

From potential to meaningful impact.

A practical introduction to how Tamjab helps organisations, founders and leaders build clarity, trust, relationships and sustainable growth.



STRATEGY • COMMUNICATIONS • SUSTAINABILITY • GROWTH

For organisations ready to connect good ideas with the people, systems and opportunities that move them forward.

Good work deserves to be understood.

Organisations rarely lack ideas, commitment or expertise. The challenge is turning them into clarity, trust, relationships and opportunity.



Does this sound familiar?

- Your offer is valuable, but difficult to explain.
- Different teams communicate the organisation differently.
- Strong work is not producing enough visibility or demand.
- Stakeholders hear from you, but do not feel meaningfully engaged.
- Growth plans are not translating into consistent execution.
- A sensitive issue could test trust before the team is ready.

Tamjab helps connect the pieces — so strategy, communications, people and systems reinforce one another.

Start with the change you need to see.

We shape the work around outcomes, not a pre-set package.

01 Positioning Make your value unmistakable in crowded or changing markets. ✓ Clarify your relevance ✓ Translate complexity ✓ Align internal and external language	02 Growth Turn strategic intent into sustainable momentum and opportunity. ✓ Connect visibility to demand ✓ Close execution gaps ✓ Build systems for the next stage
03 Reputation Strengthen credibility before trust is tested. ✓ Create message consistency ✓ Prepare for scrutiny and change ✓ Make impact easier to recognise	04 Engagement Move beyond broadcasting to relationships that create value. ✓ Understand key stakeholders ✓ Build dialogue around real needs ✓ Turn attention into advocacy

Five connected service areas.

One organisational challenge can cross several disciplines. Tamjab brings the right combination together.

01	Strategic Communications Clarity, stories and communications systems that support trust and organisational goals.	Strategy · Audits · Content · Fundraising communications
02	Leadership Visibility Make useful expertise easier to find, trust and remember.	Executive positioning · Thought leadership · LinkedIn · Authority
03	Strategy & Advisory Make sense of direction, priorities and how the pieces connect.	Organisational strategy · Growth · Diagnostics · Partnerships
04	Sustainability & Responsible Growth Connect purpose and impact to how the organisation creates value.	Sustainability · ESG communications · Stakeholders · Impact positioning
05	People & Capability Build the skills and systems needed to perform and grow.	Leadership training · Workforce readiness · Talent · Capacity building

Crisis Communications

Preparedness and response sit across the model: helping leaders communicate quickly, maintain message discipline, protect stakeholder confidence and support reputation recovery when pressure is high.

Connected thinking. Practical movement.

THE TAMJAB MODEL

Think → Position → Communicate → Connect → Grow

Positioning shapes reputation. Reputation shapes trust. Trust creates relationships. Relationships create opportunity.

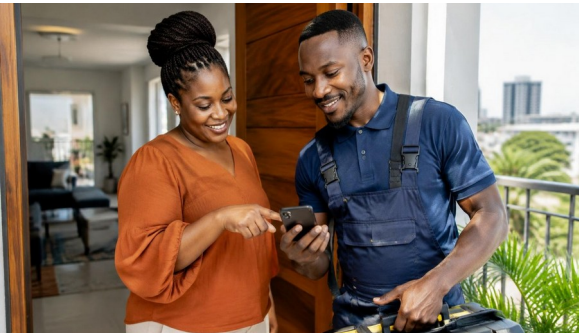
A typical engagement can begin with

01 Diagnose Clarify the challenge, context, stakeholders and current gaps.	02 Define Agree priorities, outcomes and the most useful starting point.
03 Design Build the strategy, messages, systems or learning experience.	04 Deliver & strengthen Support execution, capability and the next practical decisions.

Ways to start

A diagnostic or audit • A focused strategy project • Ongoing advisory • A team workshop or masterclass

Evidence through real-world challenges.



TASKERS

Turning everyday help into a trusted service

Tamjab explored how strategy, positioning, communications and customer experience could bring trust, convenience, people and technology together.

Contribution: positioning, service messaging, customer-focused thinking and growth.



JACOB HOPES FOUNDATION

Turning personal loss into action

Tamjab supported programme strategy, stakeholder engagement and collaboration connecting patients, regional actors and Cameroonian medical expertise in the diaspora.

Contribution: partnerships, advocacy, health communications and social impact strategy.

Selected experience includes GIZ, Diageo, Caritas, Plan International, GreenFaith, ISHR, Engagement Global and Piron.

Built for work that crosses boundaries.

Who we work with

Technology • Healthcare • Nonprofits and social impact • FMCG and consumer brands • Banking and financial services • Founders and social entrepreneurs • Professional services



Specialist solutions within the Tamjab ecosystem

Build Comms

Communications infrastructure

Comms System Audit

Communications diagnostic

WorkReady Africa

Talent and workforce readiness

Communications for Impact

Capacity building for impact organisations

Tamjab Masterclass

Practical professional learning



MEET THE FOUNDER

Irene Bonjeh Azong-Wara**Management Consultant • Strategic Communications • Sustainability**

Irene brings more than 15 years of experience across communications, strategy, sustainability, social impact and stakeholder engagement.

Let's find the clearest place to begin.

Bring the challenge as it is. A clarity conversation can help define what matters now, where the gaps sit and which Tamjab service or next step is most relevant.

BOOK A CLARITY CALL

cal.com/irene-bonjeh/clarity-call

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