

# The NEWTIMES E - NEWSLETTER

Issue: Dec 2011/Jan 2012

Uniquely Authoritative, Informative and Practical

Since September 2006

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## A COMMUNICATION TO CEO'S / BUSINESS EXECUTIVES

### Philosophy is about search and dissemination of knowledge, for the improvement of the welfare of humanity

Welcome to our incisive Newsletter that articulates on personal, business and national development strategies. We bring out interesting case studies that provide invaluable learning experiences, especially for the **youth** and **youthful readers**. We analyze the ongoing business trends and share with you our own unique perspective. Let us all study and understand our national and business trends, so that we can make important decisions, based on informed positions especially at work. This has been our consistent contribution towards inspiring change in search of progress, since September 2006. Remember to contact us for the respective practical training & consulting solutions.

## THE LEADERSHIP CHALLENGE

### YES – Re-Branding of the Entire Human Resource is Inescapable

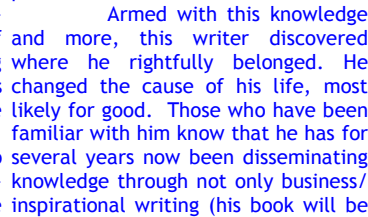
In a recent presentation to HR managers, Mary Kimonye, the Brand Kenya CEO made a passionate plea to the 40 or so participants. She urged them to help her in transforming Kenya through re-branding their own organizational employees. It is only then that the country will have a critical mass that will drive it into becoming a middle income country as envisaged through Vision 2030. Notably, the world wealth is made in organizations. It therefore makes sense to beseech the same organizations to empower their employees towards becoming more focused, motivated and productive brands. Wait a minute. Whose benefit will it be?

Probably, there is nobody in Kenya who understands the meaning and process of organizational transformation through employee re-branding more than this writer. Early in the new millennium, he completed an elaborate personal re-branding process, which also entailed undertaking a new learning orientation. Alongside, he felt like he had realized a major desired goal - understanding his purpose in life. Indeed, he became conscious of the fact that he had out of ignorance, earlier traveled the wrong road. Up-to then his mindset was based on the assumption that the society owed all of us a duty of care.

This society was meant to provide us with employment opportunities from which, we should derive our livelihood and happiness. In that regard, the writer had for many years been stuck in a career in the accounting profession that he had seemingly ventured into, by default. That must be the reason why he lost passion and job satisfaction as well.

There is nothing wrong with the profession as such. Nonetheless, it was not well informed for the writer or anybody else for that matter, to venture into a career that is not fully supported by personal orientations. Ideally, the accounting profession is befitting for left brained people, who are associated with logical thinking and analysis of information. The same case applies to those who practice pure sciences, such as physics and chemistry amongst others. The same largely require application of distinct formulae.

The alternative is right brained people who are associated with artistic minds. They are credited with thinking outside the box and more appropriately having creative minds. The right brained include writers, marketers and designers amongst others. Still, there is the whole brained, a 3<sup>rd</sup> alternative comprising a small minority of people who can readily execute the functions of both brains. Perhaps, architects are the best example of the whole brained. Inevitably, each one of them must be endowed with mathematical as well as design expertise for them to be proficient.



Armed with this knowledge and more, this writer discovered where he rightfully belonged. He changed the cause of his life, most likely for good. Those who have been familiar with him know that he has for several years now been disseminating knowledge through not only business/inspirational writing (his book will be out shortly) but also Management/Leadership as well as entrepreneurship training and consulting.

Interestingly, he recognized the need for re-branding the human resource, for not only organizational but also national transformation in Kenya and beyond. Naturally, no organization anywhere in today's knowledge age can achieve any meaningful growth without developing its human resource of whatever generation, no matter the might of other resources. Ideally, creation of this awareness and providing the requisite solutions formed the Writer's basis of

venturing into consultancy and writing.

Meanwhile, going by the wisdom of Stephen R. Covey, the writer seemingly found his voice or personal unique significance, which is guided by his talents and passion. Subsequently, he has been involved in helping others to find their own significance especially through organizational culture change/employee re-branding solutions. The same have continually been helping individuals, business organizations, quasi-government bodies as well as the nation to transform from goodness to greatness.

Further, readers may be interested to know that when Brand Kenya Board was being formulated, the same writer was a Council Member of the Marketing Society of Kenya (2007/8). The society had earlier conceptualized the idea of this fundamental organization. He has also held senior leadership positions in his welfare club, besides being a founding board member of the Professional Trainer's Association of Kenya. a position he still holds even now.

Additional exposure has revolved around a 4 year stint as a Company of the Year Award Consultant, who has interacted with numerous and diverse organizational brands while in the course of this duty. Naturally, the personal re-branding process, practical leadership experience, writing, training and consulting prowess empowers the writer with regard to re-branding of the human resource in any organization.

It is no wonder that many of his recommended solutions have continually influenced organizational and national direction as we continue pursuing the aspirations of Vision 2030. Incidentally, the Newtimes Business Solutions URL has influential writings as well as invaluable client testimonials in this regard.

Coincidentally, the human resource re-branding strategy now advocated by The Brand Kenya Board has been this writer's pet subject through numerous writings. Some of them have been published in both the print and electronic media. Naturally, there will be invaluable benefits to all when large critical masses get empowered through employee re-branding interventions. The beneficiaries will not need to be in any formal Leadership positions to influence positive change. More over, invaluable rewards could eventually follow as recognition of their renewed efforts continue getting slowly but surely entrenched. **Mwangi Wanjumbi (MKIM), Newsletter Author**

**Key Event Highlights Since Last Newsletter**

- Organizational culture change program—Kenya Tourist Development Corporation—1st and 2nd stage
- Upcoming Events:** Open Strategic Lead./Mgt Wkshop 7-9 Dec
- Open Pre-Retirement & Entrepreneurship Training 15-17th Dec
- 3rd Level of KTDC Culture Change Program in Jan 2012

**Org. Culture Change Foundation Program (In-house only)**

Step 1. Non—Management Staff — 3 days

2. Middle Mgt Staff &amp; Professionals — 3 days

3. Senior Management Staff — 3 days

Note: The difference is content and/or training methodology

**BUSINESS Strategy – Change Inspiring Reflections & Case Study Analysis****It Pays to Be Humble and Resilient but Visionary At the Same Time.**

In every motivational section of our training programs, we always ensure that the audience appreciates recognition as the 4<sup>th</sup> basic level of success. It is best then to envision being continually recognized by the target market, for continued achievement of the desired success. It however takes time for things to work out as intended. This happens not only for individuals but also business entities. Perhaps, some recent experiences can aptly demonstrate this.

About two years ago, I attended a dedication ceremony of Cornerbrook, a relatively new boys' private secondary school, situated in the vicinity of Ruiru Town. Besides the lavish food, elaborate speeches, prayers and celebrations, I got attracted to one thing that has since stuck in my mind. Indeed, the school profile was simply the stuff that is made of great visions.

My eyes got glued to the pictures which in my view spoke more than the words written in the elaborate profile. It was exciting for me because not many people speak of their difficult beginnings. More often than not, we paint pictures of success as if it happens from start. Therefore, figure out the picture of a form one student being received in January, for the school's inaugural first term. That is almost two years before the function we were now attending. The single student is again pictured being addressed in the morning school assembly, taught alone in class and on all the subjects. In fact, he was pictured with each and every one of the different subject teachers.

The same student is further pictured attending church service within the school and being preached to, all alone. Mind you, it is not that the photographer was overly attracted to this particular student. Rather, there was no other student in the entire school, despite elaborate classes and facilities that were meant to accommodate whole streams of students. Imagine then, a full team of teachers, cooks and other officers serving only one student for the better part of a term. Luckily, the situation was not permanent.

By the second term, the lone form one student had been joined by some others in the photo sessions. Fast forwarding to the second year, the small fourth form class which was already in place, was boosted by transfers and incoming students who needed to re-seat their examinations, so that they could improve on their grades. As at the time of the dedication, all the 4 classes (from form 1-4) were reasonably full. Meanwhile, the numerous guests, parents and students in the function may have only been enjoying the elaborate activities. In my case, I was also seemingly being reminded of a few basic business principles.

Since then, our firm no longer disregards any training requests only on account of numbers. As change agents, we now realize that it is worthwhile attending all needing clients whatever their numbers. Previously, we were only conducting training once a certain threshold had been attained. Ideally, we are today predominantly driven by our vision of becoming the trainers and consultants of choice in the region. Thus, those wishing and recognizing that they will get the desired value from us have had the hurdle of numbers eliminated. Interestingly, the policy is now paying off as can be demonstrated.

Nobody is better placed to comprehend this more than Jacqueline, a senior sales staff from Africalla Kenya Limited. She was selected by her Mzungu boss (who happens to be our Newsletter reader), to attend one of our customer relationship management training programs. Upon arrival, she was confused. The numbers were not adding up to her expectations. She nevertheless decided to wait for a while before calling off the training. Two hours passed. A day also elapsed. By the third day, Jacqueline was wondering why she had not benefited from the same training before. "Had I passed through your hands 3 years ago, I must confess that I would be a different person by now," said a now transformed Jacqueline.

Another good example is CIC Insurance Group limited. In 2008, the company sent two participants to our change inspiring Staff Motivation and Capacity Building Training Solution. One and half years thereafter, they sent one single customer relationship officer to our Customer Relationship Management Training Strategy course, that took place in February 2011. Based on the consistently favorable reports received, the same company engaged us to conduct a

one day motivational training program for 56 marketing executives, in July 2011.

Incidentally, CIC Insurance Group is one of the fastest growing insurance companies in Kenya. In 1998, the company's capital base was KES 180 million. The gross premium written (sales turnover) was likewise KES 180 million. So an asset base of one shilling was ironically earning another shilling by the time Mr. Nelson Kuria took over the then struggling company. Under his leadership, the company's gross premium has since exceeded KES 5 billion mark going by year 2011.

Likewise, it has moved from position 32 to 3 in the pecking order of the insurance industry. If I were Nelson Kuria, I would not mind influencing change, even if it means going about shouting myself hoarse on the impeccable achievements. More significantly, continued and elaborate empowerment of the human resource, which we are now pleased to be part of, has done the trick for CIC Insurance Group limited.

In the meantime, the change of our policy, courtesy of experiences at the Cornerbrook boys' school has endeared us to many organizations. Some of them are now sending participants even from as far as Uganda. Many others are positively and continually responding to our elaborate internet based marketing strategy. We find it convenient particularly based on 4 attributes.

Firstly, it is environmentally friendly, since printed documents are reduced to the minimum. Secondly, it reaches a wide market especially for those who are internet savvy. Thirdly, it is the way of doing business in this information age of the 21st Century. Finally, potential clients are able to access as much information about us, as they may wish. Above all, they always know that whatever their numbers, they will get the desired value or solutions. That is based on easily accessible feedback, from both past and continuing clients.

Whatever the case, it pays to be humble in business, but visionary at the same time. Coupled with resilience, business acquires sound foundation for growth and prosperity as it continues being recognized and appreciated by the target market.

**Mwangi Wanjumbi (MKIM)****Author, Newtimes E-Newsletter**

Why do our training and Consulting Solutions Stand out in a dynamic and highly competitive environment?

We are hands on consultants with broad experiences on best business practices

We uniquely understand how to blend the business theory and practice

We are continually up-to-date on global business trends (backed by research prowess)

We easily customize training & consulting solutions to suit client needs

Our innovative solutions are simplified, highly dynamic and universal

We are good presenters backed by great story telling (see writings)

We always develop and deliver invaluable training & consulting reports

We follow experiential and motivational training process leading to easy application at work

We follow up progress. We even conduct training impact & ROI analysis on demand

Finally, we are Trainers of Trainers for the Professional Trainers Association of Kenya



## Strategically Thinking – Thought for December 2011

### Why We Need to Develop Masses of Critical Thinkers

On October 5<sup>th</sup> 2010, an article by this author titled opportunities exist in challenges, was published in one of the Dailies. It was about Maria who wanted help in winding up her earlier lucrative takata (garbage collection) business, and venture elsewhere. The challenges had blocked her from discovering invaluable opportunities existing in the already difficult situation (See copy of the same in our URL). Since then, enquiries on opportunities and challenges keep flowing. Some of them require concerted thinking efforts, whereas others are seemingly borne out of recent socializations.

Visualize this incident. Mukala comes to class for a 3 day seminar. On the first day, he receives a disturbing call from his aging father. Mzee Mukala is a village elder somewhere in Kitui County, who is intent on changing the lives of his fellow villagers. Seen in another way, he is actually conducting very unusual business. With his sons enjoying lucrative jobs in Nairobi, he is ably supported to the extent of extending sometimes 'unnecessary' favors (according to Mukala), to the villagers.

A case in point is a 'gift' extended to a newly wed son of the village. Mzee Mukala offloads one of his young bulls and asks Motege the newly wed, to nurture and sell it upon maturity. He will only pay Mzee Mukala KES 8,000 as 'appreciation' whenever the sale happens. But, one and a half years later, Motege decides to leave the village in search of opportunities in Nairobi. Ironically, he returns the now heavily emaciated bull to Mzee Mukala. Sadly, it can only fetch about KES 14,000 after 'all the nurturing.' He asks Mzee Mukala to immediately sell the bull, if he so wishes, but pays him KES 7,000 for the one and half years' care. Alternatively, Motege insists on being paid half of the proceeds of any future sale. "Whichever way, I will ensure to get whatever is rightfully due to me," insisted Motege.

Meanwhile, Mzee Mukala's conscience cannot allow him to sell an emaciated bull. So, he becomes a prisoner of his own 'generosity.' The sons hold endless meetings aimed at making the best out of the situation. This explains why Mukala's concentration in the seminar is constantly impaired by the disturbing calls from his shaken father.

This episode brings to mind some recent radio discussions from one of the FM stations. The same concluded that our public education system does not effectively teach critical thinking skills. Instead, students mostly learn how to recite. No wonder then one newspaper columnist summed it up in a few words. "Literally critics and thinkers were at some stage in life removed from class and incarcerated without trial. Further, works from some creative writers and thinkers were banned from the education system." Perhaps, another observation is that apparent straight jacketing of the 8-4-4- system, has made people to be socialized to largely following instructions. Even worse, many people capable of critical thinking fear or avoid speaking out their ideas.

Seemingly, critical thinking and analysis lost its place in the society. The result is that almost an entire generation cannot think critically. Many times, they cannot associate the cause and effect of activities. In fact, getting educated became a mere formality for many. Thus, finishing school leads to getting employed and following what others are doing, lest one falls out of grace. Many of the 'educated' therefore end up adding little or no value at all, to the society. Does that not spell doom to problem solving in organizations, industries and national economy?

Imagine the role of decision making in situations where critical thinking is challenged. Perhaps that explains why many will just sit and wait for solutions from the government; from bosses and even parents. Could this be contributing to sometimes desperate situations of endless poverty cycles?

It is not surprising then that, Mukala a well educated Kenyan was in so much distress over the bull affair, an issue that was now threatening to get out of hand. Apparently, nobody could afford risking Motege's wrath. So, how was the matter finally resolved?

Indeed, the suggested solution was exciting for Mukala. Notably, he only needed to 'immediately' pay Motege the KES 7,000 demanded, therefore 'personally' owning the bull. Thereafter, Mzee Mukala could continue freely nurturing the animal, thus selling it at his pleasure. This solution provided a win-win situation for all.

Apparently, the lessons from this narration and continuing debates indicate that the public education system seemingly needs to be re-evaluated. Perhaps, benchmarking from the American education system could help. The same enables willing graduates to realize their critical thinking potentials.

Effectively, it may be more prudent, to focus towards producing quality graduates more than the quantity that is continually being shunned out of the school system. Only then will the nation benefit fully from a critical mass of human capital that is endowed with critical thinking skills that lead to much desired application of knowledge.

As for the rest, see you in class, for exciting life changing narratives and solutions. Obviously, they complement the numerous management/leadership and HR development solutions that you can readily choose from. More still, experience has shown that they help people to adopt a culture of thinking outside the box. In the end, we achieve our objective of inspiring much desired change.

**By Mwangi Wanjumbi— Newsletter Author**

### Attention: Attention:

### GOOD NEWS : GREAT NEWS:

Could your organization be at the mercy of challenged motivational levels, teamwork and performance Skills?

Continued research indicates that one of the greatest challenges to business today is dealing with employee attitudes (motivation). Many authors have indicated that staff who are de-motivated for whatever reasons perform only up-to 10-20% of their potential. That effectively translates to 4-8 working hours (I day Maximum), in a 40 hour working week. What happens to the balance of 32 hours or 4 full days. The bitter truth is that it could be going to waste and therefore lost for good by both parties. What of the organizational challenges presented by the now dreaded Y generation? Can anything be done about these issues? Apparently, our flagship program branded as **STAFF MOTIVATION AND CAPACITY BUILDING TRAINING SOLUTIONS**, provide organization-wide improvement of motivation levels and performance enhancement solutions whatever the generation. This innovative bottom up intervention of Newtimes Business Solutions also doubles up as a foundation corporate employee re-branding as well as organizational culture change solution. This highly experiential and motivational program has content for :-

- Non Management Staff — 3 days
- Supervisory/Mid Mgt Staff and Professionals— 3 days
- Senior Corporate Managers — 3 days

NOTE: Our training follows unique experiential processes, enhanced through digital lectures, workbooks in lieu of notes, Case Studies and interactive discussions etc. WELCOME!!!!

**Applied Business Leadership Skills (2 days)** for CEOs and Senior Corporate Managers is the 4th tier, which lays a sound foundation of the improvement process. The same blends well with our innovative programs on Customer Relationship Management, Marketing Management & Business Strategy training, all of which provide great opportunities of continually transforming business from GOODNESS to GREATNESS. Welcome!!!

**Attention: Attention:** Is your organization encountering Staff attitude, values and performance skills related challenges? If so do not worry; It is not your fault. However, don't leave it to fate; iko dawa (there are Solutions). Just call on us for free discussions on how we can help you to get out of that situation, like we are continually doing for others. Meanwhile browse customer experiences

@ <http://www.newtimesconsultants.com/testimonials.html> for more.

Welcome!!!

**Ever Heard of Attitude Management TOOLS? Yes! But Only at Newtimes Business Solutions.**

**They Bring Instant Personal/Organizational Change — The benefits are guaranteed for all who apply the defined change process**



### PERSONAL STRATEGY: INSPIRATION FOR THE MONTH

#### Finding Love through Discovering our Purposes in life

At 46 years, Helena could not believe that her spouse Jefferson was on the verge of death, after having being diagnosed with cancer. Nonetheless, she left her well paying managerial job to nurse him, during the last two years of his life, as had been predicted. And true to the doctors' prophesy, Jefferson passed on as Helena clocked 48 years. With Jefferson gone, life lost meaning for Helena. She continually wondered why Jefferson had to go before her, yet he had more to offer to the world as a professional.

After some time however, Helena overcame grief and decided to move on with life. Alongside, she realized that she had so much love to give before her time comes. In that regard, Helena went into a self realization process aiming to find meaning in life. Thereafter, she started appreciating herself even more. She even found that she had a soft spot for

teaching, which she had previously not given much thought. Unfortunately, Helena could not meet the requirements of university lecturing where she was now focusing. Thus, it was ideal to get back to class for a post graduate degree.

Before long, Helena was like any other student struggling to complete her studies. It was a challenging experience especially at her age. Two years on, Helena completed studies. Subsequently, she was quickly engaged as a lecturer in the same university she was studying. Consequently, Helena had found her purpose in life at middle age. Now, she was to pursue this passion for teaching with love. In the death of her spouse therefore, Helena had, found an opportunity to discover her purpose in life. Memories of parting of Jefferson were no longer agonizing. She was after all serving humanity with love and humility.

Many of us are going through turmoil sometimes not because we have lost loved ones like Helena. We are doing so because we have through retrenchment, redundancies and so on lost jobs that we had earlier treated as our lifeline. Other times, we are routinely fearful of or victims of the impact of unpredictable economic realities. The aftermath for many may be endless anguish. The same may sometimes lead to either reduced lifespan or emotional deaths, whereas still remaining physically alive.

Before getting into those desperate situations, perhaps there is need to stop and re-examine ourselves. What are we particularly good at? What can we do with ease that may add value to the lives of others? Naturally, each of us has something that we are good at, which sometimes risks being undiscovered even over a whole lifetime.

Only when we determine that which we are good at, shall we serve humanity with love and infinite passion. No longer shall we be driven by short term views of endlessly fighting for survival. The latter will be naturally overcome as we focus on the long haul of serving our purposes in life. Above all, we will acquire much needed emotional and spiritual health as well as becoming economically active for the remainder of our lives. The adage that 'our attitudes determine our altitude' may no doubt become handy under the circumstances. Are you still uncertain of your purpose in life even now? Welcome to our training programs where you are assured of getting the necessary guidance like many others continue experiencing.

**Mwangi Wanjumbi—Author, Newtimes E- Newsletter**



#### Did you know?

- That our successes in life are attributable to only 15 % of our technical skills, while the balance of 85 % depends on our soft skills? (Dale Carnegie)
- That you can get whatever you want in life if you can help as many people as you can to get what they want in life? ( Zig Zigler)
- That you are young at 80 ('therefore youthful') if you continue learning or old at 20 if you stop learning? (Henry Ford)
- That the Author of this newsletter has written a book on Personal Empowerment Strategy, which is still undergoing the publication processes?"

**Our Motto:** *Inspiring Change*

**Our Guiding Principle:** *Continually Taking Business to the Next level.*

This is a bi-monthly Communication to ( both existing and potential) Corporate CEOs/Business Executives from Mwangi Wanjumbi. He is himself the CEO and Chief Trainer/Consultant of Newtimes Business Solutions. He enjoys Business Strategy Consulting, Management/leadership and HR Skills as well as Motivational Training

### NEWTIMES BUSINESS SOLUTIONS

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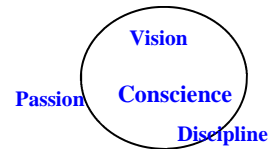
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We will help you find  
your voice as you venture  
into GREATNESS



We can help you  
to become  
A whole Person,  
Endowed With



After developing your  
birth gifts of  
- Choice  
- Principles &  
- Natural Intelligences

**Images never lie.** Instead, they communicate more than 1000 words. View some which are continually uploaded @ <http://www.newtimesconsultants.com/pictorials.html>

WHAT OUR CLIENT ORGANIZATIONS SAY ABOUT THEIR EXPERIENCES  
Please Check @ <http://www.newtimesconsultants.com/>



## THE YOUTH CHALLENGE

### Youth Mentoring

until then. Indeed, they were expected to remain economically active even past retirement (as should always be the case), therefore the preparation.

After the process, we prepared and presented our usually detailed training/consultancy report and put the matter to rest. One year thereafter, we received a call from Regina (her first name), who had joined the firm as the new HR Manager. Having somehow read our report, she needed to engage us for yet another training session. However, we were not available at the time of need, therefore leaving the chance to others. Unknown to us, Regina became a subscriber to our newsletter and was therefore privy to our continued updates and empowerment process.

It is no wonder then that Regina had the confidence of contacting us once again in 2010. This time, she had been headhunted by a Thika based flower farming and exporting company. We discussed their challenges on phone. We evaluated the same and determined that they needed 3 days training and not the 2 earlier envisaged. Almost immediately, we agreed on the respective terms as well as the training strategy, issues that we quickly documented. Not long after, we for the very first time met Regina in class as a participant in our 3 day business leadership and performance management training program.

Two interesting things happened during the experience. On the morning of the 3<sup>rd</sup> day, every training participant including the company CEO had arrived unusually early. To our amazement, we had already produced a trainer who was taking the rest of the team through a review of the previous two days, just the same way we had been doing. Secondly, we traveled back to Nairobi with Regina after completion of the program. It is till memorable how Regina, a mother of 2 youngsters (as I came to learn) kept on being pestered by a caller from a recruitment firm. Seemingly, the person who seemed familiar to Regina desperately wanted her to agree to an employment deal. She only needed to agree to present herself to the interview panel only as a formality. "I am telling you that am extremely happy where I am currently working and thus not ready to move as yet." Regina kept saying.

About 6 months after, Regina calls us once more and says, "I finally gave in to the new offer. I am now working for a quasi government body as the chief manager, human resources. We would like you to immediately take us through a corporate employee re-branding process." Sadly, we had no choice but to disappoint Regina for the second time. We had not been formally pre-qualified in any government institution (though serving some even as at now), a factor that led to Regina's disillusionment.

Nonetheless, the interaction with Regina for the three days in Thika, as well as her subsequent appointment, continually remind me of why we all need to strive to become the best in whatever we do. Only then shall we continually attract talent seekers. They go for the best at whatever price. It will not matter who you know or you don't. Your colour, height, ethnic origin and even age will not be relevant. The only consideration will be the anticipated value addition (by you) to the market place. "Our influence to the people and cause that we most value, all begins with the mind-set or ATTITUDE, a choice - the choice to use our voice of influence," Stephen R. Covey.



A faster pace calls for a personal/employee re-branding process

**By Mwangi Wanjumbi, Author - Newtimes E- Newsletter and**

Focused youth training and development now available through **NEYODA Forum**—Newtimes Youth Development Agenda Welcome to monthly forums held every last Saturday from 1.45—4.45 pm at YMCA Nairobi Central. More details @ <http://www.newtimesconsultants.com/NEYODA%20Forum%20-%20Newtimes%20Agenda%20for%20Youth%20Development.html>

## NEWTIMES BUSINESS SOLUTIONS

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## ORGANIZATIONAL STRATEGY: THE CEO'S DILEMMA



Repeat Clients earn attractive Loyalty Rewards, as we continue helping them scale the heights of progress — It may therefore be beneficial to be Loyal



Scaling the Heights

Welcome to the continually growing list of past and ongoing beneficiaries of our diverse solutions. Some of them include:-

- Barclays Bank Ltd
- British American Ins. Co.
- Sasini Limited
- Corporate Insurance Co
- GIMCO Limited
- Fresha Dairy Products
- Telkom Kenya Ltd
- Equity Bank Ltd
- Parastatal Pension Fund(TZ)
- Pacific Ins. Brokers Ltd &
- First Reins. Brokers Ltd
- Dunlop Industries Ltd
- Simbi Roses (Sansora Grp)
- Pacico E.A. Ltd
- RIDO Savings & CR Sc (UG)
- Kenya Tourist Dev. Corp
- Kenya Reinsurance Corp.
- CIC Ins. Group Ltd.
- AMREF Int. Training Centre
- National Museums of Kenya
- Basco Products Kenya Ltd
- Medlink Labs & Surgicals Ltd
- Centro Food Industries – Thika
- Wida Motel Ltd
- Alfa Paints Kenya Ltd
- Africalla (K) Ltd
- Mullard Fire Protection Ltd.
- Assa Abloy E. A. Limited
- Kenya Wildlife Services

A CIC Ins. delegate receives a CRM Training Cert. as one from Africalla (K) Ltd looks on -Sept 2011



Participants of a Proposal Writing Seminar — Newtimes B. S. Confer-



Below: group Photo with non-mgt staff of KTDC after an employee re-branding Program. The HRM franks the NBC Chief Trainer Nov2011



Below: Delegates of Customer Relationship Management Training go through the paces of experiential learning



This is David Muriuki who tells an interesting story @ <http://www.newtimesconsultants.com/testimonials.html> Yes, he was so fired up that he finally got an international job.



The story of this Inspired mother (testimonials) started right from the training process, as is evident from her pose

## Unleashing Organizational Performance Potential Calls for Shifting of the Paradigm for All

Early in the year 2010, a rural secondary school from Mukurweini district needed to uplift their academic standards. As a day secondary school, the institution naturally enjoys full sponsorship through the free secondary school education. The school's clientele is also unique. Almost without exception, the school serves its own neighbourhood. This means that the students walk to and from school throughout the entire study period. Nevertheless, all the students pay a token fee to cater for their lunches and other small amenities. Additionally the school is provided with qualified and experienced teachers from the Ministry of Education.

That makes secondary education largely affordable by most primary school graduates from the neighbourhood. However, it is upon the school, to ensure that high standards of teaching are maintained whereas the students are expected to experience an inspiring learning process. Inevitably, the pace must be set by the motivated teachers led by the board of governors. It is in this regard that we were invited to help the school in uplifting the spirits, and competencies of the entire team.

One key member of board, who happens to be our newsletter reader, had facilitated the engagement process. After explaining their needs and desires, we quickly agreed on some training content that could be ideal for both the board members and the teaching fraternity. So, on the designated Saturday morning we drove all the way to Nanyuki, to connect with the teachers and the rest of the board members at Mountain Rock Hotel. Notably, the Mukurweini team had traveled about 60 km from their base, whereas our journey was about 170 Km one way.

Once settled, the tone of the business of the day was set through presentations made by each of the faculty heads. That enabled our team to understand the intricate details of the key performance guides/indicators in the education system and more particularly the concerned school. Was the school on course? Yes, indeed it was but, some much needed improvements required to be inculcated.

All the stakeholders present needed to understand the workings of modern strategic approaches, which apply to almost every situation in life. More importantly, they needed to embrace the right attitudes towards themselves, work, and all other attributes that would help improve performance in line with the ambitious targets that had already been set. It was also necessary to learn how the tempo can be consistently maintained. Thus, our overall mandate was helping to ensure that every effort was put in place, for the set targets to be realized. Were the targets then achieved as desired?

Most often, we use enormous efforts seeking to bring much desired organizational change. Through a process referred to as diffusion we knowingly or unknowingly import solutions, sometimes even from the first world. Occasionally, the same end up not working for us because our circumstances are somehow different. The technological, social cultural, competitive and other environment realities of the 1st world, may actually not be in line with our local situations.

Therefore, some interventions end up bringing more frustrations than the benefits that they are expected to yield. Thus, we need to understand clearly where we are, where we are going, the constraints and all the factors that may either impend or fast-track performance, before importing desired solutions. More importantly, we need to work on shifting the paradigms, for all of us to unleash our potentials. Undoubtedly, the said shift is one of the greatest challenges in organizations.

In the meantime, within the short time spent with the Mukurweini based day secondary school, they were able to make the best out of the lessons at Nanyuki. "Thereafter, it was until the exam time, similar to continually turning a key, aiming to consistently unleash previously unexploited performance potential," says the board chairman. Congratulations to Wamutitu Day Secondary School, whose renewed vigor driven by invaluable paradigm shifts led to **more than doubling of the 2011 admission**, to public universities, as compared to the previous year. Actually, the rise from 6 –16 admissions was unprecedented.

Are you still wondering how to consistently, systematically and effortlessly grow your organization to new heights, even during and past the envisaged election year? You can benefit from tested and uniquely invaluable training as well as consulting solutions only from Newtimes Business Solutions.

Mwangi Wanjumbi, Newsletter Author

## Newtimes Pictorial Profile

Herebelow is a representation of our organizational re-branding experiences as recorded through the few samples



The Production Manager of a Manufacturing Company looks on as a company employee receives his training certificate

The CEO of an Insurance company witnesses as his HRM receives her Training certificate

The CEO of an Insurance Broking firm receives her Training participation Certificate as her General Manager looks on

The CEO of a Real Property Consultancy firm receives his training participation Certificate after a 3 day session as his General Manager looks on

The Chief Consultant and Trainer of Newtimes B. S. stresses a point, as he conducts a regular Trainer of Trainers—(TOT) session for the Professional Trainers Ass. Of Kenya—PTAK.

The General Manager of a flower growing and exporting farm receives his certificate after a 3 day organizational Leadership & performance Management training, as his HRM looks on

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