	VENUE	FEES (KES)
<b>Developing New Managers</b> Building Skills for Newly Promoted Managers	Newly Promoted Managers/Supervi sors/Team Leaders	5 Days	Aug 7th-11th	Sarova Whitesands Beach Hotel & Spa, Mombasa	20,500
Managing Records in a Digital World E-Records and Information Management	Office Clerks, Register Officers, Secretaries, Office Assistants, Office Messengers	5 Days	Aug 7th-11th	Radisson Blu Arboretum, Nairobi	19,850
Effective Risk Assessment -The How	Risk Managers & Risk Officers	5 Days	Aug 14th-18th	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
Workplace Well Being Nurturing well-being at work	Across the Organization	5 Days	Aug 21st-25th	Travelers Beach Hotel, Mombasa	28,500
Lego Serious Play	Managers & Head of Departments	5 Days	Aug 21st-25th	Sarova Whitesands Beach Hotel & Spa, Mombasa	35,500
Beyond the Wheel Protocol, Etiquette & Diplomacy for Drivers	Drivers (Public & Private)	5 Days	Aug 28th - 1st Sep	Radisson Blu Arboretum, Nairobi	21,000
Putting Customers First Superior Customer Experience for Business Success	All staff	5 Days	Sept Aug 28th -1st Sept	Sarova Whitesands Beach Hotel & Spa, Mombasa	21,400
Effective Reporting for Enterprise Risk Management	Risk Managers & Risk Officers	5 Days	Aug 28th - 1st Sept	Villa Rosa, Kempinski, Nairobi	22,500
	SEPTEMBER				
Personal Branding Boost your Confidence	Front and Back-Office Staff	5 Days	Sept 4th-8th	Travelers Beach Hotel, Mombasa	20,500
Executive Coaching & Mentoring	Managers, Supervisors & HoDs	5 Days	Sept 4th-8th	Sarova Whitesands Beach Hotel & Spa, Mombasa	20,000





COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Behavioral Emotional Intelligence	Executive /Senior Management /HoDs	5 Days	Sept 4th-8th	Radisson Blu Arboretum, Nairobi	35,000
Development of a Tailor-Made Risk Appetite Framework & Rating Matrix	Risk Managers	5 Days	Sept 11th-15th	Travelers Beach Hotel, Mombasa	22,500
Own the Stage Business Presentation & Public Speaking Skills	Managers, supervisors, officers, team leaders	5 Days	Sept 11th-15th	Enashipai Hotel, Naivasha	21,500
Inventory Management &Purchasing Skills	Warehouse & Procurement Department	5 Days	Sept 18th-22nd	Radisson Blu Arboretum, Nairobi	21,000
Fundamentals of Credit Risk Management: Frameworks and Strategies	Risk Managers & Credit Officers	5 Days	Sept 18th-22nd	Enashipai Hotel, Naivasha	22,500
Understanding Finance Management for Non-Finance Managers	Across the organization	5 Days	Sept 25th-29th	Sarova Whitesands Beach Hotel & Spa, Mombasa	19,850
Putting Customer First Superior Customer Experience for Business Success	Across the organization	5 Days	Sept 25th-29th	Radisson Blu Arboretum, Nairobi	20,500
	OCTOBER				
Fundamentals of Credit Risk Management: Frameworks and Strategies	Risk Managers, Risk Officers & Finance Managers	5 Days	Oct 2nd-6th	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
Lego Serious Play	Managers & Head of Departments	5 Days	Oct 2nd-6th	Radisson Blu Arboretum, Nairobi	35,500
Building Personal and Organizational Resilience: Thriving through a Disaster & Beyond	Across the Organization	5 Days	Oct 2nd-6th	Radisson Blu Arboretum, Nairobi	20,000





COURSE	TARGET GROUP SEPTEMBER	DURATION	DATE 2023	VENUE	FEES (KES)
Awaken the Giant in You: Transforming performance management for increased productivity	Across organization	5 Days	Oct 23rd -27th	Travelers Beach Hotel, Mombasa	22,000
Budgeting & Finance Planning	Finance Department	5 Days	Oct 23rd-27th	Radisson Blu Arboretum, Nairobi	19,850
Essential Skills Training for Office Assistants	Clerks, Secretaries & Cleaners	5 Days	Oct 23rd-27th	Enashipai Hotel, Naivasha	21,000
ERM: Development of ERM Tools Level 3: Stress Testing and Financial Modelling	Risk Managers, Risk Officers & Risk Champions	5 Days	Oct 30th-3rd	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
SME Accelerator	SME	5 Days	Oct 30th-3rd Nov	Hill Park Hotel, Nairobi	15,500
Operational Risk Management: Frameworks and Strategies	Risk Officers & Risk Managers	5 Days	Oct 30th-3rd Nov	Enashipai Hotel, Naivasha	19,500
HR for Non-HR Managers	Across the Organization	5 Days	Oct 30th-3rd Nov	Radisson Blu Arboretum, Nairobi	21,000
	NOVEMBER				
Risk Management for Internal Auditors: The Missing Link	Internal Auditors	5 Days	Nov 6th-10th	Radisson Blu Arboretum, Nairobi	22,500
Leading Change and Transformation Catalyzing Change across the Organization	Across the Organization	5 Days	Nov 6th-10th	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
Cyber Security and IT Risk Management - A bird's Eye View	IT Risk Managers, Risk Officers, & Cyber Security Officers	5 Days	Nov 13th -17th	Travelers Beach Hotel, Mombasa	22,500





COURSE	TARGET GROUP	DURATION	DATE 2023	VENUE	FEES (KES)
Warehouse and Supply Chain Risk Management	All Warehouse/ Stock & Supply Management Staff	5 Days	Nov 13th -17th	Radisson Blu Arboretum, Nairobi	22,500
Beyond the Wheel Protocol, Etiquette & Diplomacy for Drivers	Drivers (Public & Private)	5 Days	Nov 20th -24th	Sarova Whitesands Beach Hotel & Spa, Mombasa	21,000
Fundamentals of Enterprise Risk Management (ERM)	Non-financial Private Sector Institutions	5 Days	Nov 20th -24th	Radisson Blu Arboretum, Nairobi	23,500
Introduction to Compliance Risk Management	Compliance and Risk Officers, Internal Auditors	5 Days	Nov 27th -1st Dec	Travelers Beach Hotel, Mombasa	22,500
Executive Coaching & Mentoring	Managers, Supervisors & HoDs	5 Days	Nov 27th -1st Dec	Sarova Whitesands Beach Hotel & Spa, Mombasa	20,500
	DECEMBER				
Risk Management for Internal Auditors: The Missing Link	Internal Auditors	5 Days	Dec 4th -8th	Sarova Whitesands Beach Hotel & Spa, Mombasa	22,500
Behavioral Emotional Intelligence	Executive /Senior management /HoDs	5 Days	Dec 4th -8th	Radisson Blu Arboretum, Nairobi	35,000
ERM: Building the Right Risk Culture and Maturity	Risk Managers & Risk Officers	5 Days	Dec 4th -8th	Enashipai Hotel, Naivasha	22,500



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