

# MAY 2019 NEWSLETTER



**Featured:**  
Amani Ridge,  
The Place  
of Peace



Voted No. 1  
Real Estate Company  
Excellence Award  
2018



Voted No. 1  
Top Mid-Sized Company In Kenya  
and The Best In Real Estate  
2014.



#1  
Winner of Best Controlled Development  
Land Agent (Amani Ridge)  
2018



## ABOUT OPTIVEN GROUP

Optiven Group is a leading brand in the African real estate sector. The Group's main objective is to empower property investors and transform the Society. The Group has a number of flourishing Strategic Business Units (SBUs).

These are subsidiaries that include Optiven Construction and Optiven Water. Captained by its Founder and CEO, George Wachiuri, the Group is rightly living up to its mission, which is to create an environment that positively transforms its staff, customers and all its stakeholders through offering state of the art products and services.

Optiven's flagship product is Value Added Plots, which are particularly enhanced to suit immediate residential settlement, commercial purposes and futuristic capital gain. Optiven is a one-stop shop offering a two-step model for home ownership solutions to its customers.



2018: Winner of Best Controlled Development Land Agent (Amani Ridge)



Number One Company in Kenya and the Best in Real Estate Under Top 100 Mid-Size Company Awards 2014/15



2018: Winner of Best Controlled Development Land Agent (Amani Ridge)

# Word From **The Ceo**



## WHY YOU MUST KEEP **DREAMING BIG**

**T**he moment that you stop dreaming, you will be on your way to a sure death. That is why you must keep dreaming; to become successful, to become a better person than you are today. Most institutions also have their dreams too; this is what they call, their, 'vision'. Here at Optiven, our vision is to be the pacesetters in social economic transformation.



For starters, dreaming gives you a purpose in life. If you have no purpose in life, you are like a ship that is in the middle of some vast ocean. Any direction that you will take will still take you somewhere, not necessarily towards the right destination, unfortunately. Having a purpose in life is what makes you wake up every morning, to go out there and achieve it, no matter any obstacle that may be on the way.

Secondly, dreaming activate our inner energy. You have so much energy, such a high capacity to achieve super great success in your life. Having a dream will make you become more self-motivated and it will excite those stored energies which will spring forth, to some well channelled, positive use.

On the other hand, dreaming help us to go beyond tangible things. By just having a dream and a good perspective about life, you will be able to start thinking beyond tangible things such help us to look beyond wealth and money and power

Given, dreams awaken our capacity to innovate. You will be pushed to find a shorter way of doing things. Dreams enhance our focus so much such that you are able to focus on what matters. At the same time, dreaming enhances personal commitment. You are able to commit to what you do, and it gives you impetus. You take risks; you go out of your way to stay on track.

Again, dreaming will help you scare yourself; to jump outside your comfort zone and to think at a much higher level. As a matter of principle, if you are not doing things that will give you a few goose bumps, you are either; not learning or you are getting bored by your predictable line of doing things. Learn to do at least one thing that is slightly uncomfortable daily. This could be as small as making a phone call or sharing your art with someone.



*Mr. George Wachiuri  
CEO, Optiven Group*

Finally, dreaming will push you to do things in a more effective way. You will rise up early every day. It will push you to go back to school and earn that extra academic paper; it will make you attend all your meetings in the time, it will enhance your capacity to be more patient, especially when things don't seem to come your way as promptly as you would wish.

# AMANI RIDGE

## THE PLACE OF PEACE



One of the greatest joys here at Optiven Group is when we see an extra Kenyan owning a home. That is why there was unexplainable joy when we recently oversaw the official groundbreaking ceremony of the first home at Amani Ridge – The Place of Peace, in Kiambu.

Leah Ndung'u, who was represented at this ceremony by his brother George Ndung'u, will now be the very first client to set up a magnificent home in this up-coming ultra-modern minicity that neighbours Nova Pioneer, Tatu City.

While flagging off the groundbreaking, Optiven Group CEO, George Wachiuri congratulated this trendsetting customer and reassured other customers who are planning to construct their homes in this superlative project; that the leading firm is going to deliver that the company promised to do.

“Amongst other things, we are going to make sure that we have water, we have electricity, we have internal cabro roads, we have top-notch security, solar street lighting and we have a magnificent gate for this project,” noted the CEO.

Amani Ridge – The Place of Peace offers customers, a first class experience with top of the range amenities available within the high-end property.

The project is strategically located only 3.2kms off Kiambu-Kamiti Road, and easily accessible from Kiambu Road and Thika Super-Highway, via the Eastern By-Pass.

This great jewel comes with amazing international-standards Master Plan specially crafted to offer you great residential peace with facilities such as 15 scenic green areas, a state-of-the-art club house, amongst many other family-friendly facilities.

# KENYA'S LABOR MUST BE ABSORBED THROUGH STAKEHOLDER ENGAGEMENT



*ABOVE: Mr. George Wachiuri, Group CEO at Optiven Group with the first cohorts of Mentees of 2019 at the Head Office on 14th Floor Barclays Plaza*

On May 1st the world celebrates a day that is synonymous with employees all over the world. Labor Day or Workers Day as it is referred to in some countries is a key day in the calendar of workers who come together to garner insights of how far they have come in the working world. From a time when women were not allowed to formally be employed, to the age of slavery and industrialization and to innovators who made the working world a better place, all these are celebrated during this day.

Celebrated on 1st May, Labor Day is also a time to advocate for the rights of workers especially with regard to basic benefits, rights and privileges.

While all these are great in terms of what should be done to make working an enjoyable engagement, the number of unemployed Kenyans especially those making up the youth cluster continues to grow year after year. A majority in this group have had the challenge of gaining tangible experience which many employers look for before providing a job to anyone.

Optiven Group has taken up the challenge and is offering an opportunity for qualified youth to join a rapid mentorship program geared to open the working world to them.

Through the mentorship program, the mentees have an opportunity to engage with associates at the various departments in order to understand what actually happens on the ground in the working sphere. The first cohorts for the year 2019 came on board in March and will be engaged until July 2019. Such a mentee is Vincent Kinara of Moi University who is being mentored in the Public Relations Department this month says, "I have learnt about

open door policy allowing staff to work in a highly collaborative manner, which increases productivity and improves staff morale". According to Kinara, he has had an opportunity to understand transparency in the workplace which provides associates to celebrate their achievements and improve on their weaknesses when they arise.

His sentiments are echoed by a number of others who are looking to learn and adapt strategies under the mentorship program. As the world celebrates Labor Day, the challenge remains how to engage the ballooning number of youth seeking to get into gainful employment. The need for them to get encouragement, inspiration and guidance remains great. It is this same youth that we are looking to ropel the country to the next level socially and economically.

In line with this year's Labor Day theme, "Uniting Workers for Social and Economic Advancement" derived from the International Labor Organization, there is need to create opportunities for youth in the work place through engagement including mentorship. This cannot be achieved by one but all stakeholders in the corporate space be they public or private investors. It is engagement of this nature that enables the future leaders of corporate Kenya to have hope of a better future and make it possible for a growing economy to thrive. This is a clarion call that needs urgent consideration if the report by the Kenya National Bureau of Statistics (KNBS) released on 25th April 2019 is anything to go by. According to the report, only 78,400 new formal jobs were created in the economy last year compared to 114,400 in 2017. The report adds that the number of formal jobs generated by the economy fell to a six-year low in 2018, making it the slowest pace of formal job growth since 2012 when the economy churned out 75,000 official jobs.

The drop in the number of formal jobs is a blow to job seekers, especially the close to one million young people who graduate from various educational institutions every year. But all this can turn around, if companies expand their businesses through innovation, and provide the youth with opportunities to kick start their employment journey through mentorship as has been the case with Optiven Group.



*When it is time to go, we all pull together. Team Optiven taking their mbuzis where they belong.*



*Future investors enjoying their returns AT and supporting Optiven Foundation by doing the tshirt*



*The power of co-operation saw the mbuzis following in the footsteps of Optiven*



*Kila mtu na mbuzi wake.... The Optiven Army linking Mbuzi Meeeh to their owners at Victory Gardens*



*Soda on the left... mbuzi on the right... hii ni Easter bila stress.*



*And the celebrations were just beginning.... Fun ... Fun .... Fun*



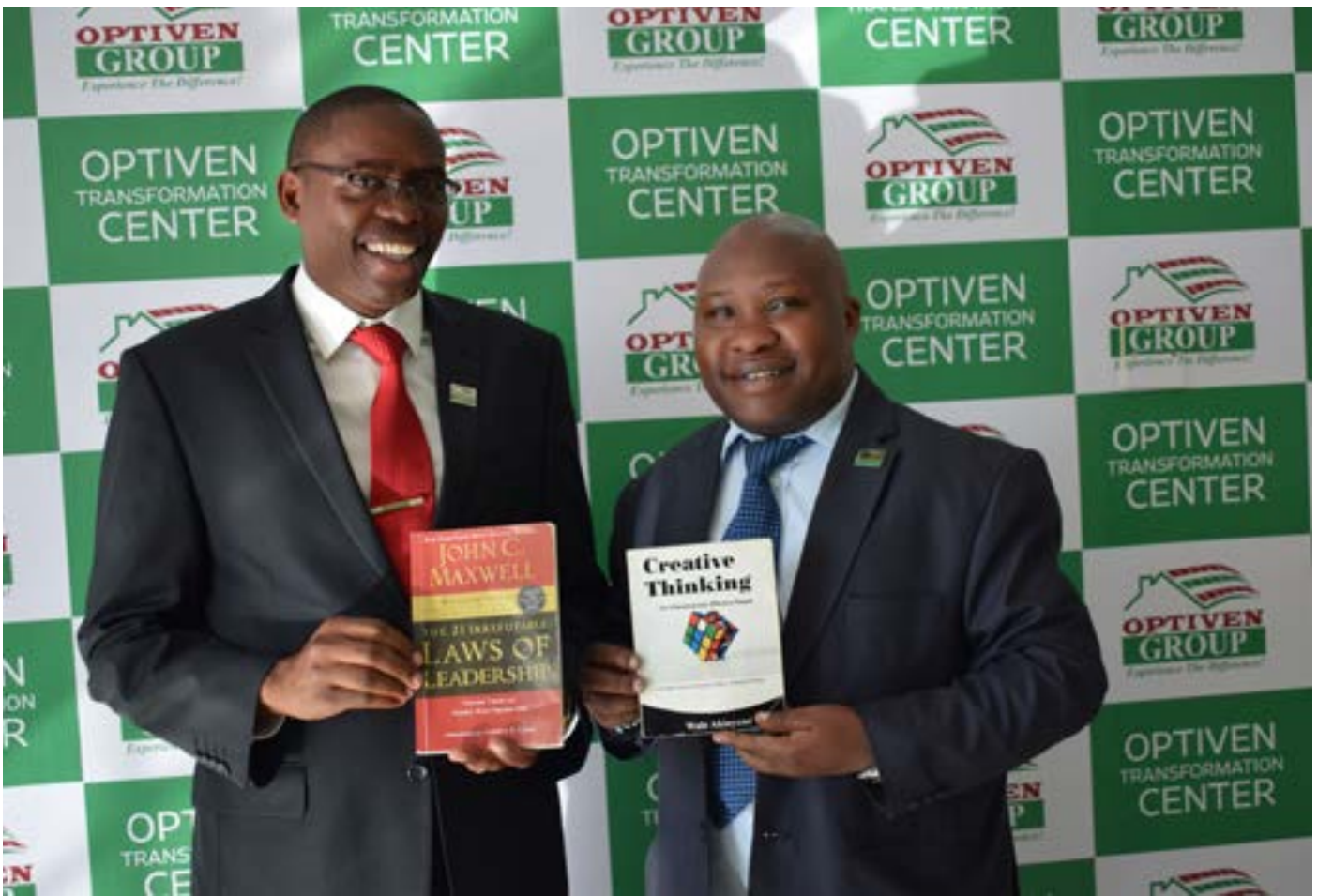
*The first cohorts of Mentees with Optiven Group Team Leader Mr. George Wachiuri (center) when he hosted them during the Ask Wachiuri show on 12th April 2019*



*Optiven Group Team Leader Mr. George Wachiuri (center) after empowering members of PCEA Housing Co-operative Society Limited at St Andrew's on 16th April 2019 and later presenting the 2019/2020 Strategic plan to the officials.*



*Optiven Group Team Leader Mr. George Wachiuri (left) when he spoke to youth at the Awake Conference on 25th April 2019, on the empowerment strategy.*



## THE BOOK READING CULTURE MUST BE REVIVED

The international day for books is not among the many important global observances that is celebrated the world over. Perhaps because not many are avid readers or lovers of books in particular.

It takes a lot of discipline and even more, a desire to improve on one's knowledge to be able to be a reader. While the traditional way of reading is changing in current times, the space of technological advances in the likes of kindle and online books, does not improve the number of people who read. One can say that this is perhaps advised by a generation where patience as a virtue is seldom practiced with people instead embracing with glee the free things in

life which are also presented instantaneously. There are some who have not read a single book in the last seven years and when you meet with them to converse about the trends that are changing the world, you get a blank look. It is worse if you are a keen reader and can easily adapt to the new words that now form what one can assume is everyday communication. The state is even more saddening for those in business who have no time to build on their knowledge through reading – a discipline that should be akin to eating especially for those in leadership. In any case, this has been slapped with reality by the words of Harry S. Truman, who said, 'Not all readers are leaders, but all leaders are readers.' As

a leader, what have you read today?

As a leader "if you want to innovate, read." Innovation is all about new ideas but where do you go to learn about what worked in the past and what might work in the future? Read. How do you develop the intellect and the library of ideas on which to draw for innovation? Read. For those seeking to venture in business, how do you cultivate your credibility and compete for the attention of venture capitalists or those who will sponsor your innovations? Read. In the present day, on the Internet, opportunities for learning have skyrocketed. Respected universities make courses available free online,



Amazon offers books for free online just by downloading them to your Kindle or to a Kindle application that runs on almost any platform. The Internet Archive (archive.org) has 2.5 million free books. The aim is to advance knowledge, creativity and educational excellence but sadly this is not the case with dropping levels of knowledge on life's facts. The secret is that the solution lies right at our fingertips. The decline of people's intellect is often blamed on the rise of cable television and the Internet, but it began long

before that. While as a society we have learned the skill of reading, we have no longer acquired the practice. Sure, people read, but usually as a last resort - on the plane, when you're sick, "to fall asleep." Most people abandon all attempts at reading as soon as some alternative media is even remotely available.

One of the key excuses given by those who do not read books is that really there is no time for it. Often such excuses are accompanied by a myriad other reasons including 'I have an 8 to 5 job', 'My children have a lot of homework', 'My priority right now is putting food on the table and getting my health back' and many others. While all these are facts of life, the place of reading should not be placed alongside any of life's happenings. The thing about literary people is, their life and perspective is far expanded beyond the small reach of their immediate borders. They see things through others eyes and in other times and places.

If you want to go beyond a limited view of the world, your own immediate experiences, your own restrictive cognitive reality, and the experiences of your very own last year or two, reading will do this for you. It is the lack of reading that continues to slow innovation even in great corporations that once led the way in thoughtful yet life changing ideas. This is because innovation is driven by knowledge which is sourced from among other sources books that if read, provoke our minds to think. Without thinking one dies and innovation becomes a dream whose reality will never be experienced. But why are there so many of us who do not read? Writing in the Psychology Today



*Locally, it has been in the mainstream space that as Kenyans we do not have a reading culture among us not just books, but also newspapers.*

journal, Dr. Peter Toohey noted that people are getting their story-shot right now not just from books but also from TV and movies, and also, unexpectedly and increasingly, even from audiobooks. With this particular case focusing on the USA, Toohey's sentiments seem to be proposed by Michael Kozlowski, the Editor in Chief of Good e-Reader, as he reckons that, audiobooks are the fastest growing segment in the digital publishing industry.

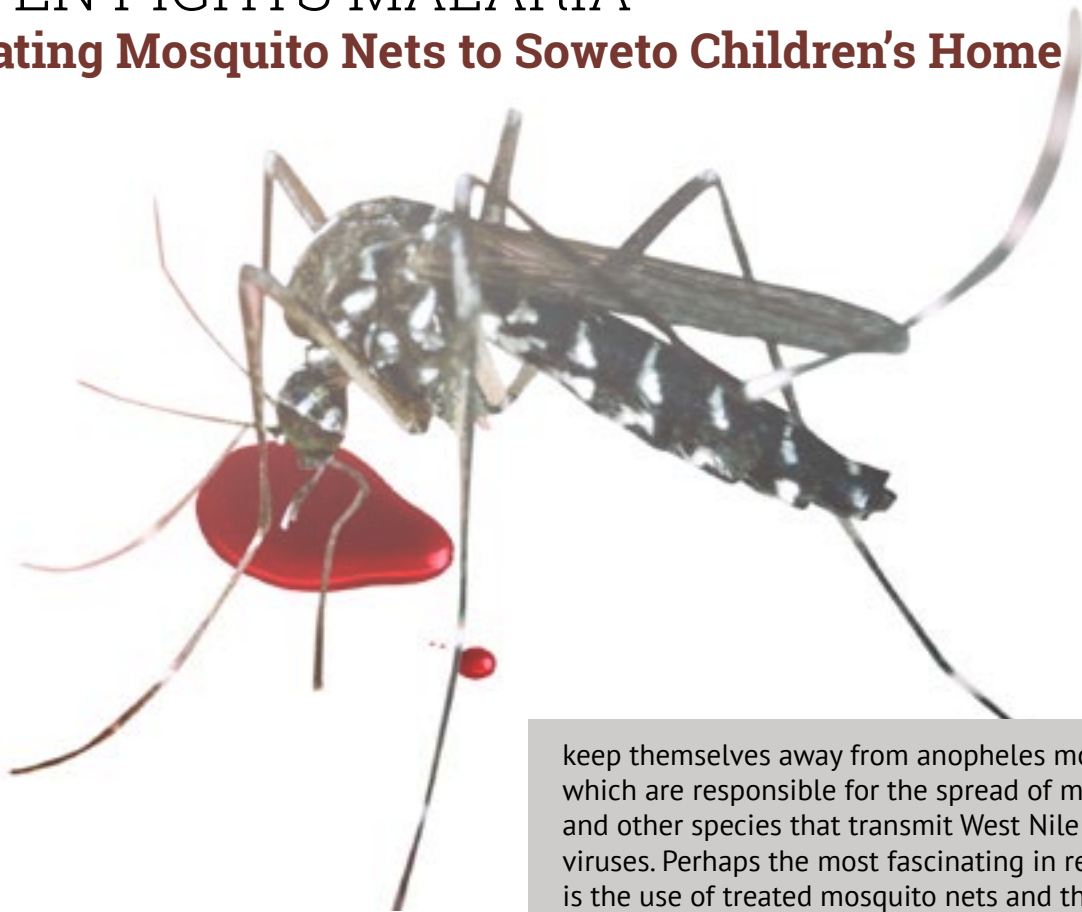
Locally, it has been in the mainstream space that as Kenyans we do not have a reading culture among us not just books, but also newspapers. A survey released by GeoPoll in 2015 revealed that only 20% of the youth in Kenya aged 15 years to 35 years read newspapers and magazines. The average youth in Kenya is distracted by different media much of which is passive making it difficult for them to embrace the discipline that comes with reading.

Have we become human goldfish? A yes may be the truthful answer then, especially if the study by Microsoft Corporate in 2015 is true that the attention span of a person is 8 seconds – 4 seconds down from what it was in 1995. The exception is of course when the youth are reading for examinations or employment. It is no longer savvy to engage in a communication and quote a literary writer the likes of Ngugi wa Thiong'o, Chinua Achebe and even Chimamanda Adichie and win admiration.

And as we celebrate the international day for Books today, it is time to go back to the discipline of creating time and read – preferably from a book. While time is moving fast, the challenge also goes to those with a passion for writing be they autobiographies, fiction, scientific, motivation and even religious, to get that pen, be creative and keep writing. To all readers, Happy International Book Day 2019.

# OPTIVEN FIGHTS MALARIA

## by Donating Mosquito Nets to Soweto Children's Home



**W**hat a coincidence that the world malaria day this year landed right on the same day with the much awaited rains.

Of interest is that not much information was being shared in the mass media with regard to this very important day as was the case in perhaps the 80s. But back to the World Malaria Day which is celebrated the world over on the 25th of April every year. The day continues to hold great significance based on its central role in disseminating information with regard to the malady that is malaria.

From the clear facts that we know is that Kenya stands on the precipice of tropic based nations that continue to accommodate the malarial infections. By this consideration, Kenya also remains at the forefront in the fight against Malaria.

While for many years the disease has been the main cause for death for children aged five and below, mitigations from stakeholders have played a big role in reducing cases of malaria. From advocacy at government level, to the use of pesticides to kill mosquitoes in domestic breeding areas and even coming up with medical innovations to reduce the spread of malaria, a lot has been achieved in this area. Interventions including even in learning institutions have helped many to understand how to

keep themselves away from anopheles mosquitoes which are responsible for the spread of malaria and other species that transmit West Nile and Zika viruses. Perhaps the most fascinating in recent days is the use of treated mosquito nets and the insect bat that is powered by solar and electricity.

The promotion of health is one of the key pillars that enables the Optiven Foundation to stand. The foundation which is supported largely by Optiven Group, also sources support from partners and well-wishers. The place of the war against malaria is key for the Optiven Foundation especially considering that we are involved with children whom we support at Soweto slums in Kayole. As part of our initiative to ensure malaria is not spread, we have donated mosquito nets to ensure all the 100 children residing at the Optiven Foundation funded Soweto Home are kept away from malaria.

World Health Organization (WHO) estimates that 3.2 billion people are at risk of malaria worldwide. Sub-Saharan Africa is disproportionately affected. In 2015, the region had 88 percent of malaria cases and 90 percent of malaria deaths (WHO 2016). In Kenya, malaria remains a major cause of morbidity and mortality with more than 70 percent of the population at risk of the disease (MOH 2014). In 2017 World Malaria report raises concerns that the gains made in the fight against malaria are levelling off. In 2016, 216 million cases of malaria were reported, an increase of 5 million cases from the previous year. Most of these (90%) happened in the African Region. There is an urgent need to increase malaria efforts and not lose momentum.

## HOW TO KEEP MOSQUITOES AWAY FROM YOUR HOME

**T**reat your yard to reduce mosquito infestations. Spray during the day, when mosquitoes tend to hide in damp, humid areas of your yard such as shrubs, grass, thick brush, and tree hollows.

Light candles or lanterns that contain one or more essential oils known to repel mosquitoes. These oils include citronella, clove, cedarwood, lavender, eucalyptus, peppermint, rosemary, lemongrass, and

geraniol. Mosquito-repelling candles work best in small areas without a lot of air movement.

You can also use mosquito traps to help keep mosquitoes away from your porch or patio. However, it's important to change the traps regularly.

If you're having an outdoor party, traps can be an effective way to protect your guests from mosquitoes, especially when used along with other mosquito controls and repellent products. Eliminate standing water on your property for a speedy effect on the number of

## Offer, #TembezaMpenzi

**O**ptiven Group is giving you a chance for a fabulous romantic night out at the Amboseli!

All you need to do is to pay a deposit or instalment balance of 897K of any of Optiven's properties within 27 days and automatically qualify for a Romantic Night out for Two (2) at the Amboseli!

What's more, you will have great activities at Amboseli, including: Dancing Sessions, bonding session with lots of networking, Sunday early morning Game Drive and many more fun activities to take your relationship with your significant other, to a whole new level!

This offer is valid from 25th April 2019 to 30th of June 2019 (a period of 67 days).

Travelling dates are set for 6th July and 7th July 2019.

What are you waiting for?

Call us now on: 0790 300 300

*Picture this! Just the two of you... enjoy a romantic dinner, and dazzle your special one with an eclectic dance... all under the open skies and crown it with a bonfire. Well, it is about time! #TembezaMpenzi Call 0709 300 300 today.*

**AWARDED COMPANY IN 2018**  
**| Winner Land Agent**

# OPTIVEN

## GROUP LIMITED

Our vision is to be  
Pacesetters in Social  
Economic  
Transformation.

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WE WORK  
THROUGH  
STABLE  
BUSINESS  
NETWORKS

# GREAT TEAM

# 360

We are strong believers in having the best of what the market can offer. Our staff are motivated and they deliver services in a timely manner. We also believe in strong alliances and networking with other market leading professionals. We have built relationships with progressing organizations that are key stake holders to our company as we carry out our activities.



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