

# *SNEAK PREVIEW: How We Cheaply Make Cup Cakes without an Oven or Cooker*



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This is a precursor to our forthcoming Quick Start Guide Book titled “How to Cheaply Make Cup Cakes without an Oven or Cooker & Sell Them for Profit” – based on what we do, as a family. Details of the book’s contents are supplied at the end of this PDF, which – for now – offers some background about why we do what we do, the way we do it. PLUS, a little peek into an impromptu real life production session we had yesterday – Tuesday 8th October 2014!

# First – Let Me Explain Why I’ve Chosen This Approach to Baking Cakes

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*A few weeks ago, I made my kids go on a Selling Skills Development exercise.*

Rather than sell to their loyal school mates who readily trusted and bought the cakes, they had to visit office premises in the neighbourhood and do sales pitches to the owners.

They came away from that experience with an understanding of what buyer rejection felt like. Those they visited asked them all sorts of question their classmates had not asked.

There was no familiarity or pre-existing trust to build on. It was a new – and unsettling - experience for them. And they did not like it.

**When we met after they returned, I explained why they needed to expect that kind of rejection – or resistance – to whatever they wanted to get people to do. Especially when selling.**

Now, the most common question they got asked was why they chose to use a charcoal stove and not a gas or electric cooker. Another question that followed up on that was if they observed proper hygiene practices in making the cakes.

***The latter was easier to answer. The former was not as easy for the kids. Infact, the 15 year old, Fela, told me “Ah, I did not have an answer to that one O!”...LOL!***

## **Here’s what I explained to the kids, about MY choice of charcoal stove baking :-)**

1. Being kids, they do not (yet) own a gas or electric cooker with an over that they could freely use to bake the cakes. Since the charcoal stove and pot make it possible to produce presentable cakes, it is best to start with that, and as save up enough from sales made over time to either purchase a gas cylinder they can use for their business.

2. Producing the cakes with a charcoal stove has proven to be cheaper than using gas. It takes roughly 15 to 20 minutes to bake a set of 7 cup cakes. **Today, the kids can repeat that process 5 times within 2 hours and** charcoal used up would only be about N20 naira equivalent.

*Compared to use of a Gas oven or burner over a 2 hour period that makes useful savings.*

3. The 3<sup>rd</sup> reason is that I want them to use a solution that allows no excuses i.e. to show the world it’s a viable means of low to zero cost self-employment exists for young people willing to apply themselves.

## **Since the poorest people use charcoal, it means it is within the reach to buy it.**

And since it tends to last that long in use, and yet allows such considerable baking to be rapidly done with it, the reality is that ANYONE who is remotely interested can successfully bake cakes - of all kinds – using charcoal stove and pot. **All it needs is a little creativity and effort.**

In other words, before anyone starts listing all sorts of sophisticated baking tools and equipment that will make people start looking for the perennially elusive CAPITAL, the approach we use makes it possible to start with little or no money.

**In our guidebook, we will explain how – yesterday - we basically bought only key ingredients (which you could actually borrow and no one would feel bad about giving to you), and we then borrowed the rest.**

And nothing we borrowed got used up. They were basically things we used, then cleaned up and returned to the owner – with a gift of our finished product.

If you're beginning to get my drift, this micro business is one that allows you to almost eat your cake and have it.

*You can start with NO money and end up being able to continually make money – profitably.*

**Yesterday, I Had to Return to Cotonou, But I Was Determined to Record Videos (and take Photos) of My Kids Doing What I Taught Them, For Use in Finishing off Our Guide Book.**



***Above: Nearing the “agreed” venue – Grandpa and Grandma’s home (Grandma’s kitchen and “backyard” offered the perfect layout and lighting for what we needed to do).***



**Below:** The 11 year old (Chika) sets up the charcoal stove. Each team member took up needed roles. There was the periodic “bickering”, but they stayed focused on getting the job done(to my relief!).



**Below:** 13 year old Emeka trying to start the charcoal fire.



*It takes a while, but he eventually gets it going (I discourage use of kerosene – instead they burn old newspapers which are free).*



# I learnt to bake cakes for the first time in my life, at 43, AND without using an oven!

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*Now, I realize most people may assume that we "the Solagbade guys" ventured into this cake baking business under the guidance of our women.*

But ehm, it did not exactly happen that way...

**I really wish I could say we learnt to bake cakes from my wife, or my mother, but it would not be true.**

*And I feel it's best I say EXACTLY what happened so that others – especially of the male gender - who may find themselves without access to "women" (e.g. single men/widowers/young boys etc) will not assume they MUST physically find a woman to "teach" them to bake.*

**In my case, what really happened was that I learnt to bake cakes for the first time in my life, in September 2013 - last year (at age 43) - by watching several You tube videos created by OTHER people's wives/mothers demonstrating how to bake cakes without using ovens!**

Then I watched and re-watched them, reading related articles, then going back to watch more, until I felt I understood the process. At a stage, I realized getting a gas or electric cooker with an oven (as shown in the videos) would cost a considerable sum, and I was at the time only trying to test an idea I had.

***So, I Googled a bit more to see if there was a way to bake cakes without using an oven, and without using gas or electric cooker.***

Amazingly, it turned out that there was!

**There were people who had been thinking like me – who wanted to be able to bake cakes even if they were in the village where the modern cake baking equipment were not available.**

I actually saw one video in which the cakes was baked with an aluminium covered container placed on hot charcoal and which had more hot charcoal placed on its cover. And the cake that emerged from it looked wonderful!

Before the above mentioned experiences, I had NEVER even given the idea of baking cakes any consideration.

The closest I ever came to thinking about it was in encouraging my wife to enrol for a catering vocational skills training course with an NGO in Ikeja, Lagos.

**Having said that, even if I'd been in Nigeria, I'm not sure I could have gotten much from my wife or mother. This is because the cake baking process I chose to learn was NOT even the normal one.**

*As you've read above, it involves using a heavy aluminium pot (the closest thing I could find to what I saw being called a "Dutch Oven" in You tube videos I watched), and a charcoal stove.*

*When I began, I had no idea where to get the ridged metal receptacle to hold the cakes. So I improvised by using beer cans cut into 2 halves!*

When I was doing all these, I kept sharing my progress in articles on my blog - with photos showing the progression from mushy looking cakes I made at first. Until I got them so well done to the point that I could take packaged samples to show/serve to friends and associates in town.

### **This idea of baking cakes originally came to me, when I was thinking of how to use up the “spent” pineapple peels left behind after I made my drinks**

*Each time I finished using the peels to make the drinks, I had to bag and dispose of them. Something kept telling me I needed to reduce the quantity of waste peels I had to get rid of, to avoid problems with output.*

One day, the idea occurred to me that I could use them in baking cakes. I soon came up with a way to do just that.

The pineapple peel based version of my cakes, along with the bottled drinks were what I took to the diplomats mentioned earlier.

**When I first began making my pineapple peels based drinks, I was still living on the campus in Calavi – a town just outside Cotonou, the capital city here in Benin.**

**Below: Screenshot of, and URL to album in which I explained how I got inspired to use pineapple peels to make drinks – after observing the enormous quantities of waste peels (still dripping with juice) that got dumped daily by sellers – almost 50% of the whole fruit!**

[https://www.facebook.com/tayo.solagbade/media\\_set?set=a.10201131770912496.1073741827.1116136884&type=3](https://www.facebook.com/tayo.solagbade/media_set?set=a.10201131770912496.1073741827.1116136884&type=3)

### How to Make Drinks You CAN SELL, from Peels of Pineapples

Updated over a year ago

E-mail your name, country, mobile number, occupation, & facebook/twitter URLs (if any) to tayo at tkeola dot com, and I'll send you a FREE copy of my detailed PDF report titled "10 Fruits You Eat That Leave Useful Peels/Skins Behind."





# Below: Screenshot of photo album in which I showed progress I'd made preparing bottled versions

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[https://www.facebook.com/tayo.solagbade/media\\_set?set=a.10200859137056820.1073741826.1116136884&type=3](https://www.facebook.com/tayo.solagbade/media_set?set=a.10200859137056820.1073741826.1116136884&type=3)

## They're calling it "Boisson Tayo"!

Updated over a year ago · Taken in Abomey-Calavi

Few photos showing my first formal set of bottled pineapple PEEL based drink - before and after LABELLING. "Boisson Tayo" means "Tayo's drink". (I'll be getting a proper name for it later - but a friend here insists on calling it THIS - so I've humoured him for now...LOL!) I'll be having a taste session in a client's office today. And I'll also be meeting some restaurant owners while in town to discuss possible partnerships. Oh, little beginnings!!!





# By September 2013, when I began making the cakes, I had moved into a single room accommodation in Cotonou.

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**At a point, I located a large store that sold all sorts of baking equipment and materials.**

There I purchased cake cups and small decorated cardboard packs.

*Using them, I took samples to serve a senior official with who I'd become friendly at the Nigerian Embassy.*

He loved it so much that he introduced me to another colleague (who ended up asking what else I did and 24 hours later hired me to build a website for his farm. Following that, he paid me to customize my Poultry Farm Manager software for his farm manager's use).

**I also took samples (with bottles of my pineapple peel drinks) to my friend - the Administrator of a Francophone nation's chamber of commerce (who had been excited to taste my drinks weeks before, and had asked me to send him my flyers in French language).**

When I visited Nigeria late in September 2013, I carried with me the charcoal stove, 2 bags of charcoal and other materials I used. I was determined – as usual – to share with my kids.

I spent a few hours showing my kids how to make cakes using the items I brought with me. By the next evening they could already make the cakes themselves. Before I left, the 11 year old (Chika) – who was 10 at the time - had succeeded in selling cakes he took to school to classmates.

At that point, I knew I was on the right track!

# Below: Links/Screenshot to an Article in September 2013, About My Trial and Error Efforts at Baking Without an Oven

1. [https://www.facebook.com/tayo.solagbade/media\\_set?set=a.10202198845348690.1073741829.1116136884&type=3](https://www.facebook.com/tayo.solagbade/media_set?set=a.10202198845348690.1073741829.1116136884&type=3)
2. <http://spontaneousdevelopment.com/sdnuggets/when-youre-not-working-create-a-bigger-dream-hint-new-product-my-pineapple-peels-based-cakes-made-without-an-oven>

**NB: Link 1 leads to the photo album on Facebook. Link 2 leads to the full article**

## My Home Based Farm Products Brew-Pub Launches Soon!

Updated about 10 months ago

It's difficult to find the time, but I'm doing my best EACH day to "evolve" the recipe for my pineapple PEEL cakes, using my necessarily village style oven for now. When my Home Based Farm Products Brew-Pub opens in a few weeks from now, I'll be using more standard equipment.

It might interest you to know that the funds I need have been secured (via successful completion of international agribusiness research paper, for which I'm being paid. See full details in my latest newsletter issue at: <http://spontaneousdevelopment.com/sdnuggets/no-119-how-to-achieve-success-in-any-field-true-story>).

So, I just need to find and fix up the place - which will also be home for me and family, when they join me.

In the meantime, I'm trying to make the most of the time that's left. That's why this Research and Development activity must continue. And to be honest, I like it because it's

cost-effective. Anything to avoid spending...LOL!

These 12 or so photos are just to give you an idea of the progress I'm making with my concept. This is a dream I've had since about 1998. As time goes on, you'll see where my Rabbit farming business passion links to this.

Indeed, I am convinced many people will be amazed to see the array of useful handicrafts, that I and my kids will be making using by-products from Rabbits slaughtered and served - specially roasted - in our brew pub.

Believe me people, 2014 is going to be exciting!!!

PS: For more about this dream of mine, read this recent article I wrote about it...<http://spontaneousdevelopment.com/sdnuggets/when-youre-not-working-create-a-bigger-dream-hint-new-product-my-pineapple-peels-based-cakes-made-without-an-oven>



# Below: Links/Screenshot to an Article I wrote in December 2013, About Coaching My Kids to Bake the Cakes

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1. [https://www.facebook.com/tayo.solagbade/media\\_set?set=a.10202630392577101.1073741831.1116136884&type=3](https://www.facebook.com/tayo.solagbade/media_set?set=a.10202630392577101.1073741831.1116136884&type=3)

2. <http://spontaneousdevelopment.com/sdnuggets/anyone-including-kids-in-school-can-achieve-success-via-part-time-entrepreneuring/>

**NB: Link 1 leads to the photo album on Facebook. Link 2 leads to the full article.**

## Even School Kids Can Succeed Via Part-Time Entrepreneuring

December 11, 2013 · Taken in Lagos, Nigeria

One Thing I Know From Coaching Kids Over The Years...

If you explain it clearly to them, so they see the benefits, you will NOT need to chase them to do it.

For now, I'm letting them enjoy the feeling of being able to make the classmates part with N50 for each of the cakes they make by themselves.

I know it's a wonderful feeling, and it will inspire them to think of more ways to put their skills to use.

I urge you to do the same for your kids.

Entrepreneurial skills of this kind can prove crucial for their achievement of success in their adult lives.

Children find activities of this kind exciting/challenging, so interest is unlikely to be lacking.

And as explained in the article linked below, they can do it, while still schooling full time!

<http://spontaneousdevelopment.com/sdnuggets/anyone-including-kids-in-school-can-achieve-success-via-part-time-entrepreneuring/>





# But we still have LOTS to thank the women in our lives for!

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**A. Their Mother: For one thing, my boys, who are my key collaborators in this drinks and cakes making venture, KNOW their way around the kitchen.**

That really made it easier for them to endure the “hassles” of baking cakes using my rather cumbersome and unconventional method!



**Above:** A finished set of cakes – ready for delivery as a gift or for sale. This one was taken upstairs by Chika as a gift from the kids to Grandpa.

**And it's all thanks to Nkechi, their mother, who is also my lovely wife!**

She got them to work in the kitchen, helping her, during a VERY trying period we passed through as a family, when I struggled to reliably earn income as an entrepreneur.

*(NB: She insists she wants photos of herself floating around the web as few as possible. But we're working hard to get a good one with her for the book – we'll find a way!)*

**Fela, our eldest child is the one who has been most tasked.**



As a result he is so at home in the kitchen, and regularly gets left to cook meals and clean up on week days and weekends. Nkechi has taught him to competently prepare stew, okra, eba, amala, semovita, rice, fried plantain, yams.

His 13 year old brother is now being tasked to learn to do the same thing. This arrangement makes it easy for their mother to be away if/when the need arises, without worrying about what the kids will eat.

*Since he has his own mobile phone, Fela simply calls his mom and asks her what he should prepare. If he can't reach her, he uses his initiative and makes the younger ones – especially the girls – something to eat.*

The truth is that even the 11 year old boy as well as the 8 year old girl, can also carry out tasks like boiling water or cooking a fast meal like the 3 to 5 minute Indomie noodles on their own. Since there is usually a carton of that in the house, even if Fela is away running an errand, the little ones can make themselves something to eat.

It's so comforting to see how Nkechi has trained them to do the above.

**NB: I feel it is worth adding here that when the kids were learning the above, many times we would have no electricity from the power company.**

I would have set out early on foot (not having any money to give them) to “hunt” for client projects (this was long before I learnt [to make clients come to me like they do today](#)).

*So they would have to cook using a kerosene stove - often collecting the kerosene on credit. (Yep. It was that bad. Will write more on this in a separate book).*

At night they would have to work in near darkness – using their mother's mobile phone torchlight - once the few remaining candles burnt out. Sometimes I would make some little money from sale of one of my apps on a CDROM. Other times I would return with nothing – and we would all go to be bed hungry, or with only Gari (cassava flour) to drink, without sugar!

**Like I hinted above, I will be sharing more details of what we went through back then in a separate book.**

Suffice to say, for now, that those “small” boys of ours you see in the photos have been toughened by hardship.

**They can keep going with little or no food for an entire day – I exaggerate not!**

*The message I'm trying to pass across by sharing the above is that exposure to hardship really does have its good sides – even though it can hurt quite a bit.*

And that good side was what [enabled my kids to respond to my demand at short notice](#), that they got everything we needed together in a few hours following my arrival, to go out and record this entire cake baking process!

**B. Their Grandmother has also been a great influence in this kitchen/cooking domain...**

I recall being the “Fela” amongst my siblings at about his age, when we still lived with our parents. The others would come home from school, and I would have made food for everyone.

She's been impressed with what Nkechi has taught the kids to do in the kitchen – especially the boys. And she's periodically coached them on additional areas whenever they have visited her.

**Recently, when I visited Nigeria, I stopped over to see her and my dad in their home.**

She was in the kitchen, making the popular Ogi (pap) from Maize, and noted to me that the kids could learn to make it themselves, especially since they loved drinking it.

I instantly jumped at the idea and brought out my blackberry, once she agreed to let me record a video of her explaining how to the kids could make it themselves.

**You see, I am a VERY spontaneous person, and believe in dispensing with needless ceremonial procedures to quickly and cost-effectively disseminate PRACTICAL and USEFUL knowledge.**

That approach has made me VERY successful in coaching others to develop themselves and excel in various areas of life over the years.

**In the book we will soon publish, I'll include a link to the video of my mother explaining how to make the Ogi.**

*I've already played it back for the kids. We will however be doing a more comprehensive one later on – that begins from the raw maize grains, before they are milled.*

**Now, regarding Cake Baking...my mother used to bake cakes – BUT she never had cause to teach ME (don't know about my siblings), and I never showed any interest either.**

In doing her own baking, she always had all the standard stuff (still has them too!) e.g. a baking glove, the baking pan etc.

When I'd visited from Cotonou in late 2013, and told her I'd been baking cakes with pineapple peels, she had been intrigued, and wanted to know where I learnt to do it.

I told her I sat down and Googled to find several videos about baking cakes without using an oven – and so on.

Then I explained that the kids had been making the cakes and selling them in school. Before I returned to Cotonou, I got the kids to make some cakes and dropped off for her and my dad to try out. They loved them.

**So, yesterday (having gotten her consent), when we arrived in her kitchen and took it over from 11.30 a.m till 1.30p.m, she played a very helpful support role - offering to provide aprons, and bowls etc for use by the boys.**

**Below:** 15 year old Fela gets ready to begin mixing the materials...



**Above:** Grandma digs up an extra apron she recalled she had stored away – for Chika.

As for the cake baking itself, I simply went around the boys in their different work areas, deliberately asking questions like “What are you doing now? What will you do next? How long will it take? How will you know when the sugar-egg mixture is ready?”

As they answered I would take photos, and at different stages I recorded clips to capture some aspects I considered worthwhile. For the most part, we let the boys decide what to do, when to do it and how (the most tasking part was getting the charcoal burning...!).

***Below: Chika mixes the eggs and sugar***



***The final cakes they produced looked, tasted and felt really great – and they were made by teenagers using charcoal stove!***



**In all, it was a VERY worthwhile exercise,  
and the kids really came away feeling  
pumped up.**

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*Below: Chika with a clenched fish as if saying "YES, we did it!"*



**Grandma had prepared food (beans served with bread) for us “cooks” – so we quickly let Fela serve us, and began eating up. I was the first to finish, as I needed to get on my way back to Cotonou.**

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**Below:** Fela dishes food for everyone



**Above:** The team presents a pack of 2 cup cakes to Grandma as “thank you” for letting us use her kitchen and resources. See 13 year old Emeka goofing around as usual in the background.

# We agreed the kids would spend the rest of the day with their grandparents, and the driver would drop them off at home.

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Just as I said goodbye and was leaving the house, the kids came to whisper to me at the gate, that an elderly friend of my dad who'd just arrived had been offered one of the cakes by my Mom.

For them it was a massive vote of confidence!

I left for Cotonou feeling so proud of them – and now even more convinced of what I need to do to COMPLEMENT their education, with real world relevant income earning knowledge and skills.

It is my hope that our story will inspire more parents to connect better with their kids at this crucial stage of their lives, so they can arrive in adulthood better prepared.



**Above:** Mission accomplished (NB: Don't be fooled by Fela's seeming "sober" look. He was just as ecstatic as the others – and joined with equal fervour in wolfing up the cakes I let them eat!)

# PS: In the guide book I'll soon publish with the kids as co-authors, I'll elaborate on what I believe parents need to do to achieve the above.

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*It's titled "How to Cheaply Make Cup Cakes without an Oven or Cooker & Sell Them for Profit!" - And it will contain – among other things:*

1. A detailed historical background to how we began last September (2013)
2. A list of materials you will need, and where to get them or where to find (or how to adapt) viable replacement. Below: Left over flour, eggs, margarine etc.



3. The step-by-step process to follow to produce cakes using the unique approach we have now settled on based on hands-on application of what we learnt over the past year.
4. How you can get MORE cake units at the same or LESS cost, by making creative use of zero cost pineapple peels like we do.
5. Recipes we used to bake you our cakes (with and without eggs; with and without margarine; with and without pineapple peels).
6. Experience based tips from our countless mistakes when we began, about how to get the baking time right; and how to mix the ingredients (including the order in which to add them) so that the cakes came out looking, feeling and tasting just right.



7. How to use our charcoal stove pot-baking method to make egg less cakes that look, taste and feel super!
8. How to make our 100% natural pineapple-peel based drinks to go along with the cakes.
9. How to correctly calculate your costs to arrive at the right price to sell
10. The download link to an FAO report (PDF) – which contains best practice guidelines recommended by Food and Agriculture Organisation for operating a world class home based micro to small fresh fruits based drinks making/export business.

***NB: I am following that blueprint to establish our cakes and drinks making venture as a family business here in Cotonou.***

11. For those who may consider using of charcoal stoves messy, I will also include URLs to websites that offer useful information and education (videos, articles, photos etc) on other ways to bake cakes without ovens e.g. using a pot on a normal gas/electric cooker burner!



**Left:** Close up side view of one of the cup cakes. If we did not tell you, it's unlikely you would guess it was baked without using an oven, on a charcoal stove!

**Subscribe to my mailing list at [www.tayosolagbade.com](http://www.tayosolagbade.com) for details of the new guide book which will soon be published with the above details - including more photos and links to video clips!**

# About the Author

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As a Location Independent Multipreneur travelling slowly across West Africa, Tayo's unique ability as a bilingual service provider enables him relate successfully with clients/associates in English/French speaking societies e.g. Cameroon, Ghana, Benin, and Nigeria.

He offers a unique range of Performance improvement talks, seminars and coaching programs for farmer groups, writers, clubs, parents and alumni associations - as well as persons in paid employment.

Since 2002, he has earned multiple streams of income providing individuals and organizations with personal development training and coaching, custom MS Excel-VB solutions, web marketing systems/web hosting, freelance writing services, and best practice extension support services (for farm business owners).

**Tayo is the author of the Self-Development (SD) Bible™ & Livestock Feed Formulation Handbook at [www.lulu.com/sdaproducts](http://www.lulu.com/sdaproducts).**

Tayo has delivered talks/papers to audiences in various groups and organizations, including the Centre for Management Development, University of Lagos, Corona Schools Trust Council (and all 6 Lagos branches), Adrao International Schools, Christ Baptist Church, Volunteer Corps, Tantalisers Fast Foods and others.

In 2012 he was the invited Guest Speaker at the Centre for Entrepreneurship Development's Annual Semester Entrepreneurial Lecture at Yaba College of Technology in Lagos.

In a previous life, before leaving to become self-employed, Tayo served for seven years (October 1994 to December 2001) as a high performing manager in Guinness Nigeria. He rose from Shift Brewer to Training & Technical Development Manager, and later acted in senior roles as Production Manager and Technical Manager.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Daily Self-Development Nuggets blog - on which he also publishes his Weekly Public Speaking IDEAS newsletter (which he uses to promote Burt Dubin's Public Speaking Mentoring service to experts working across the African continent).

He is an Associate Member of the UK based Institute & Guild of Brewing, a 1997 National Finalist of the Nigerian Institute of Management's (NIM) Young Managers' competition, a Certified Psychometric Test Administrator for Psytech UK, innovator of Spontaneous Coaching for Self-Development™ (SCfS-D™), and Founder of the Self-Development Academy Limited.

For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to [tayo@tksola.com](mailto:tayo@tksola.com). Visit [www.tayosolaqbade.com](http://www.tayosolaqbade.com) for more.

# ABOUT TAYO'S SPONTANEOUS COACHING™

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In 1999, I formally “announced” a concept I had developed called “Spontaneous Coaching™”, in a paper I contributed (as a Brewer) towards deriving a vision for the Production Department in Guinness Nigeria Plc, Benin Brewery.

2 years later (in 2001), I attended two separate International workshops on Coaching and Influencing titled “High Performance Coaching” and “Coaching Conversations” Workshops respectively.

The courses exposed me to coaching resources/techniques employed in various environments especially corporate organizations. I have since used the knowledge from those courses, combined with my personal experiences - and resources from the internet – to develop formal versions of my own coaching techniques and philosophies.

I enjoy working with people who passionately desire to learn how to get ahead in their personal/work lives, and who are READY to do what it takes. The truth is not everyone can set targets and stay focused on achieving them all alone. Some people NEED someone else to be on the sidelines, cheering and encouraging, “suggesting”, “advising” and sometimes “directing” them at crucial stages in the journey.

If you are lucky, you might find a good friend or relative who can SPARE his/her time whenever you need it, to help you mind your personal business. OR you can pay a personal COACH to help you work towards achieving peak performance and total success.

I meet people daily, who complain of an inability to focus on achieving their set goals, and who express the desire to have me around them more often (after a few hours of interaction!) “To help them remain focused!”

When they say that, I casually toss the idea of hiring me as a personal coach at them. Why? Because it would be the only reliable way for them, to get what they were asking of me.

For those parents/guardians or organizational decision makers who want to start off their “younger” members on a sound footing, you might be interested in my Personal Achievement Coaching for Kids (PACK)™ program, with its “Coaching For Early Take-Off™” theme.

Contact me via [www.tayosolagbade.com](http://www.tayosolagbade.com) to get details.

For all other adults, who desire access to competent and CONFIDENTIAL experience based support to achieve their valued goals at work/in life, I offer my confidential Spontaneous Coaching™ services, email [tayo@tksola.com](mailto:tayo@tksola.com) to get details.



**Tayo K. Solagbade\***

Best Practice Parenting Advocate™ & Location Independent Multipreneur

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Mobile: +229-66-122-136 (in Benin Republic, my base) or +234-803-302-1263 (when I'm in Nigeria)  
\*(Note that I may not be able to receive calls if/when traveling)

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