

REQUEST FOR PROPOSAL

PROVISION OF STAFF REBRANDING AND PROFESSIONAL ETIQUETTE TRAINING

1. Background

Shelter Afrique Development Bank (SHAFDB) is a Pan-African development finance institution dedicated to supporting the development of affordable housing and sustainable urban infrastructure across Africa.

As part of its institutional transformation and commitment to strengthening its corporate image, service culture and stakeholder engagement, SHAFDB intends to engage a qualified consultant or training firm to facilitate a staff rebranding and professional etiquette session.

2. Objective of the Assignment

The objective of the training is to equip staff with the knowledge, skills and behaviours required to consistently represent the SHAFDB brand professionally and positively in their interactions with clients, partners, government officials, colleagues and other stakeholders.

3. Scope of the Training

The proposed training should cover, but not be limited to, the following areas:

1. Understanding and representing the SHAFDB corporate brand.
2. Professional image, grooming and workplace presentation.
3. Business and workplace etiquette.
4. Business communication and professional language.
5. Diplomatic and protocol etiquette.
6. Meeting, dining and networking etiquette.
7. Cross-cultural awareness in a Pan-African institution.
8. Personal branding and conduct as a SHAFDB brand ambassador.
9. Social media etiquette and responsible representation of the institution.
10. Practical exercises, role plays and case studies relevant to SHAFDB.

4. Expected Deliverables

The selected consultant or firm will be expected to provide:

- A customized training programme and agenda;
- Training materials and participant handouts;
- Facilitation of an interactive in-person training session;
- Practical exercises, role plays and assessments;
- A post-training evaluation report;
- Certificates of participation; and
- Recommendations for sustaining professional etiquette and brand-aligned behaviour within SHAFDB.

5. Target Participants and Duration

The training will target SHAFDB staff across different departments and levels.

The proposed duration is **one to two days**, subject to agreement with the selected service provider.

6. Consultant or Firm Qualifications

Interested firms or consultants should demonstrate:

- Relevant experience in corporate rebranding, professional etiquette, image management, protocol or customer service training;
- Experience working with financial institutions, development organizations or multinational institutions;
- Qualified and experienced facilitators;
- Knowledge in fashion and design is an added advantage
- Ability to customize the training to SHAFDB's institutional context;
- Evidence of similar assignments completed; and
- At least three professional references.

7. Proposal Submission Requirements

The proposal should include:

1. Company or consultant profile;
2. Understanding of the assignment;
3. Proposed training methodology and programme;
4. Profile and CV of the proposed facilitator or facilitators;
5. Evidence of similar assignments;
6. Proposed duration and availability;
7. Detailed financial quotation, inclusive of applicable taxes; and
8. Contact details of at least three references.

8. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications;
- Understanding of the assignment;
- Quality and relevance of the proposed methodology;
- Experience of the proposed facilitator;
- Evidence of similar assignments;
- Financial competitiveness; and
- Ability to deliver within the required timelines.

9. Submission of Proposals

Interested service providers should submit their technical and financial proposals to procurement@shelterafrique.org by **14th August 2026**, clearly marked:

“Proposal for SHAFDB Staff Rebranding and Professional Etiquette Training.”

SHAFDB reserves the right to accept or reject any proposal and is not bound to select the lowest-priced bidder.