



Crystal Academy of Management

We commit ourselves towards ensuring that your organisation gets great rewards.



COMPANY PROFILE

TEL/FAX: +267 393 1722
MOBILE: +267 7175 0179
E-MAIL: crystalacademy@rocketmail.com
www.crystalacademybotswana.co.bw

Why Crystal Academy?

Crystal Academy of Management (CAM) is a research/consultancy specializing in reputation capacity building and fostering connection with customers and stakeholder engagement. CAM is a member of the International Public Relations Association; it is Botswana Qualification Authority (BQA) Accredited and proudly received a prestigious International Business Stevie Award which was received in Istanbul – Turkey.

Crystal Academy **enjoys a pool of highly-experienced, qualified consultants** who will ensure that quality standards are maintained in line with national and international standards. We are uniquely positioned to undertake every training and consultancy for two (2) significant reasons:

Our Previous Clients

Our previous provision of capacity building training and consultancy services clientele include amongst many; Debswana Pension Fund, Statistics Botswana, Gabz FM, Botswana National Sports Association, National Development Bank, Botswana Post, Institute of Health Science, The Land Tribunal, Tati Land Board, Rolong Land Board, Ministry of Health, Ministry of Education and Skills Development and various public service departments.

Value for Money: Our in-house approach offers training tailored to client's specific needs by choosing preferred date and location. This save on staff travel, time and accommodation costs and maximise the impact of training by putting an entire team through the same programme

Consultancy Services

We have experts with rich experience to conduct research and surveys in corporate communication and stakeholder relations. We develop communication strategies, service charters and standards and conduct impact and perception assessments. We have also provided some reputable organisations with environmental assessment and sustainable development services.

Our Major Successful Project

Project	
Customer Care and Public Relations Training and Impact Assessment Report	
Client	Project Team Leader
Ministry of Health Government Enclave Plot No. 54609 Private Bag 0038 Gaborone	Crystal Academy designed a Public Relations and Customer Care Training Programme that catered for Doctors, Nurses, administration staff and others (Approximately 900 were trained). An impact assessment was conducted at the end of training.
Description	
Training the Ministry of Health personnel on public relations and customer care. The fundamental objective was to equip a cross section of Ministry of Health staff members including health professionals, lectures and administration staff with the knowledge, techniques and skills in Customer service Management which in turn was hoped to enhance the reputation of the Public Health Sector both internally and externally for successful job performance and achievement of organisational results demanded of them.	

Our Training Team Composition

The intervention requires a particular blend of skills, which combines technical expertise, significant experience in human relations, public relations and in depth understanding of various concepts and operation systems and Training.

Every team member has vast practical experience in performance management systems, development and implementation of strategic plans and employee/labour relations. Similar projects have been done by team members in Southern Africa.

The Team leader has extensive experience of strategic management and the design of reward systems strategically aligned to the client's needs.

OUR CLIENT

We recognise that no "one size fits all". Our approach will be tailored to meet specific unique circumstances of our client whilst maintaining international quality standards. We adapt our methodology to each client's needs.

We are committed in ensuring that our training is sustainable for our client. It work closely with the Reference Group throughout the training project by making use of internal resource persons.



Public Relations for Executive Secretaries training participant at Mowana Lodge in Kasane



Effective Communication Training at Botsalo Hotel (Palapye)

Corporate **RETREAT**

**Relax, bond and agree way forward
for your corporate planning through
a retreat.**

Book a sleepover (and retreat venue) with your co-workers at Gooramotho Guest House in Molepolole. Crystal Academy of Management offers a 2 day retreat hosting and facilitation with inclusive practice training of your choice. The aim is to bring an organisational team closer and build a cohesive culture.

Package includes

- Free one night accommodation for up to 10 – 12 participants.
- Training choice is limited to our accredited programmes

ORDER NOW

CONTACT US FOR MEALS AND FACILITATION COSTS

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crystalacademy@rocketmail.com



Participants on a retreat excursion at Moremi Gorge

Crystal Academy of Management Capacity Building Programmes

Course Code 001 Motivation and Team Building

Course Code 002 Social Media Strategies

Course Code 003 Reputation Management

Course Code 004 Personal Branding

Course Code 005 Issues and Crisis Management

Course Code 006 The Art of Public Speaking

Course Code 007 Project Management

Course Code 008 Events Management

Course Code 009 Emotional Intelligence

Course Code 0010 Meetings and Minute Taking

Course Code 0011 Effective Supervisory Skills

Course Code 0012 Sales and Marketing Skills

Course Code 0013 Digital Public Relations

Course Code 0014 Sustainability Reporting Skills

Course Code 0015 Customer Service Excellence

Course Code 0016 Protocol and Business Etiquette

Course Code 0017 First Aid Certification

Course Code 0018 Occupational Health and Safety

Course Code 0019 Community Based Natural
Resource Management

Course Code 0020 Public Relations and
Stakeholder Engagement

Course Code 0021 Employee Relations and Engagement



Protocol wine toasting activity in action



BBC World Business News Presenter, Tanya Beckett (right) presenting a prestigious International Business Award to Crystal Academy in Istanbul- Turkey

Profile of Crystal Academy of Management Director of Operations

Dr Goodwill Mothomogolo Motlhabane

Goodwill has a PhD in Public Engagement obtained from the University of Pretoria (South Africa), an MA in Public Communication and Relations from the University of Westminster BSc from the University of Sunderland – UK and a Certificate in Labour Relations from Pretoria University.

Goodwill is a senior member of International Public Relations Association (IPRA) he is a capacity building facilitator and consultant specialising in public communication and stakeholder engagement He has held various portfolios as an Educational Publications Officer, Public Relations Officer and Senior Consultant – Communications (IDM). He also supervises Associate Consultants.

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P O Box 501410 Gaborone, Botswana email: crystalacademy@rocketmail.com www.crystalacademybotswana.co.bw