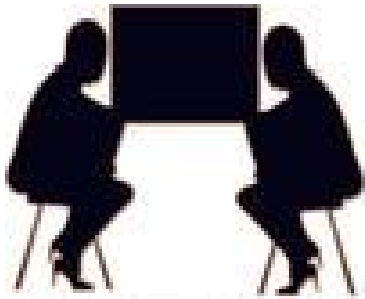


The Fundamental Values to which we adhere include:

- ✦ **Integrity** : We believe that effective business leadership is impossible without integrity.
- ✦ **Excellence** : We seek excellence at all costs by creativity and innovation.
- ✦ **Commitment to quality** : We seek the discipline which is required by the coaching business among our staff.
- ✦ **Training by action** : Our philosophy of coaching implies that the client is the object, rather than the subject, of the learning and takes part in it actively.



“The leader cannot be as effective as the one multiplying leaders”

Visit our website at
www.CSLpro.org and join
the business development
program to foster the
competitiveness of your
company



CSL

CENTRE SPECIALISE DE LEADERSHIP
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www.CSLpro.org



CSL-CONSULTING

***BUSINESS DEVELOPMENT
SERVICES***

Personnal Development

Organizational Effectiveness

www.CSLpro.org

WHO WE ARE ?

CSL-Consulting is a Business Development Center designed to equip executives in their journey of personal development and organizational effectiveness.

Our Mission is to equip business leaders with tools that guarantee their effectiveness in all the spheres of their organization through technical assistance leading to continual improvement of quality and competitiveness of Small & Medium Enterprises (SME).

WHAT WE DO ?

CSL's activities aim at building the capacity of SME through training, consulting, marketing services, business information in the following areas:

- Entrepreneurship/ Management training
- Business plan elaboration
- Accounting
- Marketing
- Export-Import
- Staff training
- Feasibility studies
- Taxation
- Tender guide
- Loan conditions / Savings and credits
- Business association development
- Appropriate Technologies
- Standards and quality
- Country Info, Business environment
- Cost calculation
- Trade fair guide
- Trade opportunities

HOW DO WE DO THAT?

Our business development services approach involves the followings:

- Needs assessment
- Product/service development
- In-house training and coaching sessions
- Follow-up on integration of learning in the workplace

Personalized Coaching & Mentoring which implies one-to-one intervention physically or via the Information & Communication Technologies (ICT).

WHO BENEFITS ?

Our client portfolio includes:

- Private Companies
- International Organizations
- Non-Governmental Organizations
- Individuals

WHAT WE DO ? (cont'd)

- Identify and capture of new business opportunities
- Lead marketing and business development tasks
- Research, write, and prepare materials for distribution
- Create visual presentations, handle advertising and promotional work to support marketing efforts, maintain current and SMEs contacts, and respond to inquiries.

WITH WHOM?

CSL-Consulting is organized around a team of experienced professionals dedicated to the coaching business.

Our coaches have an average of 15 years of experience and they have at least a masters' degree in their fields.

The Business Development Services program is a joint effort between CSL-Consulting and Woord en Daad (www.woordendaad-smed.nl/) based in the Netherlands.

Personal Development

Organizational Effectiveness



[www. CSLpro.org](http://www.CSLpro.org)