Executive leadership is the ability of those who manage or direct employees in an organization to influence and guide these individuals. Those leading executive leadership processes typically oversee such business activities as fulfilling organizational goals, strategic planning development and overall decision making.

There are several different types of executive leadership, including servant leadership, authentic leadership and paternalistic leadership. Characteristics of strong executive leaders include accountability, motivational leadership skills, problem solving abilities and extensive job experience in their profession.

Strong executive leaders also possess analytical skills to determine how to maximize employee productivity and derive the most business benefit from company resources. To do so, executive leaders will use processes such as company and individual employee performance measurement and risk assessment/analysis. Other leadership traits such as empathy, willingness to collaborate and the ability to listen are especially valuable to successful executive leaders.

Executive leaders usually have a mix of soft (interpersonal) skills and hard skills that are used to inspire employees and leverage their attributes to improve business processes. They also play a big role in developing and exemplifying their organization's corporate culture, including the degree of emphasis placed on various defining elements such as hierarchy, innovation, collaboration, competition, community involvement and social engagement.

So the TCLD Senior Executive Leadership Programmes is specially designed for individuals looking to acquire new professional skills, exceed their goals and gain competitive advantage. Teams in various organizations such as Government or Private, Health Care, Media and Communication, Lawyers, Military and Police, Engineers, Diplomats and International Civil Servants in particular shall gain shared language, tools, and insights to address common challenges.
The Tayong Center for Leadership Development (TCLD), a One Stop Shop for Leadership Soft skills and Personal Development delivery, in Cameroon /Africa, has been organizing several workshops, training Senior Executives, Mid-Managers and Frontline staff, of leading businesses and organizations in Cameroon.

Besides training most Cameroon government Ministries and top level staff of the Prime Minister’s Cabinet, we have also trained staff of companies such as Zenithe Insurance Company in Douala- Cameroon, Musango Bus Services Buea, and Cameroon Radio Television CMCA in Yaoundé. Most recently we trained the Frontline Staff of the Cameroon Customs in Yaounde and Douala, the outgoing students’ medical doctors, dentists, and pharmacists from the Faculty of Medicine and Biomedical Sciences of the University of Yaoundé 1 and several State owned Universities and Institutions of Higher education in Cameroon.

These workshops have infused into the staff and managers of these institutions laser beamed, and immediately actionable skills, on strategic leadership, team building and motivation, goal setting and management, public relations and customer services. These to prepare them for improved teamwork as well as set high standards when dealing with clients.

Our workshops are highly interactive with participants able to learn today and practice the next day. We have also received excellent media coverage from CRTV and major newspapers during some of these workshops.
Recently we lost our best friend, father and mentor Jack Welch my best Professor coach and mentor ever. Many things were written about Jack over the years. He was the “Manager of the Century” and the “CEO of CEOs.” As one of the firsts African students to join the JWMI in 2014, it was a dream come through the day I gained admission into the very prestigious Jack Welch Management Institute, one of the world’s top-ranked MBA programs.

As a matter of fact, nothing was more interesting participating in Jack’s classes and following his several webinars where he brought in passion and energy from the battlegrounds of business to our school and people. From holding quarterly calls with students to shaking every hand at every encounter, Jack was personally invested in every JWMI student’s potential and committed to their success.
There was nothing more exciting than his attendance at faculty and Student advisory board retreats to which I was privileged to meet with him in Orlando Florida in 2014 and his New York 2015 during the launch of the Real-Life MBA a book co-published with his beautiful Wife Suzy Welch.
During these encounters, we spoke on my career perspectives after earning the very prestigious Jack Welch MBA.
There I told him about my intention to create the Tayong Center for Leadership Development (TCLD) which I intended will help evangelize the Welch Way leadership in Cameroon and later Africa.
In class Jack shared his very tested managerial skills which was focused on how people felt about their jobs and how he could support their success. He was tough and loving in the same moment. And he always got the best out of us.

As a proud Alumni, Jack gave us the blueprint on how to win in business. Have a clear mission and align everyday behaviors to it. Speak with candor but give everyone voice and dignity. Encourage people to take risks. Reward the best. Above all, build great teams. Today in Africa/Cameroon TCLD is championing the Welch Way in over 200 institutions of and corporate organizations through training, coaching and mentoring workshops.
I can attest to the fact the fact that, the best schools and corporate bodies in Cameroon are consuming the Welch Way Leadership training model without moderation a management model which is immediately applicable focused on learning today and leading tomorrow.
Our team of expertise is highly diverse. Mostly composed of public relations practitioners, leadership and management experts with over 15 years of International experience working with the United Nations. They earned their training from some of the best Management Schools in the USA, such as Jack Welch Management Institute Washington (JWMI), and Harvard University Cambridge. International Institute of Events Management California (IIEM), International Relations Institute of Cameroon (IRIC) and the advanced school of Mass Communication (ASMAC) University of Yaounde.

**The Team**

- **Peter Ngu Tayong**
  HEAD COACH
  Expert in leadership, career and personal development

- **Esoh Ewane Beahs**
  Trainer and Consultant

- **Henriette Praha**
  Trainer and Consultant

- **Fruche Terence**
  Trainer and Consultant

- **Eliot Etonde**
  Trainer and Consultant

- **Witah Jane**
  Trainer and Consultant

- **Tabe Rawlings**
  Trainer and Consultant

- **Manuela Fotso**
  Trainer and Consultant
Our Vision
To holistically transformed people who can influence change in our communities in Cameroon

Our Mission
The mission of TCLD is to provide high quality, immediately actionable time and cost-effective leadership, careers and professional development training to Cameroonians and Africans of all ages and academic background. TCLD achieves its mission by delivering in person Soft Skills training events facilitated by internal and external partners with a view of learning today and leading tomorrow.

Our Values
Teamwork, Coach Guide action, Collaborate and Reinforce
Dear all,

It’s with great pleasure that we introduce our 2019/2020 Catalogue which henceforth, should facilitate your choice of training for your senior executives with supervisory roles in your organizations.

The Tayong Center for leadership development (TCLD) is a One Stop for Leadership Soft skills and Personal Development training, in Cameroon /Africa which has been organizing several workshops and trainings for Senior Executives, Mid-Managers and Frontline staff, of leading businesses and organizations in Cameroon.

We are reputed to have trained senior management staff of the following institutions: the Prime Minister’s Cabinet, the Ministry of Small and Medium-sized Enterprises, Social Economy and Handicraft (MINPMEESA), the Ministry of External Relations, Societe Buns, Zenithe Insurance Company in Douala- Cameroon, Musango Bus Services Buea, and Cameroon Radio Television CMCA in Yaoundé.

Most recently, we trained the Frontline Staff of the Cameroon Customs in Yaoundé and Douala, the outgoing students’ medical doctors, dentists, and pharmacists from the Faculty of Medicine and Biomedical Sciences of the University of Yaoundé 1, ENAM, ISMP, IRIC and ESSTIC and National Advanced School of Public Works.

During these sessions, participants were infused with the latest skills, in leadership, team building and motivation, goal setting and management, public relations and customer services. These to prepare them for improved teamwork as well as they set high standards when dealing with clients.

Our workshops are highly interactive with participants able to learn today and practice the next day. We have also received excellent media coverage from CRTV and major newspapers during some of these workshops.

Our team of experts are highly diverse. Mostly composed of senior leadership and management experts with over 35 years of International experience working with the United Nations. They earned their training from some of the best management schools in the USA, such as Jack Welch Management Institute Washington (JWMI), and Harvard University Cambridge. International Institute of Events Management California (IIEM), International Relations Institute of Cameroon (IRIC) and the Advanced School of Mass Communication (ASMAC) University of Yaoundé.

We shall be greatly honoured if you grant our wish and we look forward working with you.

Cheers,
Peter Ngu Tayong
Head Coach TCLD
Introduction
Through this course, participants strengthen their conflict-management skills and learn how to become more effective in influencing others, by practicing techniques to engage in productive debates and to develop more flexible leadership styles.

Objectives
Upon successful completion of this course, participants will be able:
- Apply interpersonal skills to more effectively communicate, listen and handle conflicts;
- Accomplish goals and control outcomes when dealing with staff, peers, management and other departments;
- Analyze their own and others’ style of behavior and recognize their strengths/weaknesses;
- Identify their primary leadership style and techniques to achieve the most out of that style;
- Develop more flexibility to use other leadership styles, according to the context;
- Practice ways to engage in productive debate.
What are the advantages of choosing the in-house training option?

- Save money and time: If six or more people need training on the same topic, you can save 20-60% over public seminar costs by bringing our TCLD seminar in-house. Since your seminar is held at your convenience and at the location of your choice, your employees save travel costs and don’t waste valuable time away from the office.
- Get focused content: Choose an existing course from the TCLD catalog; combine modules for a tailored approach; or let us custom-design your course. Your training can target the most current trends and technologies affecting your organization and industry. Confidentiality is ensured, so you can tackle department hot buttons in private.

How can you make it happen?

Contact us by email, phone, or the inquiry form below and let us know:
- What would you like the course to focus on?
- Where would you like the training to take place and when?
- How many members of your team would you like to train?
- What level of experience does your team have?
## Course Content

### Topic 1 – Leadership Style and Personality Types:

In our different organization each of us is placed in supervisory positions. Does this mean we are leaders? Is leadership the same as management? What are the characteristics of effective leaders? In this course, we will address leadership vs. management. In addition, we will discuss the importance of personality styles in how we lead and influence others.

### Topic 2 – Teamwork and Managing People:

Supervisors are in the people business. Whether people on our teams or a person up and across the organization, much of our success at work (and in life) comes down to relationships with others. Yet the demands of our jobs can make it seem impossible to take the time required to initiate and build relationships. In this workshop, we will talk about specific strategies to help you build and maintain relationships that will help you succeed at work. In addition, we will discuss how you can help your team move from a collection of people to a motivated, high performing team.

### Topic 3 – Managing Time and Commitments, and Delegating:

“Too much to do. Too little time to do it!” That's a phrase we often hear from leaders. The focus of this session is helping supervisors manage their time and commitments. This is not a traditional time management session. It is much more holistic than just tools and techniques. We will see how managing our time is more than just having a to-do list. We will include discussions about managing our energy, interruptions, priorities, e-mail, and paperwork.

### Topic 4 – Coaching and Influencing Skills for Supervisors:

What is influence? Is it the same as power? When does influence become manipulation? Though supervisors have some authority because of their position, they are constantly faced with the need to influence without authority. This learning session teaches well-researched perspectives and techniques to help the participants increase their ability to influence others.
Topic 5 - Being a Successful Leader and Supervisor:

One measure of a successful leader is how many leaders they help grow and mentor. How can you develop the people around you when you are extremely busy yourself? How can you be a resource for growing and mentoring others in your organization, even if they don't report to you? How can you continue to grow your own leadership capabilities, all the more challenging in light of the demands of your job? This session directly addresses these questions, with practical insights to help you continue to develop yourself and those around you, helping you build a legacy of success as a leader.

Topic 6 - Conflict Management and Negotiation:

Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute. Negotiation skills can be of great benefit in resolving any differences that arise between you and others. In any disagreement, individuals understandably aim to achieve the best possible outcome for their position (or perhaps an organization they represent). However, the principles of fairness, seeking mutual benefit and maintaining a relationship are the keys to a successful outcome.

Topic 7 - Effective Crisis Management Communications:

This course is designed to help Managers and Executives understand the principles of effective crisis communication management. Participants will be introduced to communication strategies and tools such as understanding the public mindset and the media, building a relationship with the media, writing press releases, preparing press kits, organizing a press conference, and dealing with media interviews in crisis situations. This interactive course will also provide useful tips on how to establish and enhance an organization's responsiveness to both the public and to the media in extreme crisis situations.

Topic 9-Effective Meetings Management Skills:

Here Executives shall learn practical tools that they can use in real-life situations for super effective meetings, goal focused conversations, communicate clearly using specific language, quickly manage conflict and distracting behavior; and have the courage to make a logical decision.
Topic 11-Successful Appraisals Management:

Many Executives question the value of appraisal and many line managers believe appraisals are unduly time-consuming and bureaucratic. Yet the appraisal is a vital starting point when it comes to managing performance effectively and it is vital that managers appreciate this. Handled well, the benefits of formal appraisals are enormous. This thoroughly practical training has been designed to give line managers the knowledge, skills and confidence to deliver a well-structured appraisal – even in the most challenging circumstances.

Topic 12-The Keys to Effective People Management:

The most important skill in business is the ability to manage people – important to the organization, so that its objectives are achieved, and important to the individual, so that they maximize their career progression opportunities. For those who have had little or no formal management training – or who require a refresher – this course is the ideal starting point.
By the end of the course participants will be better able to understand the manager’s role, motivate teams and individuals, communicate goals and objective, delegate effectively and manage change.

Topic 13-Maximising Outstanding Performance:

Any organization that wants to establish or maintain a rigorous culture of performance management – one that holds people accountable whilst still empowering them and encouraging growth – needs to focus on the people in your organization who have the strongest influence over people’ performance, i.e., the managers. This training will help transform your ‘line' managers into ‘outstanding performance’ managers, totally focused on their role and responsibilities in driving performance.

Topic 14- Over coming stress, creating calm:

This course explores the basic concepts of stress – mental, emotional and physical – and its possible consequences if not dealt with promptly and effectively. It also covers ways of taking responsibility for and dealing with stress as and when it arises, from daily hassles to larger issues, and for avoiding creating unnecessary stress. These ideas will be put together during the workshop to create a ‘Calm’ action plan that the participants can begin to implement immediately.
Topic 15 - Women 4 Change Executive Leadership Programme:

This course aims to inspire and empower women across Cameroon and Africa to engage in purposeful career development and take on leadership for important causes to lead change with more conviction and confidence and improve their workplaces and communities for all.

By offering more complex understandings of issues related to professional women and work, the course will help women, increase their self-knowledge about their own values and vision, as well as enhance their capabilities as leaders, managers, and team contributor.

We will examine the opportunities, challenges, trade-offs, and organizational dynamics experienced by women in work organizations, as well as reflect on and practice effective individual behaviors.

Target Audience
All Staff of your organization with decision making and supervisory roles

Fee information:
The course fee is to be determined and covers full participation, all meals, all documents fully translated, bags, certificates etc..
The Tayong Center for Leadership Development (TCLD), was founded by Mr Peter Ngu Tayong, as an opportunity to throw back his experience accumulated after over 30 years of continuous professional and academic experience.
Starting as a Journalist after leaving the Advanced School of Mass Communication (ASMAC-ESSTIC) of University Yaoundé in 1991, he worked with the Cameroon Radio Television (CRTV), and ended his career as Deputy Station Manager of FM 105 Suelaba.

He later went to the International Relations Institute of Cameroon where he graduated with a diplome des etudes superieurs specialisée (D.E.S.S) in International Relations with Specialisation in International Communication in 2001.
In 2002 Mr Tayong joined the United Nations Development Programme (UNDP) Cameroon as Communication Specialist and later rose to the position of Chief of Cabinet of the Resident Coordinator of the UN System in Cameroon.
In 2004, he left Cameroon for UNDP Sierra Leone as Communication and External Relations Specialist a position he held for four years before taking up another position as Media and Outreach Adviser with the United Nations Integrated Peace-building Office in Sierra Leone (UNIPSIL).

Since leaving the UN in 2013, he spent some years in the United States to seek further professional and academic development. He later pursued a specialisation in International Conflict Management and Cooperation at Harvard University in Cambridge, A Masters in Events Management from the International Institute of Events Management in California and lastly a Jack Welch Executive MBA in Washington from the Jack Welch Management Institute, (JWMI) with honours and Another MBA from Strayer University in the United States.

Since returning home in 2016, Mr Tayong has been actively coaching and training individuals and organizations in Leadership, Careers and Personal Development. As of today over two hundred institutions have benefitted from his expertise amongst which are the Prime Minister’s Office, the Ministry of External Relations, the Ministry of Small and Medium-sized Enterprises, Social Economy and Handicraft (MINPMEEESA), Ministry of Basic Education, Ministry of Defence, CRTV, Small and Medium Sized enterprises Promotion Agency, Cameroon Customs, ENAM, IRIC, ESSTIC, School of Public Works, Advanced Institute of Public Management, Faculty of Medicine, University of Bamenda, etc..
Customer focused leadership training for Cameroon Customs staff
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