



10th Anniversary: 2009-2019

A Decade of Serving People



Sacoda Serv Limited is a bespoke research and project management company. We have designed and implemented research and CSR projects on a wide range of topics for organizations in both the private and public sectors in Trinidad and Tobago and the wider Caribbean.

CONTACT

29 Tenth Avenue,
Barataria, Trinidad and Tobago
(868) 223-8650 | info@sacodaserv.com
Visit us on the web at www.sacodaserv.com

WELCOME



Sacoda Serv Ltd Quarterly Newsletter: Vol 1- 2019

A Decade of Serving People

Since 2009, Sacoda Serv Limited has been offering bespoke research and project management services, tailoring each project to suit the needs of our clients. Over the years, we have designed and implemented research and CSR projects on a wide range of topics for organizations in both the private and public sectors in Trinidad and Tobago and the wider Caribbean.

2019 marks a decade of hard work, growth and service to people for Sacoda Serv Ltd.

PEOPLE MATTER

People are at the heart of what we do at Sacoda. This has been the foundation on which Sacoda Serv Ltd was started ten years ago and following a decade of providing research and project management services, this philosophy continues to ring true.

While research elevates the voice of people, it is ironic that people are not always willing to share their voice. This is even more evident in field data collection. People are very protective of themselves, their personal information and even their thoughts and opinions. Yet, what we learnt is that people share the most with other people they connect with. We pride ourselves in finding persons who have the heart to connect with other people as 'people' because they matter!

It is one of the reasons we affirm that 'people are at the heart of what we do'. In the fast pace nature of field research, connecting with people and developing trust relationships is increasingly becoming more difficult. So how can we connect with consumers on the field with the intention of elevating their voices?

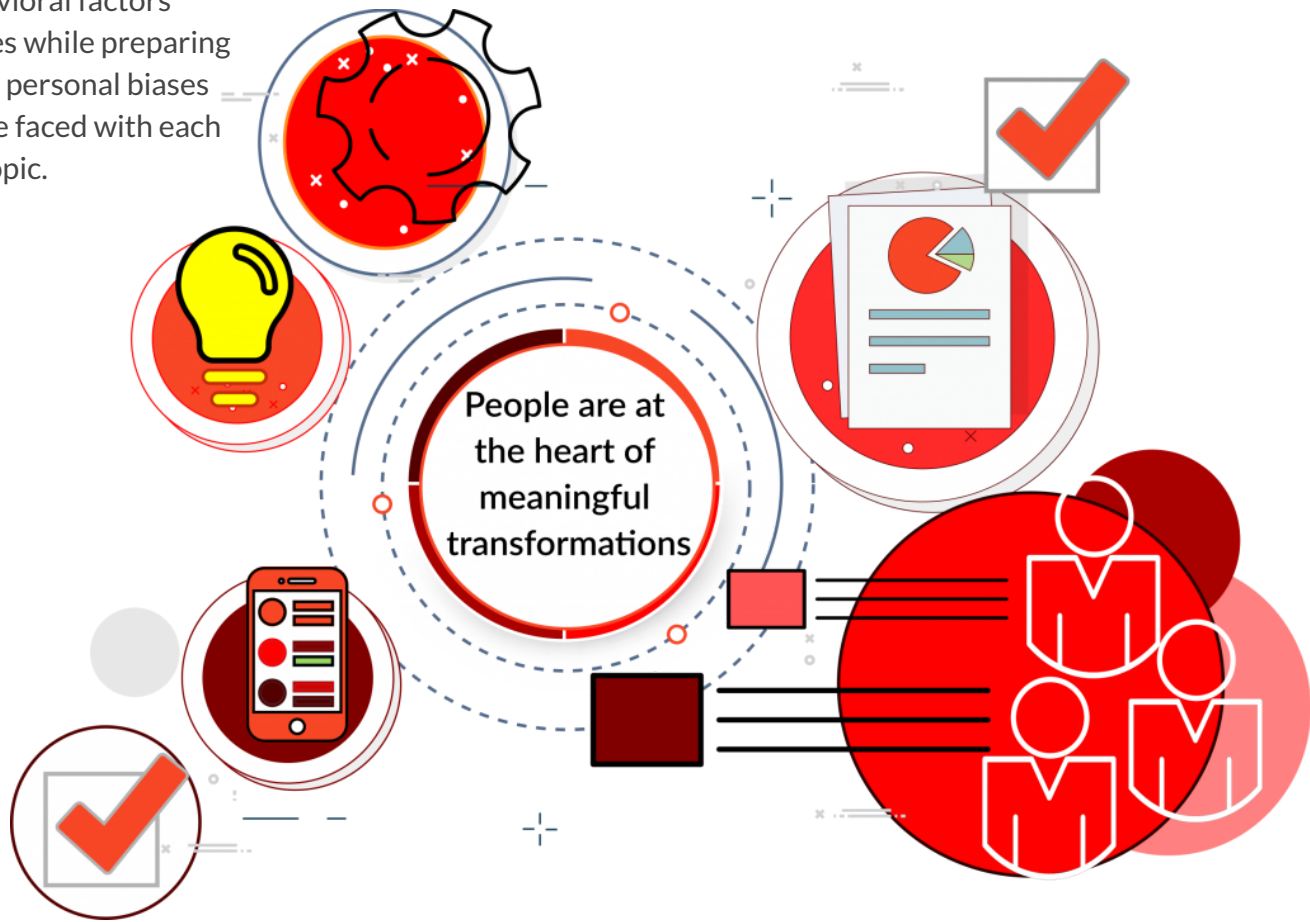
In our ten years of asking people to share their opinions and experiences, we have learned a lot about people. We have learned when to approach and when to avoid people; what makes people open up and how to get people to focus on the questions asked; we have learned how to develop trust as we approach their personal space and ask questions which may appear to be invasive.

We have used our decade long experience to frame communication styles for almost any scenario that can be encountered in the field. For us at Sacoda Serv, the foundation is always keeping people at the heart.



WE TRAIN OUR PEOPLE A LITTLE LONGER

Subsequently, we have spent considerable time training our field representatives. Our training incorporates behavioral factors and contextual uses while preparing for and addressing personal biases that are likely to be faced with each unique research topic.



The goal of research, no matter the type, is to gather relevant data. It is easy to become consumed with data and analytics. However the underlying objective is to better understand people and not just numbers and figures. We transform data into stories about people. We see our data as human stories about patterns of current and future behaviour. We take time to elevate the voices of the people we interacted with by telling their stories.

WE CHERISH PEOPLE...SO WE CHERISH OURSELVES

“My responsibility to God and to the world is to take of myself...not because I’m the most important thing in the world but because I have work to do. I have a purpose, there is a difference I have to make. I can only make that difference if I am whole and intact and well. Our responsibility to our neighborhood and our community and our country is to take care of ourselves” – Anthony Watkins, Feature Speaker: Sacoda Serv Ltd 10th Anniversary Function

In February 2019, we officially celebrated our 10th Year Anniversary. Kicking off our year of celebration, we hosted a 10th Anniversary Celebration Function on Friday 15th February at our office. The celebratory event was attended by current and past staff, supporters and clients of Sacoda. Jvrena Whitehall, Operations Officer reflected on the beginning of Sacoda Serv, and a decade of work, while Elijah Pierre, Team Lead Business Development and Client Services explored the future and what possibly lies ahead for us a company and a family. Anthony Watkins, CEO/ Principal Consultant of ODYSSEY CONSULTinc Limited gave a heart filled motivational talk:

“Passion, the Latin word passio does not mean energy, drive or arousal. Passio, means suffering and endurance. Yes we have to have the surface emotional passion which is that energy and drive. But what keeps us going in the tough times is that other side of the passion coin...the suffering and endurance. The full conviction that what we are working on, what we are doing here with this organization is so important and meaningful, it is going to make such a difference in the world that even when we hit the wall, we keep going. That is a deep underground kind of passion that all of us need to have.”

At Sacoda Serv Ltd our passion remains people.



Anthony Watkins, CEO/ Principal Consultant of ODYSSEY CONSULTinc Limited



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People matter, is not just a tagline of Sacoda Serv Ltd but a driving force propelling the business and the people of Sacoda Serv Ltd. Investing in society and people is a fundamental part of the Sacoda Serv business model. As an entity we hope to make a positive impact on education, youth, community and performing arts.

We have concentrated attention on these areas because of the following:

- Education: Education provides the platform for personal and national transformation and we are committed to do everything that we can to assist with education projects within our community
- Youth: The youth represent the future workforce and shaping their current activities at school and at play are vital to national prosperity
- Community: Our communities are our future and our intention is to assist with community development initiatives that seek to empower individuals and groups of people with the skills they need to effect change in their circumstances.
- Performing Arts: Our commitment to the Arts is based on the recognition that a community's art and culture assets are a key element of economic development.

Our commitment, as we celebrate 10 years of service:

- 10 Corporate Social Responsibility Projects that are meaningful to our core staff members

- 12 monthly visits to various children and elderly homes throughout Trinidad

- Grow where we are planted: A commitment to the several co-curricular and extra-curricular programs with a primary school in the geographical area that we call home

OUR PEOPLE

Sacoda is a family connected by a vision, committed to excellence in the delivery of the best research, consulting, concept development and project management services.

SACODA SERV LTD TENTH YEAR ANNIVERSARY CELEBRATION



ANNIVERSARY
2009-2019



Sacoda Serv Ltd specialises in research, consulting, concept development and project management services.



Contact Us:

Elijah Pierre

Team Lead Business Development and Client Services
868 223 8650
elijah@sacodaserv.com



Quality market research is pivotal to your business efficiency and results



We conduct customer feedback surveys to measure your customers' experiences and satisfaction levels.



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Our store audits provide insights into your distribution, merchandising and inventory conditions.

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