



September 2016

the image

From the Editor

As we draw closer to the end of our fiscal year, we take gratitude for the year that was, and draw courage from our experiences. We remain standing, thanks to our resilience, hard work and research. On this, we take a standing ovation...

September is mostly an accounting month where a new financial year is set to roll. Although most planning and evaluation happens between April and June (for the government and related agencies) most actual implementation happens from September onwards. To actualize this, credibility is a key tenet. That is why we are discussing and applying its discourses this month.

Entrepreneurship is an open course, although hidden in experience and spirit. As we discuss credibility this month, we need to link it to a business idea and help create the avenues for execution. This will open up the space and goodwill for budding entrepreneurs. It is not an easy course, but nothing comes easy anyway.

Lastly, as we rebrand and take up a new logo and line of business, we aspire to create a business model out of people, processes and partners. These 3 are essential to building an all-inclusive society, and helps facilitate opportunities for business.

Need I say more...

Happy Birthday September

The logo for Bry, featuring the word "Bry" in a stylized, cursive, light blue font.

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Special Feature

Business Life Lessons: Essence of
Credibility in an Organization

Wangechi Kingori



The term credibility comes from the noun – credible which is defined as “capable of being believed; believable, worthy of belief or confidence; trustworthy”.

The milestones we celebrate in Imagine IMC would not be possible were it not for the deliberate effort of management to ensure the business remained credible and up to standard in the various departments and dealings with the shareholders.

The Face of Credibility in an Organization

1. Financial

Organizations owe it to their stakeholders (shareholders or donors), employees and customers to be honest and transparent with finances. Stakeholders need to feel confident that the financial numbers that are shared can be believed and trusted. Employees want to work for organizations that are financially credible and customers want to do business with organizations with the right motives and intent.

2. Marketing

Organizations that market products and services are obligated to deliver the product or service that was represented. Whether it is internet marketing or a billboard advertising something, the end product should always be what was described and in Imagine IMCs case deliverability of the promised commissions to agents.

3. Management

There needs to be credibility with the way organizations are managed. This is important not only with its employees but also with customers and the general public. Customers recognize when an organization’s management practices are professional and credible. Management’s response to customer issues and complaints communicates to the public a lot about the credibility of the organization. Remember, credibility is about trustworthiness and following through on what was promised.

Organizational leaders are obliged to be credible in all areas of their lives. They should say what they mean and do what they say; Wavering leaders confuse employees while leaders with character influence and inspire. Having personal credibility is crucial for anyone in leadership because leaders inspire behaviors – both good and bad.

4. Service & Product

Service after the sale is always important in maintaining credibility with the customer. Service after the sale is how customers judge an organization and good customer service is critical to growing and retaining a solid customer base.

Credibility with the quality of our products or services helps give confidence to those who purchase from us. This is where brand recognition and credibility meet. Being credible, as an organization

and as an individual, is a conscious choice. And while it is sometimes difficult to maintain a high level of credibility, with the right priority and focus it can result in establishing a reputation for quality, transparency and honesty which will ultimately result in business growth.

As a summary, here are some credibility dos and don’ts:

Do	Don’t
Communicate openly with audiences	Stretch promises
Acknowledge your weaknesses	Fail to maintain an outside perspective of your company
Set short-term promises and long-term goals	Stall on communicating delays or setbacks to key audiences
‘Sandbag’ corporate milestones	Publicly announce ‘binary events’
Communicate a consistent message	Change your goals based on what is ‘hot’ at the moment
Develop a crisis plan	Be reactive, rather than proactive, during a crisis
Make key people available during a crisis	

Long Term Effects of Being Trustworthy

- Closer, high quality friendships; honesty attracts honesty; people who are trustworthy and honest attract trustworthy and honest friends. Trust. Honest people are trusted by others.
- Confidence. Honest people trust themselves. Never underestimate the life-changing power of the ability to trust yourself.
- Psychological Wellness – Honesty has been linked to fewer colds, less fatigue, less depression, and less anxiety.
- Less stress – Dishonesty needs to be maintained. Pretending to be something you are not requires constant attention to detail, even for the most experienced. Honest people are better able to relax because they are just being themselves and naturally, feel better about themselves and less overwhelmed.
- More efficient decision making due to meaningful business relationships. Greater personal effectiveness in groups, greater support for your decisions
- Career promotions and win/win opportunities
- More money in your pocket (people want to do business with those they trust)

Understanding Imagine IMC

The Cost of Business: A note to
aspiring Entrepreneurs

Ajega Mwaliki



I was auditing my half year financial plans two weeks ago when this idea came into my mind. It has lingered since then, and I decided to research and make sense out of it. Weird and premature as it may look, especially on a rookie like me, but I can share some insights worth noting, from an academic point of view.

One of the hindrances in setting up business in the contemporary Africa is cost; be it capital, operational or presumptive. This is the basis of such investment challenges, which is a focus, but not at this stage. I want to scale down this to a more strategic approach, which touches on business development and long term sustainability. Allow me explain...

What You Are Getting Yourself Into...

Straight into the point, I want to discuss this through the script; factors of production. It is simple and straight to the point. There is no rocket science to understand this, although it needs clear interplay to make the four work for you. This is how...

Land is a prime ingredient in authorizing business. In this case, we talk of open field where raw materials are harnessed or the office space where you are stationed. This gives legitimacy to your business and creates a certain order. This is the first statement that shows seriousness in valuation. As a start-up, you do not need a luxurious office in a leafy suburb, but a simple room with a desk and chair. Some even improvise a residential house; say a single large room to a 2 bedroomed house for the purpose. You can even convert one corner or room in your house to accommodate a chair, desk and a computer. That will do, at least for a start.

The beauty of a home office is you save on the money from renting one and substitute it with capital from your firm. Also it saves time and resources. To compliment this simple establishment, you need to have a strong presence online which will act as front office, and should capture experiences, research and the company policies.

Labor is a more technical aspect to business. As a start-up, you need all the good will, energy and less capital. From a realistic view, recurrent expenditure should be minimal as this drains the start-up resources. The best bets at such a time are freshly graduated, energetic, hunger-for-success or business partners. A combination of both would be perfect. This cluster will demand less but will work for output, not what they input. You have to be good in psycho-analysis to see genuine partners or employees who are not out to fake you.

Do not confuse friendship with genuity as this is a soft grave to a good business idea. Friendship may make/destroy business, especially if not thought through or valued. If it is a family business, make clear rules, which go past husband/wife, brother/sister, and mother/son engagements. You do not want to lose a family member because you scoffed at him/her for a doing sub-standard job. The best they can be are advisors and mentors.

Capital is a major setback nowadays. Traditionally, banks are reluctant to fund start-ups due to obvious reasons. To add insults to the injury, the amendment of the Banking Act of 2015 makes it harder, especially for unsecured loans. To liberalize this approach, capital can be gotten in this way...

1. Initial

- Use your old campus desktop as your first database.
- Improvise your room to accommodate a desk and a chair.
- Use the simplified incorporation method to register your company. It cost up to 80% less than the traditional registration process.
- Acquire the most affordable internet services (like Airtel UnlimiNET Modem) and use the social media to market your product. Sites like WordPress offers free website services. Utilize Facebook, Twitter, Instagram, YouTube, Tumblr and LinkedIn for a start to boost your online availability.

2. Operational

- From the initial cost, ensure you minimize spending on recurrent cost.
- Merge roles and JD to help minimize recurrent cost
- From the time you get the 1st LPO, have clear cut on expenditure and the dividends. The difference (profit) should have designated use, for example
- 40% - Plough-back into the business
- 30% - Reserve ratio account that will be used as the last resort in case of an emergency
- 15% - to carter for need-to basis addition of the office infrastructure
- 15% - Miscellaneous expenditure.

3. Expansion

- Follow the nominal expansion growth curve.
- Observe the market and level of technology in the field to ascertain the optimum wavelength of the business. This can help in long term planning of the business, which ultimately prescribes which product and when to pilot it.
- Most importantly, expand on demand basis.

Entrepreneurship is an art and science, in that order. You have to figure out what you want, and then plan for it. If you do not have a business idea, approach it this way:

- Use your college academic project and make a business sense out of it.
- Observe the market and note the trending business products, especially the technology-linked business.
- Venture into retail business or any other business that involves production and direct touch with the final consumer. This can guarantee a big profit margin and a wider market base.

Points to Consider

1. Venture into a business that either
 - a. You studied, and have a background academic knowledge
 - b. It is an inborn talent
 - c. Have an in-depth knowledge on, either by experience or association.
2. Do not look at a business as a means to an end. Let it be part of you.
3. Researching on the industry you are about to venture in, is mandatory. Never create a business on hear-say or assumptions.
4. Demand-pull business approach is the best. You do not produce then look for a market. Look for a market then produce. With this, you are assured of business and cash flow. However, such businesses do not last for so long due to its elasticity.

Anything, other than that, is politics...

Pictorials

Spotika na Airtel Money



1. Mr. Soss rewarding an agent in Kasarani. Looking on is the Diana, TL Githurai (right) and Cynthia, SE Kasarani/Mwiki (Left)
2. The Spotika na Airtel Money Team take a photo with, Vincent Murithi, Head of Operations (3rd from left) and Kennedy Luhombo, Head of Airtel Money Sales, Kenya (4th from Left) at Fedha Estate.
3. "August Babies" L-R Maryann, Michelle, Lorraine, Janet and Frank.
4. The team taking an assessment test organized by Airtel on 5th Sept 2016

5. Brian Ajega, Content Developer and Trainer "puts his best smile forward"
6. Damaris Mwikali, Project Administrator miles for the camera
7. Martin Mugo, Sales Executive - CBD takes up the "Museveni Challenge"
8. Everlyne Okoth, the Best Brand ambassador, all smiles

We have rebranded

We are a go-to-market solutions provider specializing in Brand Management, Activations & Experiential and Channel Management

