

# THE POINT



TOP Issue 010/2022



Philanthropy Partners  
**FOUNDATION**  
Joins Hands with Avenue

New Office Opened  
**OPTIVEN GLOBAL**  
Changes Karen Landscape

#PataPlotiChapChap  
**CASHBACK STIRS**  
Customers Interest

## WORD FROM THE CEO | Leadership Engagement & Global Office Opening ...

What a year it has been! And see December is here with us! At Optiven we have continued to experience exponential growth both as a brand and foundation. In November, we were part of the partners that made it to the Global Leadership Summit 2022, where I had the privilege to address delegates at the summits in Nairobi (4<sup>th</sup> to 5<sup>th</sup> November 2022) and Mombasa (11<sup>th</sup> and 12<sup>th</sup> November 2022) respectively. This was a time of refreshing knowledge on servant leadership and with specifics to engaged leadership across the board. <https://youtu.be/9dbvNnYET6A>



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group (right) addresses a question from Rev. Patrick Kuchio of CITAM (left) at the GLS Karen Summit on 4/11/2022.



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group addresses delegates at the GLS Makupa Summit on 11/11/2022.

At the Karen Summit held at CITAM, I was able to share the Optiven journey pre and post COVID with the intent being to share hope amidst the sudden trials that befall us and overcoming the same in the business context. As for the MAKUPA Summit held at ELIM Church, this was a time to share how leaders can empathise while impacting their people to be the best they can be in the workplace. In both cases, it was also an opportunity to look back at how far Optiven has come to become what it is today, a magnate brand that remains true to transform the society. Optiven through it's soft arm, the Optiven Foundation was also touching lives across Laikipia and Kajiado counties where many are suffering effects of the ravaging drought. We are humbled to have been of impact through donating and distributing food to over 500 households in Nanyuki on 25<sup>th</sup> November 2022. But we also had a great milestone in November when on the 10<sup>th</sup> of November 2022 we officially opened the Optiven Global office at Zamani Business Park in Karen. The new development is especially welcome as Optiven has in the last three months been combing African countries to empower Kenyans living and working in these countries. <https://www.youtube.com/watch?v=8m5Q-GoL3cY>

We further engaged with Kenyans in diaspora in Japan and the United States this November as we go global.

George Wachiuri,  
**Chief Executive Officer**  
**The Optiven Group**



**ABOVE:** Guest of Honor Justice Musinga with Optiven Group CEO George Wachiuri and Optiven Foundation Trustee Bishop Phillips Katutu toast at the newly opened Optiven Global office during the official opening on 10/11/2022

## OPTIVEN LAUNCHES #PATAPLOTI CAMPAIGN | 3,000/- Cashback for 149k in November



November 2022 was yet another opportunity for customers to take advantage of the #PataPlotiChapChap. The campaign was to all those willing to invest in the variety of projects across the Optiven portfolio. Customers enjoy a cashback of 3,000 shillings for every 149,000 shillings deposit or redemption for any property. The offer is available for investments and redemptions for properties across the Optiven portfolio.

And for as little as 149,000 shillings, investors are able to get themselves a quarter acre of land in Malindi, together with a free return flight from Nairobi. To take advantage of the #PataPlotiChapChapNaOptiven campaign, call, sms or Whatsapp us today on 0790300300 or [www.optiven.co.ke](http://www.optiven.co.ke)

**PATA  
PLOTI  
CHAP CHAP!  
NA OPTIVEN**

**For every 149K that you pay as Deposit or Installment towards any of Optiven Property this November, you get 3K Cashback**

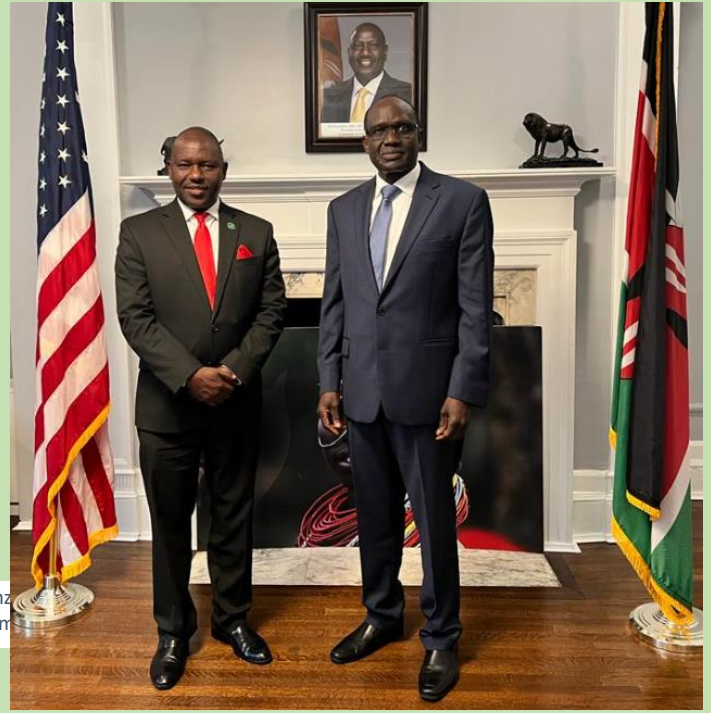
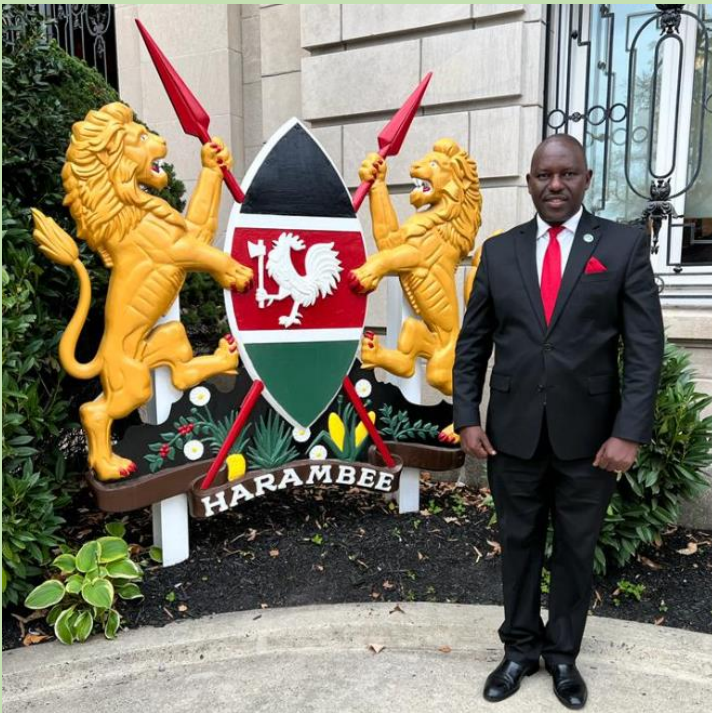
*T&C Apply*

**PATA  
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CHAP CHAP!  
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*T&C Apply*

## OPTIVEN IN THE USA TO DELIVER PROMISE | Investors Receive Title Deeds for Investments



**ABOVE:** Mr. George Muteti outside the Kenyan High Commission in Washington DC. On the left he poses with Ambassador Lazarus Amayo, Kenya's Ambassador to the United States of America on 11/11/2022.

November 2022 was yet another continuum of delivery of promises to Optiven investors working and living in the United States of America. Diaspora Regional Manager, George Muteti visited various states on the last lap of his USA Tour to present title deeds to investors who had completed their payments for investors in different projects across the Optiven portfolio. Muteti noted that the customers were not only happy to receive their title deeds but it was also an opportunity for them to build confidence in the Optiven brand which has cemented itself as an honest, professional and customer focused company. He added that more investors indicated their commitment to invest with Optiven, based on the great testimonials they witnessed as their family, relatives and friends received their title deeds. Majority of the customers making up the Optiven database are based in the United States of America from where Optiven serves their requirements from the Optiven office in Kansas city. The experience in Kenya is even better as Optiven upscales it's customer experience at the luxurious and modernized Optiven Global Office, Karen.



## OPTIVEN IMPACTS TANZANIA DIASPORA | Teams Empowers Kenyans with New Projects

Kenyans working and living in Tanzania were the latest benefactors of the ongoing Optiven Diaspora Empowerment this November. Representatives from Optiven left the country on 10<sup>th</sup> of November for an opportunity to impact and empower the Tanzania Diaspora. Among the projects that are to benefit the diaspora include Success Gardens in Thika and Wema Gardens in Naro Moru, both which is freehold and available for ownership by non-Kenyans. However according to Mr. John Ngare, Senior Property Manager at Optiven Real Estate said, “our decision to reach out to the diaspora in Tanzania is the great gains already made in the East Africa Community and proximity of Tanzania to Kenya. We are happy that a number of Tanzanians have already invested in the freehold projects within our portfolio, which is a great motivator of Team Tanzania to be in touch with them.”



**ABOVE:** Team Tanzania represented by John Ngari and Fred Mwashigadi on arrival in Daresalaam Tanzania on 10/11/2022.



**ABOVE:** Team Tanzania John Ngari and Fred Mwashigadi when they welcomed Head of Diaspora James Mugo to Daresalaam on 18/11/2022.

Tanzania is a special market of interest for Optiven as it represents a percent of Optiven customers. The proximity and access of Tanzania to Kenya is also one of the reasons why it is a great diaspora partner for Optiven. With the great relationships between the governments and the integration into the East African Community, Tanzania becomes a viable partner for investment. Similarly, with the improved infrastructure especially on the grand Namanga Road, access to and from Tanzania, means that investors in Optiven projects in Kitengela for example can enjoy the luxury of living in Victory Gardens by Optiven. The portfolio of projects by Optiven in Kitengela are ready to build with title deeds and already developed neighbourhoods where investors have since build and settled.



## OPTIVEN IMPACTS DIASPORA IN JAPAN | Investors Empowered to Own Land across Kenya

*Matakitene* また来てね is a Japanese word for come again and it marked the end of Optiven’s empowerment of Kenyans living and working in Japan. The trip that begun on 25<sup>th</sup> October 2022 ended this month on 9<sup>th</sup> November 2022. The team represented by Senior Sales and Marketing Manager, Joan William empowered Kenyans to invest back home as it meets the mandate of socially and economically empowering the society. With the warm welcome and great support from the Kenyan community in Japan, Optiven was able to share insights on the available investment options as well as the milestones that Optiven has achieved. It was the first time that Optiven was engaging with the Kenyans living and working in Japan. Indeed it is time for #OptiventotheWorld!

**LEFT:** Ms. Joan William, Senior Sales and Marketing Manager at Optiven (center) with Kenya’s Ambassador to Japan, Ngumbao Nyale (left) in Tokyo, Japan on 9<sup>th</sup> November 2022.

## OPTIVEN OPENS NEW OFFICE FOR GLOBAL OPERATIONS | Welcome Optiven Global...



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group, (*standing right*), addresses staff stationed at the Optiven Global Office, Karen on their first day at work on 15/11/2022. The event was attended by Associate Directors, Managers and staff to be stationed at the office.

Only five days after opening the doors of the Optiven Global Office in Karen, staff at the ground reported for work on 15<sup>th</sup> November 2022. At hand to usher them to the new office was Mr. George Wachiuri, Group CEO at Optiven Group. The Optiven Global Office was officially opened on 10<sup>th</sup> November 2022 with pomp and aplomb, in the presence of customers, partners, stakeholders and staff of Optiven Group. The event was graced by Justice Daniel Musinga, the President of the court of appeal of Kenya who was the chief guest alongside Optiven Board of Directors, customers, management and staff. Speaking at the event, Justice Musinga encouraged businesses to be bold in their move towards the global scene noting that this will present opportunities available without borders. He added that in the case of Optiven, it has distinguished itself in the real estate sector in Kenya with appropriate value additions that are necessary for the families of the future. Citing the example of Buruburu estate in the early 1980's, Justice Musinga advised that planning of cities is key towards providing livable spaces that are structured for comfortable living. His sentiments echoed the numerous recognition that have been bequeathed to Optiven including an award for the planning and value additions at the premier project, Amani Ridge | The Place of Peace in Kiambu County. <https://www.optiven.co.ke/newsblogs/optiven-takes-home-twin-awards-at-the-real-estate-excellence-awards/#:~:text=Optiven%20Limited%20was%20awarded%20the,in%20the%20real%20estate%20sector.>



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group, (*standing second right*), with Directors of Optiven at the Optiven Global Office, Karen as the Chief Guest Justice Daniel Musinga, cuts the celebratory cake to mark the launch on 10/11/2022.

## OPTIVEN OPENS OFFICE FOR GLOBAL OPERATIONS | Board & Guests Honor Attendance

Invited guests including members of the Board of Directors, suppliers, partners and other stakeholders were present on 10/11/2022 when Optiven opened the doors of it's newest office in Karen. Welcome to Optiven Global!



**OPTIVEN OPENS OFFICE FOR GLOBAL OPERATIONS | Celebrations Galore for Milestone**





## OPTIVEN KEEPS PROMISE ON TITLE DEEDS | Handover Done at the Optiven Kenya Office



ABOVE: (Left) Senior Sales Manager, Faith Murigu (right) hands over a title deed on 14/11/2022. (Center) Collins Anja, Senior Sales and Marketing Executive (left) hands over a title deed on 14/11/2022. Chris Njau, Senior Sales and Marketing Manager (left) hands over title deed on 17/11/2022.



ABOVE: (Left) Senior Sales Manager, Nicolas Rop (left) hands over a title deed on 21/11/2022. (Center) Alex Ngacha, Senior Sales and Marketing Executive (left) hands over a title deed on 21/11/2022. Brian Samante, Senior Sales and Marketing Manager (left) hands over title deed on 18/11/2022.



LEFT: Senior Sales and Marketing Executive, Precious Wangigi of Optiven Kenya office (left) hands over a title deed on 30/11/2022.

## OPTIVEN COMMUNICATES VALUE IN MEDIA | Customers Engaged via Radio Stations

The month of November 2022 was also one full of media presence for the Optiven Real Estate team, thanks for the vibrant Media Department. Through the month the team led by Senior Sales and Marketing Staff were able to push for the brand via different media houses to take advantage of the different market segmentations and avail the products available for all across the Optiven portfolio. Both ladies and gentlemen from the Optiven vast staff were able to address different emerging issues with regard to real estate in an astute manner, cognizant of the important realization of the corporate vision of social and economic empowerment for all. Here is a selection of just a few incidences.



**ABOVE:** Mr. Evans Maingi, Senior Sales and Marketing Manager (*left*) of Optiven Kenya office addressed the topic Women and Investing on 9/11/2022 at Mwago FM. Mr. Peter Gitonga, Regional Manager (*right*) of Optiven Kenya office addressed the topic Why Invest in Real Estate on 10/11/2022 at Ngemi FM.



**ABOVE:** Ms. Lucy Muriuki, Senior Sales and Marketing Executive (*left*) of Optiven Kenya office addressed the topic Land Investment Benefits on 1/11/2022 at Kameme FM. Ms. Sophia Buliro, Senior Sales and Marketing Executive (*right*) of Optiven Kenya office addressed the topic Lucrative Land Investment Opportunities on 25/11/2022 at Milele FM.



**LEFT:** Mr. Chris Njau, Senior Sales and Marketing Manager (*left*) of Optiven Kenya office addressed the topic Meet Your Investment Goals as the Year Draws to a Close on 10/11/2022 at Hope FM.

## OPTIVEN EMPOWERS AT EVENTS | Getting to the Customers Where They Are with Value



**ABOVE:** Fredrick Mwashighadi (left) and Dennis Muturi (right), both Senior Sales and Marketing Executives pose with Vera Owade of NTV (center) at the Man's Affair event at Summer House Karen on 26/11/2022. **LEFT:** Left to right, Sharon Nelima (left), Sophie Buliro (center) and Jerusha Absalom (right) looking regal at the Africa Women Educationists networking forum at KICC, Nairobi, on 25/11/2022.



**ABOVE:** Team Sharks at the Strathmore University Alumni Breakfast on 18/11/2022. On the left, Team GLS Nairobi at CITAM Karen on 4/11/2022



**ABOVE:** TeamPwani of Kate Kole (left), William Nagilae (center) and Damaris Mbalu (left) ready to inspire possibilities at the GLS Summit Makupa on 11th and 12th of November 2022. **LEFT:** Team Pillars and Optiven Karen Inspiring possibilities at Shiloh Afrique Foundation, Bomas of Kenya on 12/11/2022

## OPTIVEN HOSTS DINNER FOR BUSINESS COMMUNITY | **Nanyuki Fraternity Attends**

The 25<sup>th</sup> of November 2022 marked the Nanyuki Business Community Dinner hosted via a partnership between Optiven Real Estate and the Kenya National Chamber of Commerce Nanyuki chapter. This was an opportunity to better understand who Optiven is and what we do to empower and transform the society. The event was graced by Mr. George Wachiuri, the Group Chief Executive Officer at Optiven and was attended by leaders from the county government, local administration, business community as well as members of the KNCCI Nanyuki chambers. The event which was held at the Sportsmans Arm Hotel in Nanyuki, provided an opportunity for attendees to also network and exchange ideas regarding business and how to get to the next level.

Addressing the attendees, Mr. Wachiuri shared nuggets of how Optiven had maneuvered it's way to be the real estate pace setter that it has become. The attendees also had an opportunity to interact with the Foundation Team with many partnering through the purchase of books, with the funds going fully to support the initiatives by the Optiven Foundation. The engagement of the business community is the second such event by Optiven following a successful breakfast for clergy from Laikipia County held in October 2022. Laikipia County is a key partner as Optiven brings to life it's vision to economically and socially empower the society with state of the art products and services.



ABOVE: (Left) Mr. George Wachiuri, Group CEO at Optiven, addresses members of the Nanyuki Business Community at a dinner on 25/11/2022.



ABOVE: (Left) Optiven Real Estate staff ready to empower as they await the arrival of guests at the Business Community Dinner while (right) the guests listen keenly as Mr. George Wachiuri, Group CEO at Optiven shares insights at the dinner on 25/11/2022.

## OPTIVEN CEO REPRESENTS SMES AT SUMMIT | **Push for Employment & Collaboration**



**ABOVE:** Mr. George Wachiuri, Optiven Group CEO addresses delegates and government representatives at the 10<sup>th</sup> Annual Small and Medium Enterprises Conference held on 17/11/2022 at Strathmore University.

Optiven was represented at the 10th edition of the Annual Small and Medium Enterprise(SME) conference and the expo at the Strathmore university by the Group CEO Mr. George Wachiuri, and team members from the Conversion. The two day event was held on 17th and 18th November 2022 at the Strathmore Makadara campus where over 400 owners of small and medium enterprises attended to collaborate with the government on the way forward. Kenyan President, Dr. William Ruto was represented at the event by two Cabinet Secretaries in charge of Cooperatives and Enterprise – both key to various sectors including manufacturing, hospitality, tourism and real estate. The theme for the event was "*promoting cooperatives for sustainable and inclusive SME development.*"

Cabinet Secretaries Simon Chelugui and Moses Kuria both lauded Optiven Group CEO George Wachiuri, who represented the challenges faced in the sector. Wachiuri was selected by the Kenya Private Sector Alliance KEPSA to represent the over 400 players with focus on what is happening on the ground and how the stakeholders can collaborate for mutual benefit. In his address, Wachiuri singled out levies by the government and it's agencies as one of the key burdens for small and medium enterprises. Sharing statistics on the same, Wachiuri advised that over the last 5 years, 2.2 million businesses had wrapped up owing to challenges of doing business. Wachiuri further challenged the government on access to procurement deals with the government, targetted to the SME sector. He added that the government remains focal in advocating for local manufacturing and encouraging the masses to buy Kenya and build Kenya while relaxing the tax regulations related to the disbursement of funds under the Hustler Fund.



**LEFT:** Senior Sales & Marketing Managers Dorcas Chelagat (Optiven Kenya) and Violet Mumbi (Optiven Global) welcome Cabinet Secretary for Cooperatives and Micro and Small Enterprise, Simon Chelugui to the Optiven Stand on 17/11/2022 during the opening 10th Annual SME Conference at Strathmore University.

Responding to the submission by Mr. Wachiuri, Cabinet Secretary for Cooperatives, Micro and Medium Enterprise Development, Simon Chelugui noted that the government is keen on facilitating and creating an environment for businesses to thrive. He noted that the formation of two ministries by the government, to support the sector is a step towards achieving this objective. He earlier visited the Optiven booth at the expo where he interacted with the staff and management present on matters foundation and real estate.

## OPTIVEN SHINES AT EVENTS HELD IN NOVEMBER 2022 | Color & Networks Galore...



**ABOVE:** Optiven booth welcomes the public during the 2 day 10<sup>th</sup> Annual SME Summit at Strathmore University. On the right, guests to the Optiven booth pose with Mr. George Wachiuri, the Optiven Group CEO on 17/11/2022.



**ABOVE:** Seal Team from the Optiven Kenya office ready to empower at the 10<sup>th</sup> Annual SME Summit held at Strathmore University. On the right delegates listen as Mr. Wachiuri presents collaborative points on behalf of KEPSA and in line with the Small and Medium Enterprises on 17/11/2021



**ABOVE:** Optiven Conversion Team gentlemen ahead of the Business Community Dinner by Optiven and KNCCI Laikipia Chapter in Nanyuki on 25/11/2022. On the right Conversion Team ladies ahead of the official opening of the Optiven Global office in Karen on 10/11/2022.

## OPTIVEN LEADERS TAKE ETHICAL LEADERSHIP TRAINING | Prepping Team for Posterity

November was leadership development month under the Optiven Group's Human Resource and Talent Management Department. Team Leaders were the recipient of a month long training internally where their skills, intellect and perspectives were sharpened to match the situations and environment in which they operate in. The trainings have been happening every Thursday at the Optiven Kenya offices where all Team Leaders have been required to attend and participate.

The Optiven Point spoke to Winnie Wambui, Associate Director for Human Resource and Talent Management at the Optiven Group to understand the why, the how and way forward on matters leadership training.

According to Wambui, *"the need for the leadership training is advised by the bringing to life of a learning environment which Optiven is known for. As a company we not only develop our people but we do so in order to maintain a result-oriented outcome for the work our staff do. We understand the core role of leadership in organizational success as it caters for the sustainability of a company for posterity"*. She noted that the challenge remains to continuously upscale, research and build capacity of the team beginning with the leadership as it will eventually roll down to the staff they manage and lead. Regarding the challenge on the ground, Wambui advises that the personality complexities based on worldviews affects operations including management styles as well as perception of leadership. For Optiven, Wambui notes, that the way forward is to fuse the differences, taking cognizance of the commonalities and gear all efforts towards receiving results and targets.



As Optiven goes global with its expansion strategy and engagement of diaspora, there has been a great increment in the number of staff working in the different offices from where the real estate company operates. With satellite offices in Karen, Nanyuki, Malindi, and Kitengela as well as Absa Towers, Optiven is geared to continue dominating the market. Wambui notes that *"we have intentionally grown our human resource capital as we expand our operations and markets both within the country and across the borders. To best meet the needs of our staff we are also deliberate on our analysis in order to meet and possibly go beyond their expectations as regards the work environment."* Wambui is confident that this will lead to a competitive edge, boost staff confidence and prepare the brand and its people for the future. At the end of the day, it is the people that put life to the vision and success therefore is preparing them adequately for the future.



**ABOVE:** Team Leaders from different departments under the real estate arm undergo training with Tom Onguru at the Optiven Transformation Center at Optiven Kenya offices

## PARTNERSHIP WITH AVENUE FOR FOOD| **Victims Receive Food & medicine**



**ABOVE:** Representatives from the Optiven Foundation host Doreen Rutere of Avenue Healthcare at Absa Towers, on 15<sup>th</sup> November 2022 shortly after the partnership deal.

The 25<sup>th</sup> of November marked the roll out of an inaugural partnership between Avenue Healthcare and the Optiven Group Foundation. The partnership was a part of initiatives to benefit the Health and Poverty Eradication pillars of the foundation through the donation of food and medical care to the community of Tutu Constituency of Laikipia County in Nanyuki. The partnership was agreed upon between the two organizations on 15<sup>th</sup> November 2022 following a meeting at the Optiven Foundation offices at Absa Towers attended by representatives from both parties. The partnership to benefit food drive, donation and medical camp in Tutu, Laikipia County as well as neighbouring community. This was under the #PartnershipsforProgress and #SDG17 which both companies adhere to. Under the partnership, Avenue hospital were on the ground to offer checkups as well as a deworming exercise as an added exercise on the food donations.

And on the 25<sup>th</sup> of November 2022 over 400 people from Tutu Constituency as well as neighbouring constituencies arrived at the venue for the food donations. It was the second time that the food donation was happening at this venue. It is here that the faces of women with children on their backs lit up with hope as they went through the medical checks and finally through to the lines where the food was distributed.

Area leaders lauded the initiative noting that the engagement of the community through offering employment opportunities at the Oasis Gardens by Optiven, provision of scholarships for the needy students, as well as enhance the value of the area by investing in the project. Mr. George Wachiuri, Chairman of the Optiven Foundation advised that the foundation would remain open to partnerships and engaging with stakeholders with similar vision such as Avenue Healthcare.



**ABOVE:** Chief Executives of both Optiven Foundation and Avenue Healthcare take the lead in the food distribution exercise held at the Oasis Gardens by Optiven on 25/11/2022 where over 400 households benefited from the food donation and medical camp.



**ABOVE:** Staff from Optiven Group Foundation and Avenue Healthcare pose for a photo at the beginning of the food donation and medical camp in Tutu Constituency on 25/11/2022.

To this end we welcome you too to partner with the Optiven Foundation and join our initiatives to benefit various communities as we transform the lives of the needy in our society.

Send your donation to  
MPESA Paybill number 898630

Account Name : Food

Call us: +254 718 776 033

Email: [info@optivenfoundation.org](mailto:info@optivenfoundation.org)

**#EyesOnTheCommunity**



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