



# CETraC AGENDA

01



## **CETraC Limited Profile**

We are excited about the next leg of CETraC Limited's journey

02



## **CETraC Human Resource Center**

Talent and Recruitment Search Center

03



## **CETraC Training & Capacity Building Center**

Training and Development has become the backbone for organizational development

04



## **CETraC E-Learning Center**

At Center for Excellent Training & Consultancy, we training and learning through our online center

03



## **CETraC Advisory Consulting Services Center**

We support organization in development by given them advisory service

03



## **CETraC Research & Publication Center**

Dama Academic Scholarly & Scientific Research Society is into research on market trend and publication of search trends to support company development.

**CETraC** means **C**enter for **E**xcellent  
**T**raining & **C**onsultancy.

### **ANY FURTHER QUESTIONS?**

Contacts the following Address:

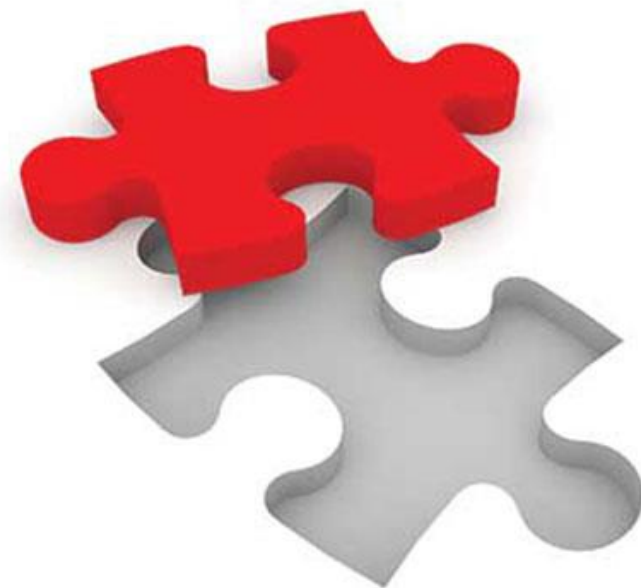
Post Office Box WY. 2367, Dome-Kwabenya, Accra

Same Building With Ga Rural Bank Ltd, Adjacent Lucky Oil

Web: [www.cetracgh.org](http://www.cetracgh.org) | email: [info@cetracgh.org](mailto:info@cetracgh.org)

Tell: +233 (0) 508 116 498 | 244 218 418

# What Is CETraC?





Reg No. CS096140421



REPUBLIC OF GHANA

TIN : C0060828722

## Certificate of Incorporation

I hereby certify that

**CETraC LTD**

is this day incorporated under the Companies Act, 2019 (Act 992) and that the liability of its members is limited.

Given under my hand and official seal at Accra, this 15<sup>th</sup> day of April 2021

  
For: Registrar of Companies

# CETraC Registration

<b>Team Lead Name</b>	David Ackah (PhD)
<b>Company</b>	CETraC Limited
<b>Tax Identification No.:</b>	C0060828722
<b>Registration No.:</b>	CS096140421
<b>SSNIT Registration No.:</b>	202112339
<b>PPA Registration No.:</b>	809669
<b>Postal Address</b>	Post Office Box WY. 2367, Dome-Kwabenya
<b>Physical Location</b>	Same Building with Ga Rural Bank Ltd, Adjacent Lucky Oil, Kwabenya-Accra
<b>Country of Operation</b>	Ghana
<b>Region &amp; Municipality</b>	Ga East Municipal, Accra
<b>Telephone Number</b>	+233 (0) 244 218 418   508 116 498
<b>Email Address</b>	<a href="mailto:info@cetracgh.org">info@cetracgh.org</a>
<b>Website</b>	<a href="http://www.cetracgh.orh">www.cetracgh.orh</a>

# CETraC Limited

We are excited about the next leg of CETraC Limited's journey that includes consistent innovation to strengthen our offerings to better meet our customers' needs and propel us to the next level. We will continue to grow, always keeping an eye on the people.



In next years, CETraC will continue to offer quality training and capacity building, human resource support, e-learning, and advisory consulting service support to organization across the globe that wish to strengthen their capacities in the thematic area for development.



CETraC will continue to ensure that its technical support aligns with the organizational normative frameworks, vision and strategies on quality training and capacity building, human resource support, e-learning, advisory consulting service support as per the continental strategy for global organizational development, as well as the Sustainable Development Goals (SDGs).



Some of the challenges we aim to tackle include training and capacity building, human resource support, e-learning, and advisory consulting service. CETraC's vision for the next five years further aims to ensure continued close coordination and cooperation with global organization aim for development.

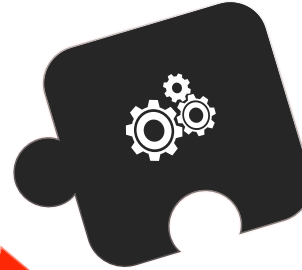


# Stay tuned!

CETraC Limited is a consulting firm of leaders that puts people at the center of winning solutions.

CETraC Limited has had contracts with 67% of government and development partners level agencies in many countries

**01**



**02**

We attract the best people by providing the opportunity to realize their full potential

**04**

CETraC Limited is a place to excel and a great place to work.

**03**

**05**

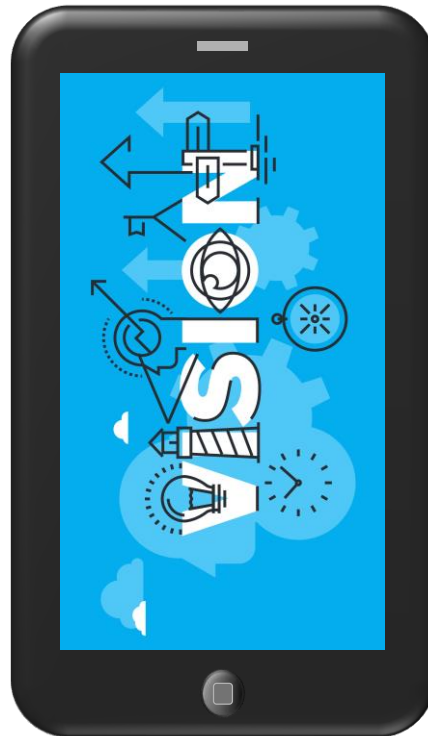
In addition, our culture is one that exhibits a strong work and home balance. We take this commitment seriously and the company regularly measures our people's satisfaction with us as their employer

# Vision & Mission



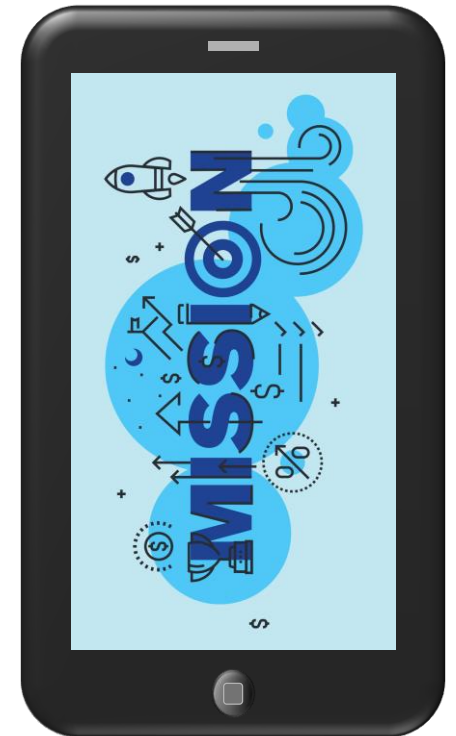
## CETraC Vision

Our vision is to become a world-class accessible organizational development center across the globe in a multi-cultural environment.



## CETraC Mission

Our mission is to provide relevant and organizational development to our clients at affordable price in today's competitive business environment.



# CETraC Core Values

## CENTER FOR EXCELLENT TRAINING & CONSULTANCY 6P's

**Prominence:** Enthralling the hearts of others through distinction



**Professional:** Doing what you love passionately to earn money is the greatest pleasure



**Proactivity:** Showing initiative, moving forward and being ahead



**Progress:** Adapt and orient to evolve to the next stage. Unreasonable demands are the catalyst for growth!.



**Profit:** Enriching people! Enriching organizations! Enriching society!





# CETraC Corporate Beliefs



## Safety and Environment

Placing top priority on safety, accident prevention and environmental preservation in order to protect the safety and health of employees, customers and local communities and contribute to building a sustainable society



## Ethics and Fairness

Acting with fairness, high ethical standards and a strong sense of responsibility while complying with laws, regulations and social norms to earn trust and meet social expectations



## Customer-Focus

Providing solutions of high value to customers, and pursuing customer satisfaction and the world's highest level of quality



## Innovation

Achieving continuous innovation in all corporate activities, and aiming for dynamic evolution and growth



## Respect for Human Rights

Fulfilling our responsibility to respect human rights as a good corporate citizen



## Workplace Competency

Learning from one another and making self-driven efforts to leverage technologies and expertise in order to strengthen workplace competency, which is the foundation of our corporate activities



## Cooperation and Co-creation

Forming integrated internal linkages and strategic alliances with external partners, and evolving together with society by creating new value



## Emphasis on Human Resources

Providing motivating work environments where employees can demonstrate their abilities, and building a vibrant corporate culture

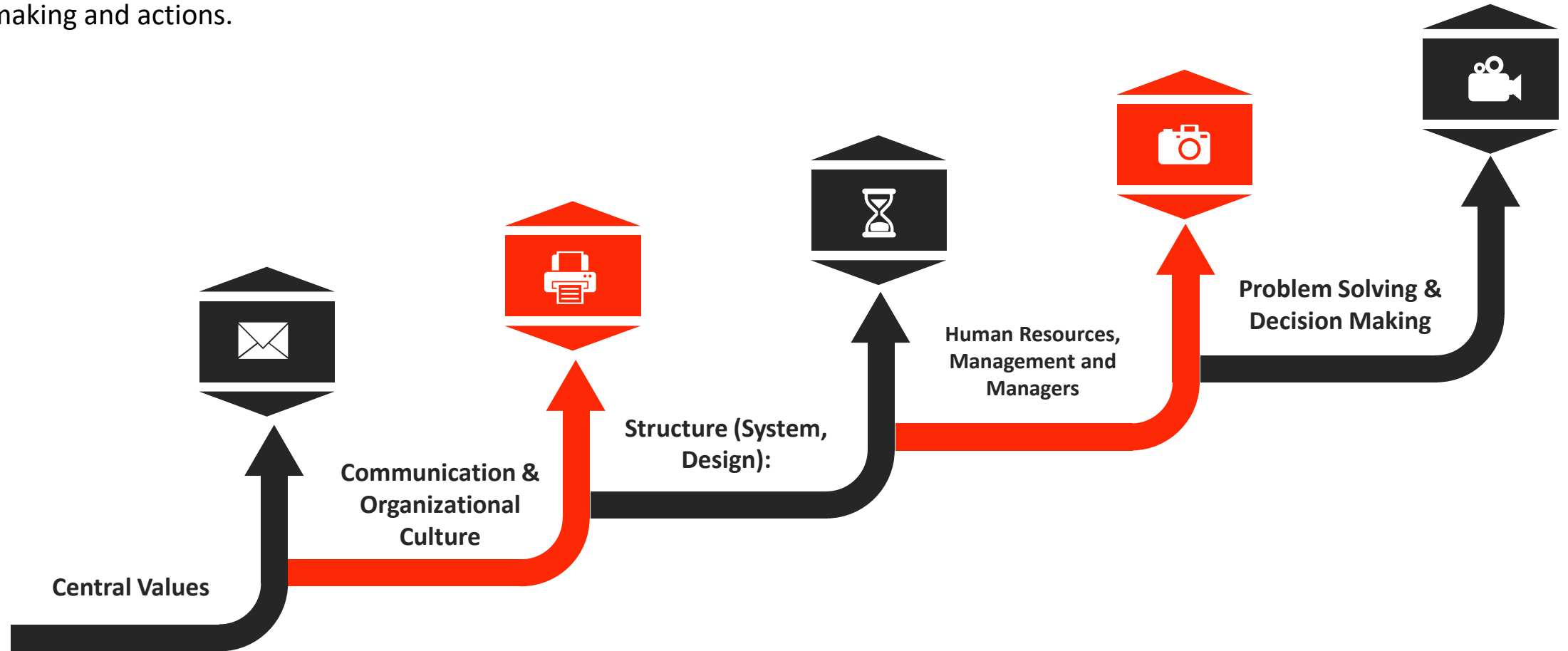


## Information Disclosure

Appropriately disclosing corporate information and enhancing communication with stakeholders in order to maintain management transparency

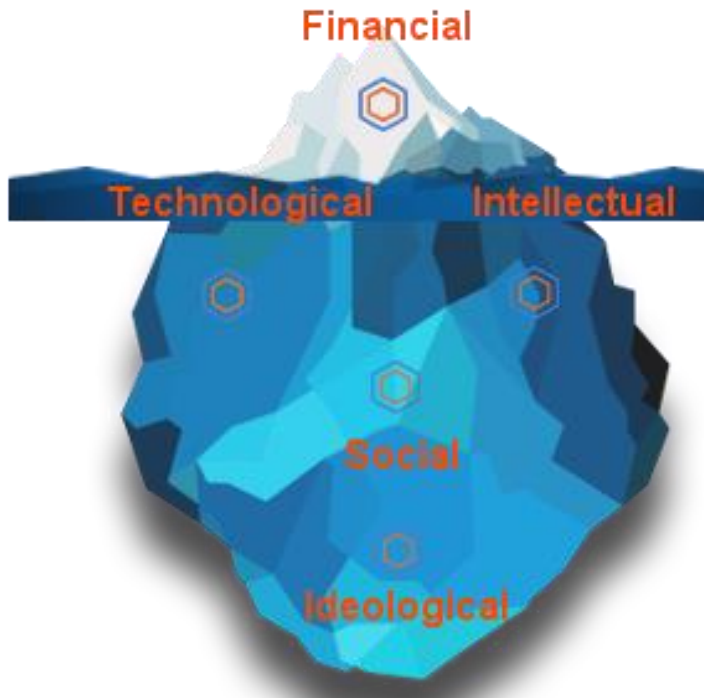
# CETraC Philosophy

“CETraC Philosophy” forms our corporate structure and underlying guiding principle. This philosophy, which have been well received by our clients, have guided our company throughout the years and are reflected in CETraC employees' daily decision making and actions.



# CETraC 5 Capitals (Tangible & Intangible)

“CETraC Philosophy” forms our corporate structure and underlying guiding principle. This philosophy, which have been well received by our clients, have guided our company throughout the years and are reflected in CETraC employees' daily decision making and actions.



## Financial Capital

Financial Capital is about balanced fiscal statements, maximized profits and cash, as well as sound economic rationality



## Technological Capital

Technological Capital is a major source of organization growth.



## Intellectual Capital

Intellectual Capital is the wisdom and the knowledge of key leaders in the organization



## Social Capital

Social Capital starts with and is developed from relationships of mutual trust between people



## Ideological Capital

Ideological Capital starts with the aspirations, beliefs, organizing principles and philosophy of the organization

# 3 Foundation Principles

## Autonomy

Accountable, self-directed employees that can responsibly think, act and solve problems based on corporate philosophy

## Emergence

A culture of innovation that enables the organization to respond rapidly and appropriately to change

## Collaboration

Effective and seamless cooperation that generate positive and synergistic results.

The 5 capitals are sourced from three foundation principles



# CETraC Talent Development Plan

**Leadership Development:** To stay successful companies must continuously invest in a strong pipeline of next-generation leaders who can help them build and secure a competitive advantage today's rapidly changing environment.

**Sales/Marketing:** Client needs increasingly diversify and change over time. In order to secure revenue streams under these circumstances, it is indispensable for organizations to establish a strong sales and marketing force to drive sustainable growth.

**Performance Management:** Performance Management is an approach for making sure that goals and targets are continuously being achieved in an efficient and effective manner.



**Global Management:** Globalization has become a requirement for many organizations to sustain growth. In this complex and dynamic environment developing talent capable of executing business strategies on a local level and managing intercultural difference becomes imperative.

**Retention Improvement:** High employee turnover costs continue to be challenge for many organizations worldwide. Studies suggests that more than 10 billion dollars are lost annually due to poor retention.

**Career Development:** Managing individual learning and career objectives within the organization is an important factor in workforce planning, talent management and performance improvement.



# CETraC Future

## THE SPIRIT OF TURTLE



In Japan, the turtle is a symbol of longevity. Although it is small, it is also lean and thrifty, helping it live well and long. The tale of the turtle and the hare tells us that the turtle wins the race against a faster opponent by moving continuously at a steady pace. For us, the turtle symbolizes our value of continuous and steady growth, continual growth that enables us to live long (and well) regardless of organization size.

## TURTLE CONCEPT



Also taking from the turtle concept, we have adopted a lean organizational structure that allows employees make timely decisions, then take prompt actions to solve problems as they occur in the day-to-day operations of business, while constantly improving productivity.

## ORGANIZATIONS & HR EXCELLENCE ON GLOBAL STAGE



The turtle shell symbolizes our goal to support the development of organizations and human resources in order to enhance the global society. Our chief (company mission) aim is to design the best solutions for human and organizational development worldwide, while creating highly competitive and resilient organizations with exceptional talent, where people truly feel “the joy of purposefulness at work” and “the happiness of fulfilled living”.



# Core Strength



We design with an extraordinary focus on detail. Every design is intended to delight, engage, and create lasting connections between brands and their customers.



Ideas are the currency of innovation. We cultivate an environment where ideas are encouraged and thoughts flow easily. A passion for solving customer challenges drives our unquenchable thirst for innovation.



We use best-in-class technology and create cutting-edge applications to amplify the impact of our great products and services. Our focus on long-term growth drives us to invest in the very best technological solutions in every aspect of our business.



We get your services where they need to be quickly and accurately. We have distribution centers across the country – some running state-of-the-art robotic systems and operating in real time with our order management systems. This allows us to provide same-day to a large percentage of our customers.



With over years in business, we have the financial strength and stability to operate proactively across the globe. Building for the long-term, we consistently invest in new technologies, research, and development, and we routinely make strategic acquisitions that enhance and expand our capabilities.



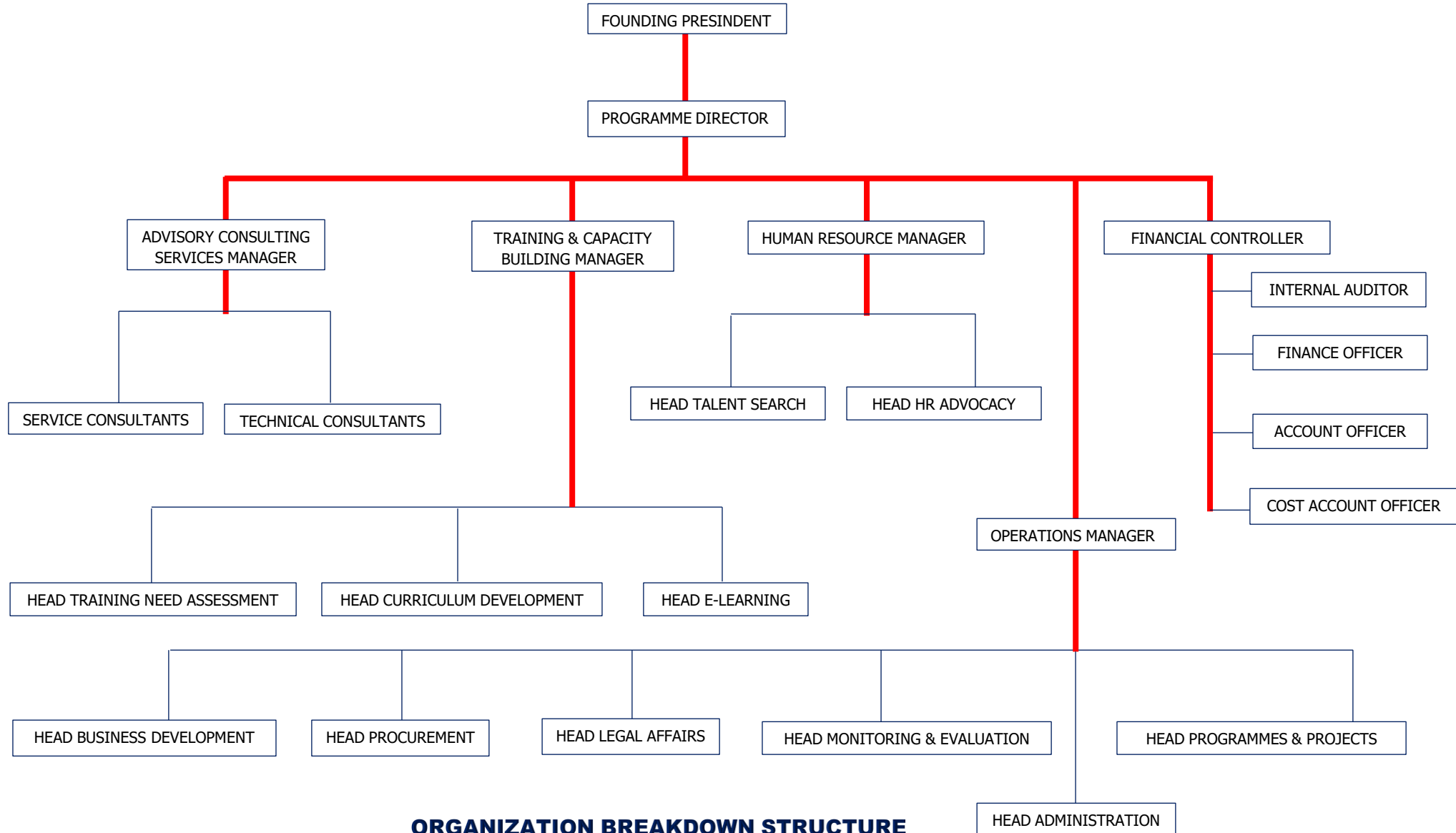
We have a distinct, global footprint with hundreds of overseas employees working hand-in-hand with our clients. We have spent years investing in deep relationships with those clients, ensuring quality and reliability that are second to none. We leverage redundancy, operational flexibility, and a multitude of sourcing channels to provide an unmatched combination of speed, value, quality, and reliability.



We have built our brand on an uncompromising commitment to quality and safety. Our Quality Control and Testing teams take a hands-on approach to product integrity, traveling the world to ensure that every product we make meets our exacting quality and testing standards.



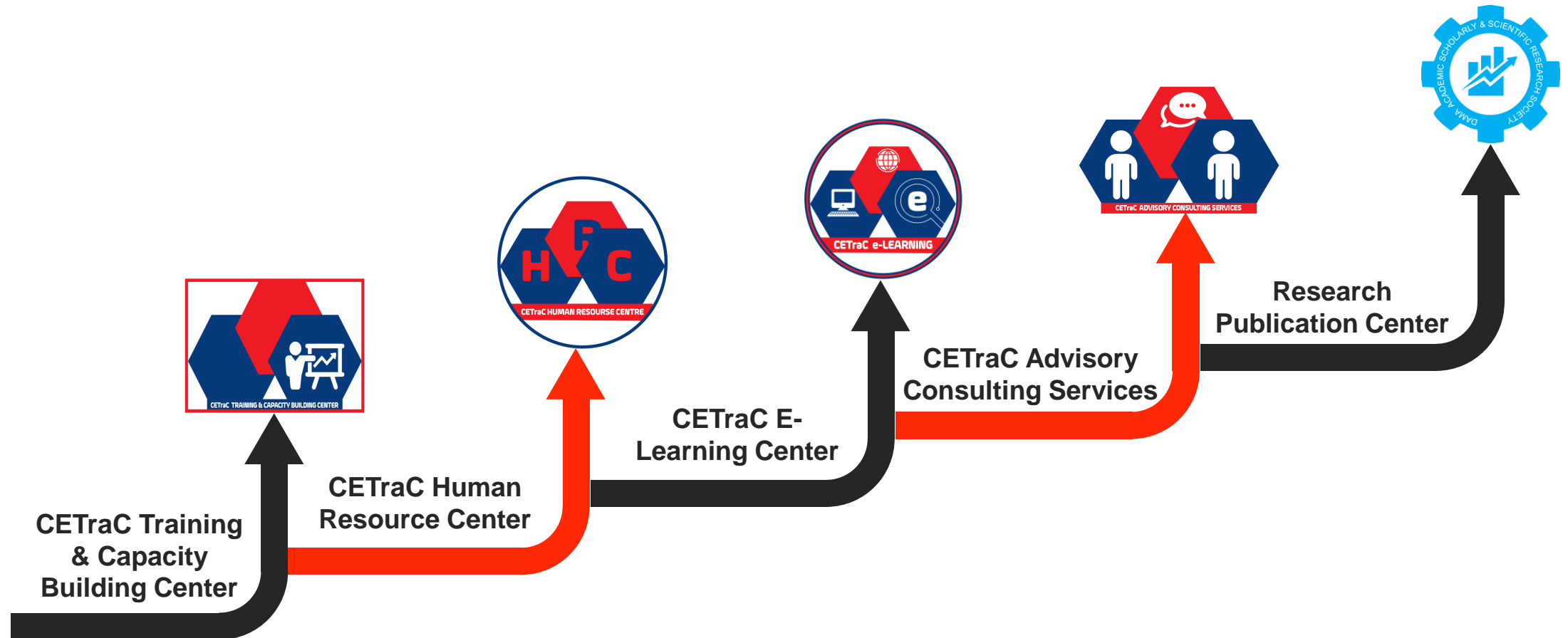
# CENTER FOR EXCELLECT TRAINING & CONSULTANCY



**ORGANIZATION BREAKDOWN STRUCTURE**



# CETraC Limited Centers



# CETraC Management Team



**Dr. David Ackah (PhD)**  
Programmes Director



**Rose Amesawu**  
Operations Manager



**Martin Kofi Sewornu**  
HR Manager



**Marlarine A. Gyamena**  
Head, Talent Search



**Yvette Ohemeng Amoako**  
Head, Finance



**Melody A. Gunn**  
Head, HR Advocacy



**Grace Adoma**  
Head, Administration

# CETraC Top Brands Clientele



Ministry of Finance and Economic Planning (Ghana)



# CETraC Lead Consulting Team



**Dr. David Ackah (PhD)**  
Project Development Planner



**Dr. Cornelius Adablah (PhD)**  
Project Mgt. Specialist



**Dr. Stephen K. Hammond (DBA)**  
Project Mgt. Consultant



**Mrs. Magdalene Appenteng (DhPMP)**  
Economist



**Dr. Amina Sammo (PhD)**  
Project Financial Engineer



**Dr. Riverson Oppong, (PhD)**  
Petroleum (Oil & Gas) Economist



**Daniel Minnow Maclar**  
Mechanical Engineer



**Dr. Emmanuel Fianko (PhD)**  
Procurement Specialist





# CETraC HUMAN RESOURCE CENTER

# CETraC HRC Profile

CETraC Human Resource Center is one of the leading global recruitments, staffing and executive search center of CETraC Limited. We operate through a network of our worldwide teams, with specialists in recruitment for different industries.

## OUR CONSULTANT



CETraC Human Resource Center is a global human resource center, comprising of more than 40 consultants. Our clients reflect our global nature, around 50% of customers are in West Africa, 35% in the East Africa, 15% in North and 10% in South Africa. We serve a broad mix of private, public-private, and social-sector organizations.

## OUR WORK



Our work is founded on a rigorous understanding of every client's institutional context, sector dynamics, and macroeconomic environment. For this reason, we invest heavily on our firm's resources annually in knowledge development. The CETraC Human Resource Center study markets, trends, and emerging best practices, in every industry and region, locally and globally. All consultants contribute time and expertise to developing these insights, because they are integral to our ability to help clients achieve their goals.

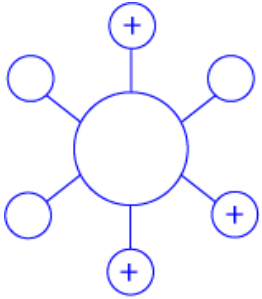
## OUR OPERATION DESIGN



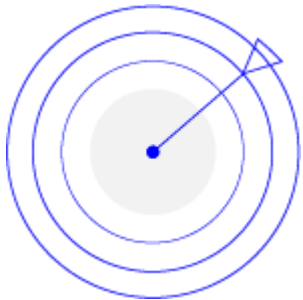
CETraC Human Resource Center is designed to operate as one, single global partnership united by a strong set of values, focused on client impact. CETraC take a consistent approach to recruiting and developing our people, regardless of where they are based. This structure ensures that we can quickly deliver the right team, with the right experience and expertise, to every client, anywhere in the world.



# CETraC HRC Definition



CETraC Human Resource Center is defined as the quality of our people, the cornerstone of our ability to serve our clients. For this reason, we invest tremendous resources in identifying exceptional people, developing their skills, and creating an environment that fosters their growth as leaders.



CETraC Human Resource Center offer customized human resource solutions on the request of organization's who are keen to enhance a learning gap they may have already identified. Our team of professional's work in close proximity with clients to design and develop training modules that focus on bettering the organization's operational processes and revenue generation.



CETraC Human Resource Center is aimed at transforming your recruitment experience, helping you get the best-fit professionals in terms of experience, skills, abilities, knowledge, industry exposure, workplace culture, and philosophy, we have widened our horizons over years of manpower services.



# CETraC HRC Core Values

**“TERIO”**

CETraC Human Resource Center serves as an extended arm of CETraC Limited and solves complex challenges to ensure excellence in recruitment process management and beliefs in its Core Values known as “TERIO”

**“T”**

## **Team Work**

A mindset of partnership with our clients. We complement to complete.

**“E”**

## **Excellence**

CETraC Human Resource Center have zero tolerance for mediocrity and always strive to exceed expectations.

**“R”**

## **Responsibility**

CETraC Human Resource Center hold ourselves accountable for delivering to our clients and the community.

**“I”**

## **Integrity**

CETraC Human Resource Center maintain the highest professional standards in all that we do.

**“O”**

## **Openness**

CETraC Human Resource Center encourage creativity, innovation and thinking to challenge the status quo.



# CETraC HRC Services

## **Talent Search & Recruitment**

CETraC HRC offers a sustainable talent search solution with technical capacity to match Human Resource requirements world-wide size ably and deliver on consistently high standards.

## **Virtual Assistance**

In today's running world everybody wants to save time, money, resources, or any such part of investment through any means in their business. Out of the different ways in which this can be achieved is to hire Our personal virtual assistant.

## **Executive Coaching**

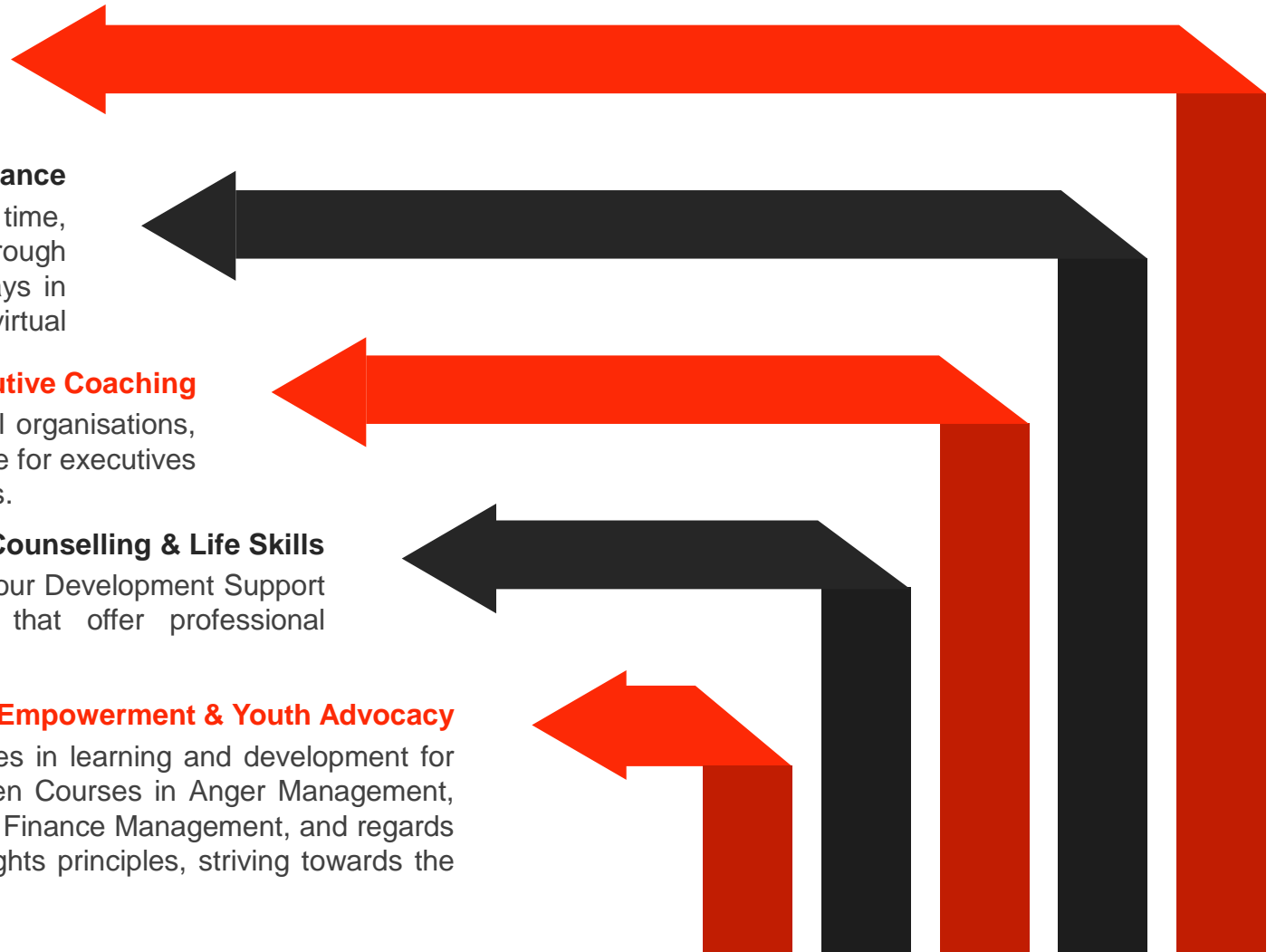
Executive Coaching is a critical area of growth for all organisations, one that is often deprioritized. Quite often, it is possible for executives to feel redundant in their role, or operational processes.

## **Domestic Counselling & Life Skills**

Domestic Counselling and Life Skills is a vital part of our Development Support vertical. CETraC HRC has affiliates world-wide that offer professional Counselling and Life Skills services.

## **Women Empowerment & Youth Advocacy**

CETraC HRC affiliates utilise our professional services in learning and development for women by pre-scheduling programs through our Open Courses in Anger Management, Communication Skills, Administration Skills, Domestic Finance Management, and regards Youth Advocacy to be a mission based on human rights principles, striving towards the well-being of young people.





# CETraC HR Strengths

## Strong Partnership Ethics

A CETraC Human Resource Center serves as an extended arm of your organization and solves complex challenges to ensure excellence in human resource process management.



## Our People

The numerous success stories we wrote with our clients we attribute these achievements to the strong sense of commitment, integrity and hard work of our people.

## Global and Local Coverage

CETraC Human Resource Center have continually expanded our outreach, learned the hiring practices and styles in various regions, and developed a strong network of teams in the USA, Canada, the UK and EU countries, the Middle East and Africa, and South Asia.



## Ability for Comprehensive Solutions

CETraC Human Resource Center has created specialized groups of consultants and recruiters for diverse sectors. We update our practices and databases in a way that allows us to easily sort, filter, analyze, and identify candidates that are most appropriate for any scenario whether it is contractual positions, remote positions, temporary or permanent positions.





“

You might have more than 50 parameters that need to be met regarding technology skills, multilingual skills, various levels of industry expertise, certifications, number of years of experience, personality traits, etc.

Through well-developed candidate engagement models and technology-led processes, we fulfil the toughest requirements while reducing time and costs.

”

# Why CETraC HR Center

## Market Experience in Human Resource Management

When talented specialists are connected to meaningful projects, both grow and succeed. CETraC Human Resource Center provides the global recruitment and workforce services you need to lead your industry



## Talented Search Specialists

## Skills, Scale Operations & Right Solution

## Match the Right Individual to the Right Position

CETraC Human Resource Center focus on meeting your needs and empowering the individuals in our workforce. In our pursuit of the best solution, we begin with each person's personal drive and entrepreneurial spirit. We match the right individual to the right position to ensure success, both on a personal and project level.



## Good Expectations, Best Practices & Regulations

In times of change and transition, companies often discover that something is temporarily or strategically missing. CETraC Human Resource Center focuses on filling in those gaps. We supply a workforce with the expertise to meet project challenges



## Expertise To Meet Project Challenges

## Collaboration & Entrepreneurship

## Strong International Ties

While our roots are firmly planted in traditional Ghana, collaboration and entrepreneurship, we have steadily grown into a global HR Center with strong international ties. We take pride in our ability to provide enterprising, ambitious and smart professionals that get the job done whilst honouring the principles upon which our company was founded



# CETraC HR Center Aim

## Full Compliance of International & Local Regulation

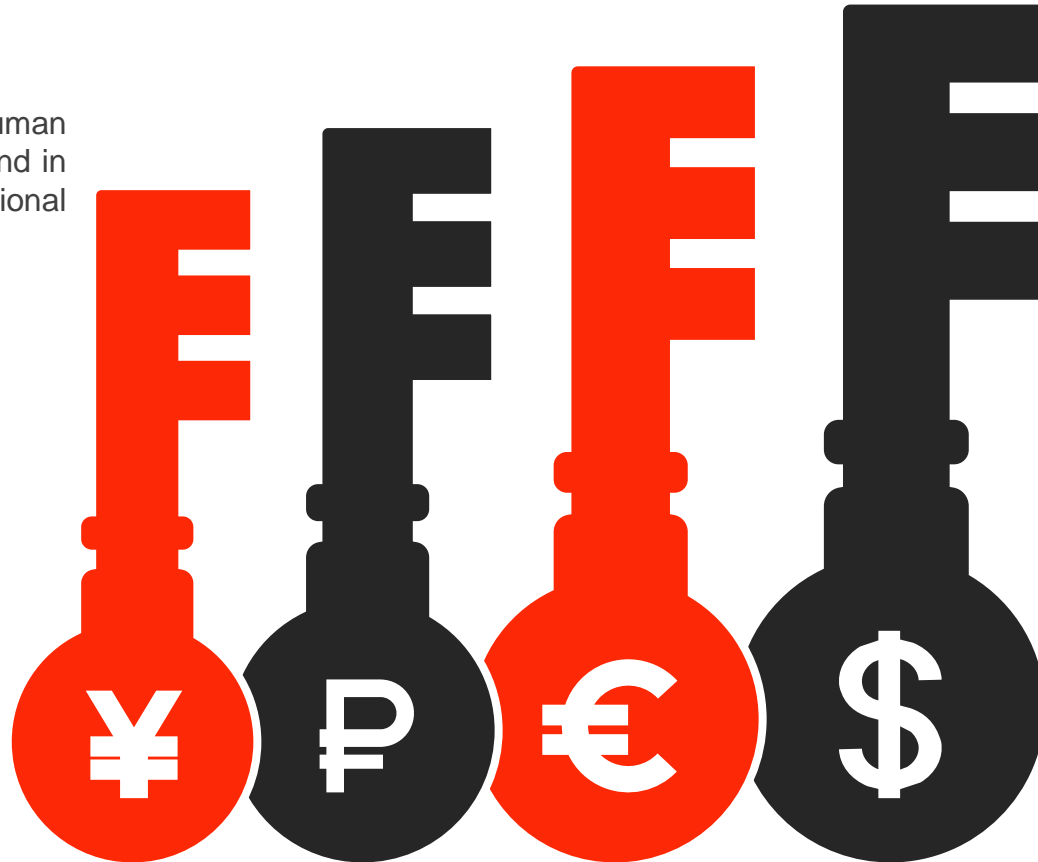
With our international solutions, CETraC Human Resource Center aim help companies expand in full compliance with local and international regulations and as fast as they need it to be.

## Launching New Team

Our Staffing, Recruitment, and process outsourcing solutions help you launch a new overseas team quickly and efficiently while minimizing cost and risk.

## Eliminating the Hurdles & Risks

CETraC Human Resource Center operate in multiple countries with ease while eliminating the hurdles and risks of sourcing, onboarding, and managing an international workforce. .



## Delivering Agile Global Talent

Simplify and accelerate your expansion with our international staffing solutions. Our global staffing team is an expert at delivering agile global talent solutions based on your business needs.

## Consultancy Support

Our HR solutions allow our clients to employ 1 or 100 workers overseas in a matter of days. CETraC Advisory Consulting Services Center support you with local consultancy, business solutions, market intelligence, and anything you need to develop your presence in a new country

## Attract & Engage High-quality

The challenge to attract and engage high-quality talent is especially acute internationally. Cultural differences, disparate legal systems, and shifting politics play a significant role in recruiting and hiring practices.





# CETraC TRAINING & CAPACITY BUILDING CENTER



# CETraC TCBC Vision, Vision & Motto

## Training & Capacity Building Center Vision

To be the leading provider of quality public and private management consultancy advisory services in Africa, recognized for its proven ability to deliver excellent services and value-added ways to meeting existing, new and inarticulate needs.

## Training & Capacity Building Center Aim

To empower organizations through their human capital, by providing highly impactful quality training and consulting solutions customized to their need to help them achieve excellence in their business.

01



03

02

## Training & Capacity Building Center Mission

With the above vision, Center for Excellent Training & Consultancy (CETraC) sets itself to enhance the problem solving and self-renewal capabilities of both Public and Private Sector Organizations through Institutional Strengthening, Capacity Development and Applied Practitioners Knowledge in skills development. Its core values will be Training, Innovation, Teamwork, Knowledge Brokering, and Sharing.

04

## Training & Capacity Building Center Strategy

To assist our clients with talent management strategies which will optimize the performance of their people to achieve success individually and for their organization.

05

## Training & Capacity Building Center Motto

The Leading Provider of Excellent Training & Consultancy Advisory Services in Public & Private Sector in Africa

# CETraC TCBC Foundation of Work



For this reason, we invest tremendous resources in identifying exceptional people, developing their skills, and creating an environment that fosters their growth as leaders.

05

All consultants contribute time and expertise to developing these insights, because they are integral to our ability to help clients achieve their goals.

04

We study markets, trends, and emerging best practices, in every industry and region, locally and globally.

03

For this reason, we invest heavily on our firm's resources annually in knowledge development.

02

TCBC work is founded on a rigorous understanding of every client's institutional context, sector dynamics, and macroeconomic environment.

01



# CETraC TCBC Business Design

CETraC TCBC is a global training and consulting center, comprising of more than 40 consultants. Our clients reflect our global nature.

CETraC TCBC serves a broad mix of private, public-private, and social-sector organizations.

CETraC TCBC is designed to operate as one, single global partnership united by a strong set of values, focused on client impact.



CETraC TCBC takes a consistent approach to recruiting, training and developing our facilitators, regardless of where they are based

CETraC TCBC ability to design and develop, organize, implement and assist the human capital to apply knowledge and skills at workplace has become requisite in every industry and function.

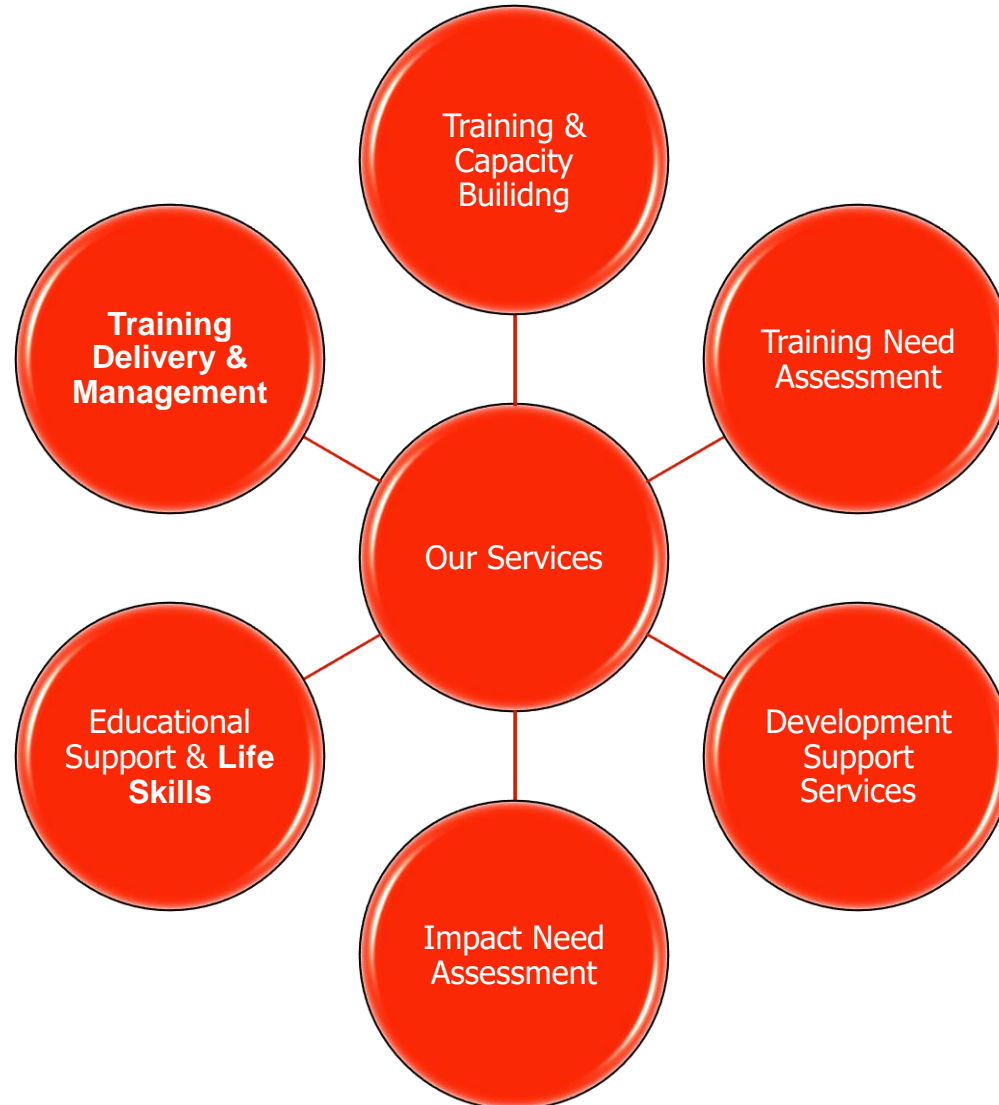
To help our clients move quickly from design to delivery to actionable outcomes, we embed our proprietary knowledge in a growing collection of digital tools, analytics, and services, which allows managers at all levels to independently exploit our training resources to make better decisions on a daily basis.



# Why CETraC

- Business Development & Setup Specialist
- Over 150 satisfied clients.
- Experience of delivering thousands of training hours.
- We assess needs and offer need based solutions.
- Fully customized solution as per your requirement.
- Team of over 40 Highly experienced Business Development, Setup & training specialist.
- Bespoke In-company training & Business Setup.
- Highly Interactive and engaging programs.
- Individual coaching and development action plan.
- Follow up and on-going engagement program for application of learning.
- International certifications.
- Practical field visit and education tours.
- Free tablet will be provided as a learning tool containing all training modules.
- Delegates are provided with complimentary city tour or another leisure activity of their choice.

# CETraC TCBC Services





# CETraC TCBC Big Concept



CETraC TCBC Business Development & Setups

40%



## TCBC Business Development & Setups

CETraC TCBC is a platform to help you set up your training unit. Right from incorporation, registration and licensing to establishing your office space, we facilitate the formation of your company through expert training and development.



CETraC TCBC Out-Bound Training

70%



## CETraC TCBC Out-Bound Training

Many organisations prefer a change of scene/location for their employees to undergo experiential learning by means of innovative and thought-provoking activities that cannot be conducted within the limited area of the classroom.



CETraC TCBC Tailor-Made Training

90%



## CETraC TCBC Tailor-Made Training

Our team of professional's work in close proximity with clients to design and develop training modules that focus on bettering the organisations' operational processes and revenue generation. These programs can be conducted in-house, or at an external location to suit our clients' preference.



CETraC TCBC Training Advisory Service

60%



## CETraC TCBC Training Advisory Service

Along with providing training services of our own, our mentors offer to assist client in-house trainers in facilitation techniques, overcoming obstacles and overall training management. This allows our clients to maintain the standard of follow-up to ensure that all training objectives are met and consistently refreshed to produce desired results in performance.

# CETraC TCBC Training Approach

**25%**

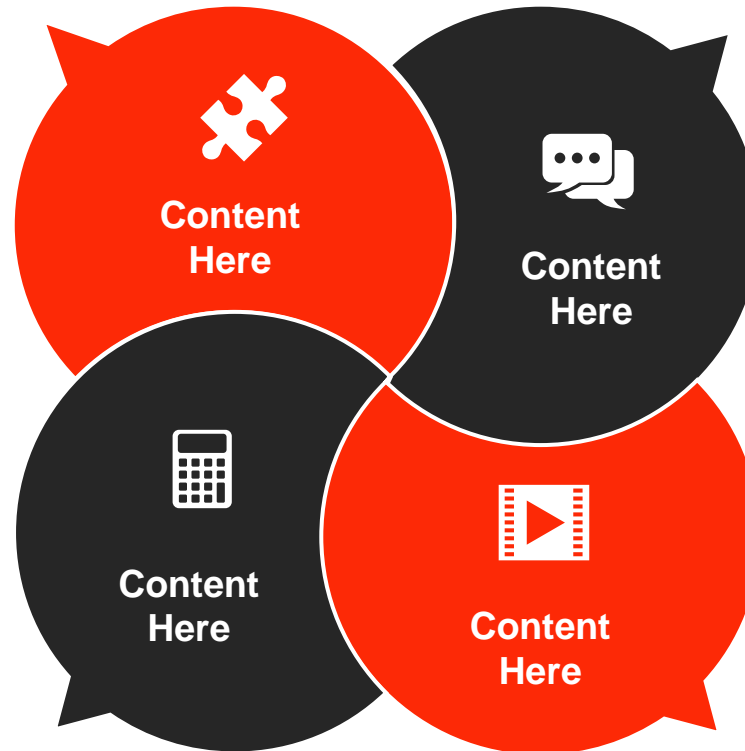
## **Participatory**

Highly participatory and client centered. We involve the clients and stakeholders extensively in the planning and implementation of programmes and projects.

**25%**

## **Value Knowledge Sharing**

We value knowledge sharing and believe that sustainable change can only come from within organizations. Hence, we lead our clients to discover and exploit their business potential and to achieve better results.



**25%**

## **Predicated on Client Belief**

Our approach is predicated on our belief that sustainable change starts from within.

**25%**

## **Participatory Learning Activities**

uses a wide variety of participatory learning activities to engage stakeholders and participants to enhance their understanding of the problems so as to generate practical strategies for the resolution of these problems.

# CETraC TCBC Capacity Building

## Training Delivery & Management

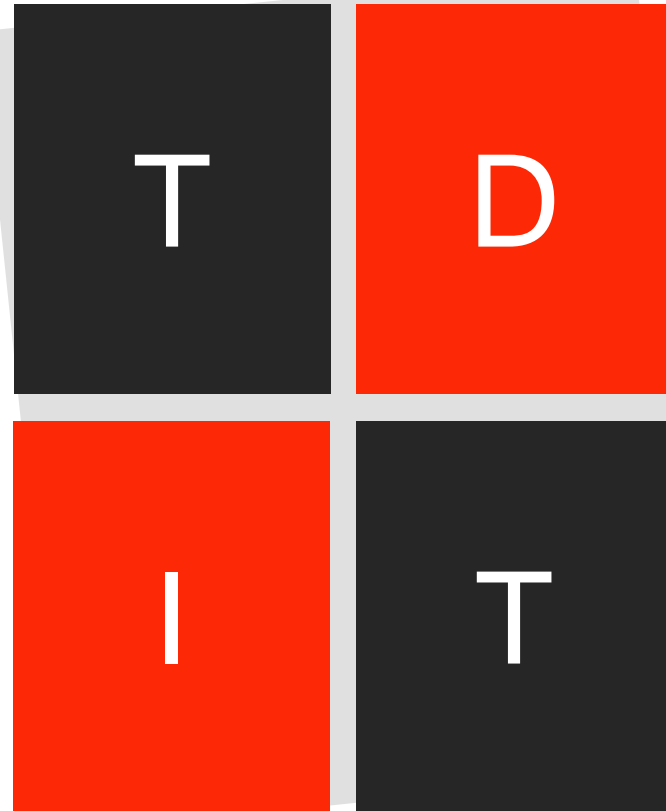
The process of training (as formulated by ATD) can be classified into the five phases of Needs Analysis, Design, Development (Delivery and Management), Implementation and Evaluation. CETraC TCBC organizes end-to-end Training for organisations to meet the needs of its clients.

We regard the application of learning from classroom and outdoor training as an essential result of the Delivery & Management phase.

## Impact Assessment

Impact Assessment (IA) is a process of evaluating the likely impacts of a proposed project or development, taking into account process and people, revenue and cultural impacts, both beneficial and adverse.

We apply IA strategies especially while undertaking Community Development Programmes in partnership with NGOs, governments and welfare institutions across the globe.



## Development Support

CETraC believes in the need for a healthier and more enabled environment for humanity to thrive. Our team recognizes the need to work towards the socioeconomic development of many countries in the world.

We have foot-soldiers in more than 20 less-developed regions who are striving consistently to improve the quality of life in these areas

## Training Needs Assessment

CETraC upholds the globally recognized regard for adequate and thorough market research preceding any design and development of training interventions and programs.

Each offering enlisted in our Open Courses are carefully structured and developed on the basis of on-going subject-related analysis.

# CETraC TCBC Training Programmes Specialization

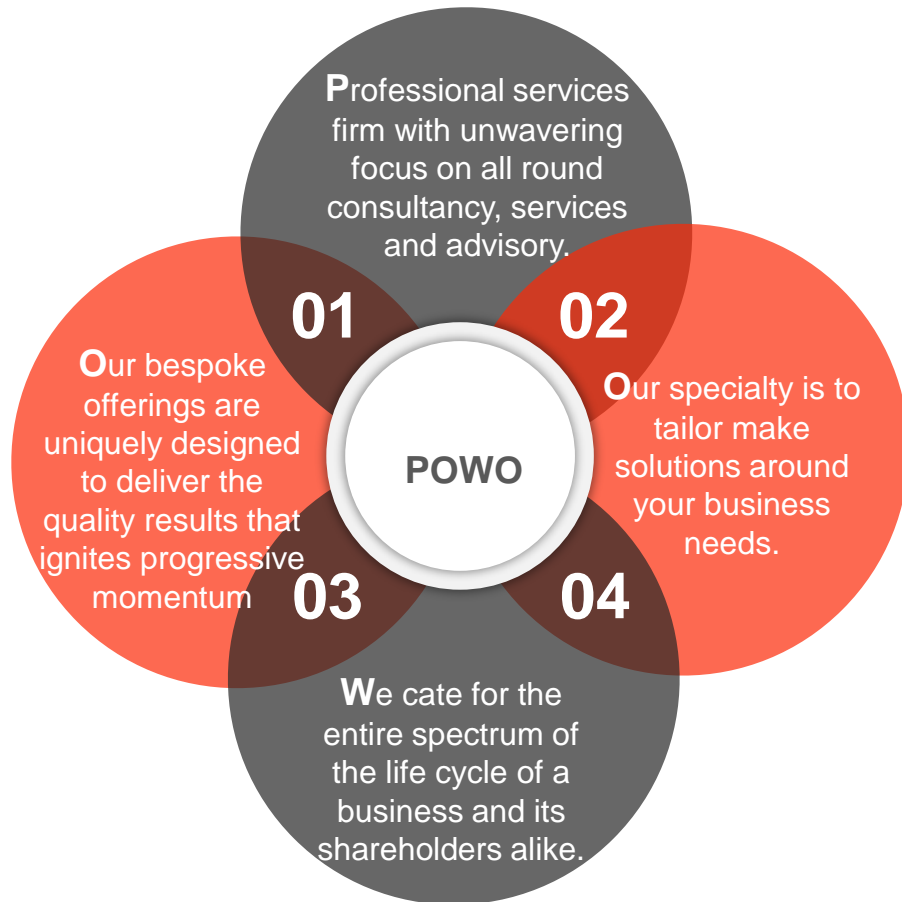
- Office Administration
- Communication & Writing Skills
- Customer Service
- Gender Empowerment
- Leadership & Management
- Human Resource Management
- Humanitarian Development
- Public Relations Training
- Quality Control & Risk Management
- Sales & Marketing
- Learning & Development
- Personal Development
- Strategy & Strategic Planning
- Project Management
- Public Sector Management
- Public Private Partnerships (PPP)
- Banking, Investment & Insurance
- Accounting & Finance
- Tax & Revenue
- Economics, Audit, & Governance
- Contract Management & Law



# CETraC ADVISORY CONSULTING SERVICES CENTER



# CETraC Advisory Consulting Services Center



Under the Center umbrella we bring to you the total business services and solutions that any business requires at various junctures of their illustrious business voyage



We always aim to be different in our service delivery by providing high quality services to both local and international clients, using world class standards and tools



As a firm, we strongly believe that the business world is akin to an infinite game where the goal is to stay in the game as long as possible.



And that profit and revenue are not the only signs of business strength but also good corporate governance structures which ensure the robustness of the business

# CETraC ACSC 2V, 2M, Value & Philosophy

### Vision

To be the leading and preferred professional advisory and consulting services firm in Ghana, Africa and beyond by providing high-quality value-added services.

V

### Mission

To enhance the value creation of businesses by continuously investing in our human capital, systems and processes to give us the edge to exceed the expectation of our clients.

M

### Values

We are consulting firm offering broad range of services to meet the needs of our clients by fostering an environment that encourages personal and professional growth and a passion for the firm's core values.

V

### Manner

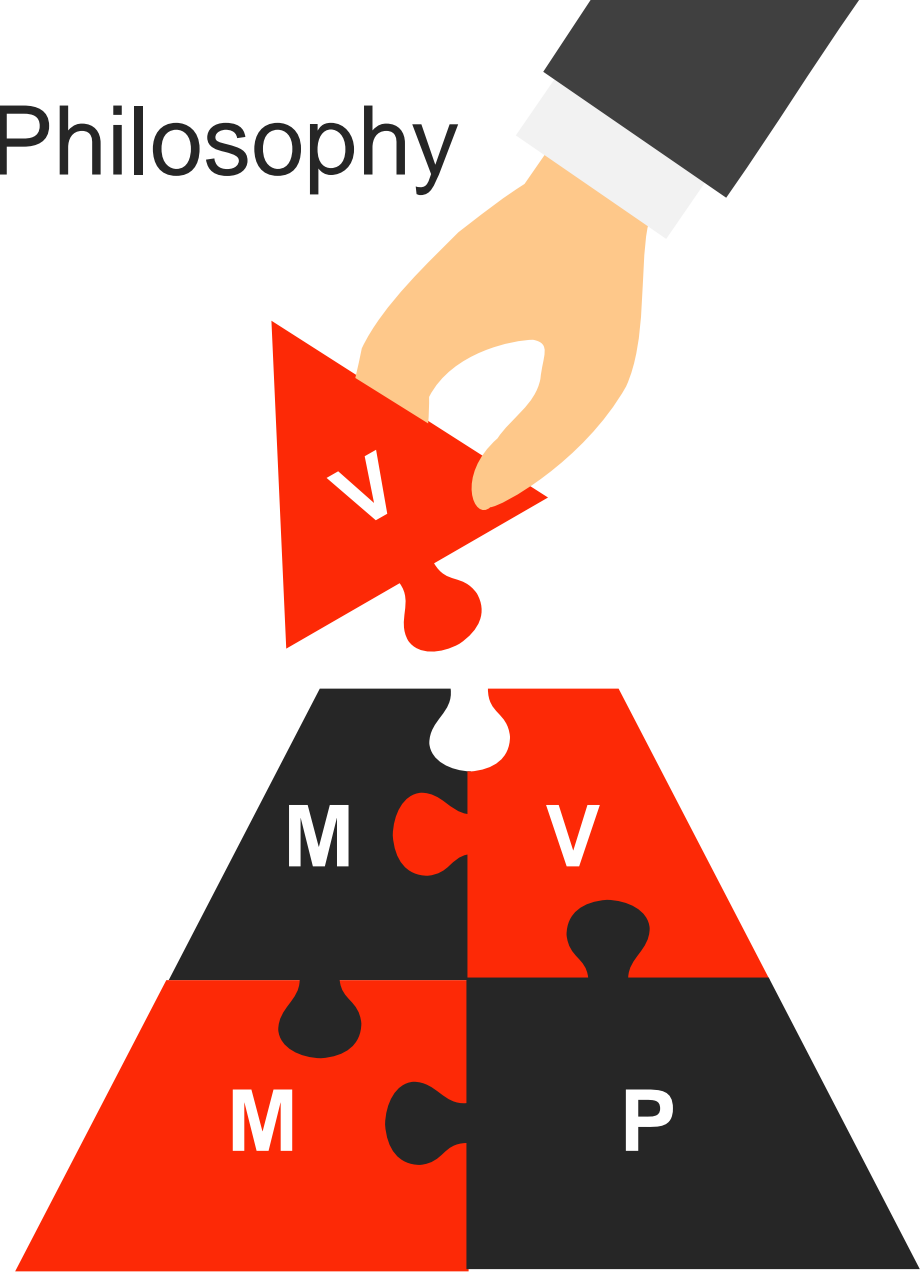
We will continue to be recognized as a major stakeholder known for delivering timely, quality professional services through a multi-disciplinary approach.

M

### Philosophy

Our Philosophy is to do our utmost best to provide friendly, courteous, awesome service, always exceed your expectations, listen to what YOU are saying, communicate with you quickly and fully, and invest in the highest quality of business savvy professionals

P

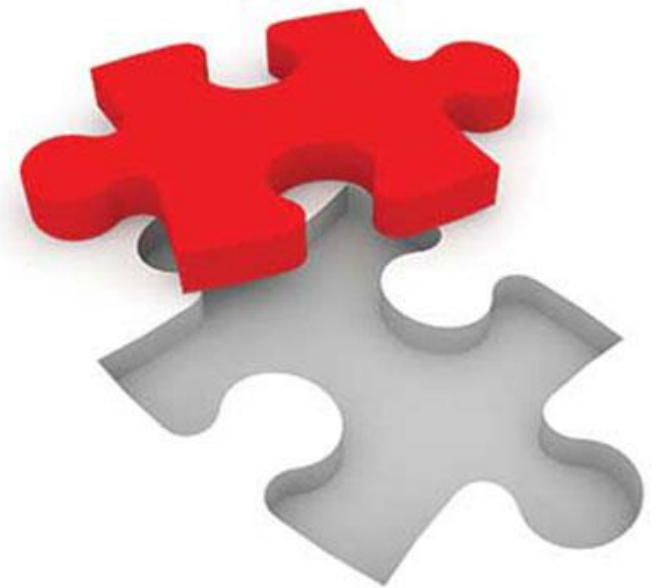


# CETraC ACS Center Aim

As a firm, we strongly believe that the business world is akin to an infinite game where the goal is to stay in the game as long as possible.

And that profit and revenue are not the only signs of business strength but also good corporate governance structures which ensure the robustness of the business.

CETraC Advisory Consulting Service Center aim to seeks to project this mindset especially within the SME space, by helping to position these businesses to be well-structured corporate players, which acts as a foundation to anchor long term value creation.



# Ethics, Compliance & Integrity

Upholding the business ethics, adhering to the global compliance and strict maintenance of integrity and trust is inevitable to our existence. We stand united to fight any malpractice or any illegal activity that turns against the world order and humanity. To our all stakeholders we commit to uphold our highest standards of ethics as our most valuable asset.





# CETraC ACS Center Aim

As a firm, we strongly believe that the business world is akin to an infinite game where the goal is to stay in the game as long as possible. And that profit and revenue are not the only signs of business strength but also good corporate governance structures which ensure the robustness of the business.

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# Why CETraC ACS Center



Our firm's founders recognized this and encouraged all employees to get involved in charities and non-profits that support the communities in which we all live and work. Their enduring vision is a vital part of CETraC Advisory Consulting Service Center culture. Today, our team serves as directors of non-profit boards or volunteers around the country, investing their time and sharing their experience with few organizations.



In addition to individual efforts, CETraC Advisory Consulting Service Center goes above and beyond as a firm to serve the community. Every year, CETraC Advisory Consulting Service Center dedicates a day for our team to engage in volunteer services.



Recent volunteer days have included providing free meals for School for the Blind and School for the Deaf and Dumb, providing free counselling and mentor sessions for selected orphanages in the greater Accra Region of Ghana and together with the Lions Club of Ghana undertaken health screening exercises and counselling sessions in several basic schools in the Greater Accra Region



Also, our firm is providing free educational support for needy but brilliant children who are in the second cycle institutions across the country. Our team believes strongly in the importance of community involvement and proves their commitment anew each year.

# CETraC ACS Center Solution





**THE END**