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## NEW COLLAR JOBS

As college-educated professionals are having a hard time finding white-collar jobs, the appeal of entrepreneurship is growing exponentially **P.4&5**

MyNew

# ShowBiz

K2

T5



## Victoria Kimani

Victoria Kimani, the America-born Kenyan musician, has captivated a global audience with her sultry and sensual Afropop sound. Previously signed to Nigeria's Chocolate City, she burst onto the scene in 2016 with her debut album titled Safari. She was born in a Christian family, and her parents own the Father's House Family Church in Ruiru, Kiambu County

BY ELIZABETH NGIGI

Victoria's bold fashion statement complements her vibrant music, making her a standout figure on and off the stage. In this interview, she reveals how her Christian upbringing continues to shape her art, and how her Kenyan heritage and international experiences influence her unique sound.

**1. What inspires your music and how do you write your songs?**

I draw my inspiration from my own experiences and those of other people. My creative process is quite spontaneous. I like to be in the studio and have jam sessions with other musicians, and

produce music on the spot. I also like listening to instrumentals and just yielding to the mood of the moment.

Most times my song writing process isn't pre-planned. I could just be out doing something and an idea comes to my head, so I record a voice note.

If I'm doing a collaboration and we are in different countries, my collaborators and I record each part and then send it to each other on email, and then the engineers put it together and make a song. But I prefer being together with my partners in the studio and working on the project jointly.

**2. Your music beautifully blends different cultural elements. How do your**

**Kenyan roots and international experiences influence your music?**

I am Kenyan, but of a unique type because I was born and raised in the US. I moved back to Kenya in 2013 so my outlook is a little different from that of my other siblings who were born and raised here. Even though we have slight differences, I try to incorporate my Kenyan culture into my music. My upcoming album cover was shot in Lamu. In my work, I try as much as I can to show that I didn't grow up in privilege, I just understand things differently and I appreciate the country's beauty even more.

I see Kenya as very colourful, vibrant and extremely beautiful. I am a nature lover so even

showing landscape in my music means a lot to me. I also make sure I use Swahili words in my songs. Kenya is a melting pot and I find Kenyans to be very diverse people.

**3. You have quite a unique fashion style, how have the American and Kenyan cultures influenced it?**

My mum was very flashy. How she dresses is very reflective of her perspective as an African woman in America. You know how flashy Africans can be if they want to. My mum always wanted to look smart, whether she was picking me up from school, going to church or even grocery shopping, so I think that's where my bold and unapologetic side of fashion comes from. Also I didn't have to wear school uniforms, so most times I got to choose what to wear to school. No one dictated that for me.

With that background, I can express myself through what I wear. I have never felt the pressure to wear the same thing everyone else has on.



### Hotspot

Get ready for an electrifying evening as The Jam, a premier concert series celebrating Kenyan music, returns this Friday from 6pm. This edition promises to be a musical feast featuring both rising stars and established artists. Headlining the event are Razor Man, Chevy KeV and BBYY, who are set to light up Goethe Institut with their dynamic performances. Whether you're a die-hard fan or new to the Kenyan music scene, this is your chance to experience the vibrant sounds and energy that define it. Best of all, entry is free, so gather your friends and family for an unforgettable night of music and fun. Don't miss out on the chance to support local talent and enjoy a memorable concert experience.

### Podcast Review

#### Cha Kula Podcast

If you are passionate about food and its crucial role in our lives, the Cha Kula Podcast is for you. Hosted by the Route to Food Initiative, this podcast offers a comprehensive 360-degree view of food security. From farmers and researchers to journalists, policy experts, and entrepreneurs, Cha Kula brings diverse voices to the table. Listeners are treated to conversations that explore food from economic, social, and political perspectives, providing a holistic understanding of the challenges and opportunities within Kenya's food landscape. Whether you're looking to be motivated, informed, or simply curious, Cha Kula Podcast promises to enlighten and inspire you.

**4. How does your Christian background affect the type of music you write or sing?**

I started by writing songs for other artists in the US. Nobody cared whether we were making Christians or secular songs, in the studio the producers just wanted us to make good hits. There were no restrictions. I do believe in God and that He is in control of everything, and my fifth album, I felt like I needed to put some lyrics that would uplift and empower people, and let them know that my talent is from God.

There will be a gospel record on my upcoming project but even the other songs, I still recognise God. I was keen about that. Coming from a Christian family, despite doing pop music, I felt I had the responsibility to avoid dragging people into the gutter or leading them towards destructive things. I also did a gospel EP with five songs and sent it to my parents and they are excited about it. For the first time they

are involved in my music and they want me to release it. I don't think I have had their support in my other projects.

**5. You've worked with many artists across various genres. Which collaboration has been the most memorable for you, and why?**

About eight years ago, I did a song with Ferre Gola titled *Tuchezze* after he visited Kenya. Seven years later, in June 2023, Ferre had a concert at one of the biggest stadiums in Congo (Stade des Martyrs), and he insisted I perform. He said the song *Tuchezze* helped revive his music career after a hiatus. That was my first time performing in Kinshasa, and I was blown away by their love for music. It was the biggest crowd I've ever performed for, and the support was overwhelming. It was a life-changing experience. So, Ferre Gola is definitely my most memorable collab.



The Hustler

# Story of a ghostly Safari told through bedsheets



BY MIKE SAFARA

I stood rooted to the spot, literally feeling my blood run cold – even though I was very warmly dressed in my sky blue windbreaker over a black T-shirt – as I stared at the ghost of my cousin.

Safari was dressed in a formal purple shirt, grey khaki pants but sported a shaggy chin and bushy hair, like a chap who hadn't been to the barber for at least a month.

"Won't you ask me to come in," his ghost said, "Or will you leave me here to..."

"Drown?" I said in my head, picturing him being swept away in that black Mazda weeks ago.

"...freeze to death in this June chill?"

"Maybe we feel cold in the presence of ghosts because they are so cold themselves," I thought. "Unless they come back from hell. Those ones would be hot ghosts."

Without waiting for an answer, Safari brushed by me, causing the hairs to

rise on my arms.

I followed him, but my knees let me down, and I sagged onto the sofa.

After a short while, during which I dared not go into the kitchen lest I find no one there, Safari came back with two tumblers of whiskey.

"A-are you for for...real?" I whispered, after my first swig of whiskey.

"Don't I look real?" Safari answered, laughing as he also sipped his drink. "I know you think I died, but I did not, Safara."

I felt a deep tidal wave of relief wash over my body, as Safari got into an incredible story.

Rescued by good Samaritans from the floating debris of the Mazda, with no identity cards on him and short term amnesia, he had spent about a week in a small hospital in Mazeras.

"As my memory returned, I remembered I had taken out some travel insurance with the excellent firm Ensign," and when he checked, it had an 'in case of fatal accident' clause.

So Safari Safara had lain low for another

week (after secretly leaving the hospital at night), living at a cheap lodging that did not give a fig about his identity, "just show us the money..."

"How much is the pay out from the insurance?" I found myself whispering.

"\$1,589,398," he said.

"How much?" I asked.

"One million, five hundred and eighty nine thousand, three hundred and ninety eight bob," my first cousin said. "Must I spell out figures for you in words, Mike?"

"You are presumed dead, Safari," I said. "And dead men cannot collect cheques."

"But their living kin can tell tales, and collect insurance cash as beneficiaries," Safari said. "I'd made you the beneficiary of the travel life policy. So now you get to collect, cuz..."

"It's okay," I whispered, feeling as if still in a vivid dream. "And I will give you every cent, Saf!"

He laughed. "You can't send money to dead dudes either, bro. You keep it. You need it!"

**You are presumed dead, Safari. And dead men cannot collect cheques. How will you, we, ever get away with this?**

Safara



How will you, we, ever get away with this, Safari?"

"Easy, Mike," he replied. "I just quietly slip off to the DRC, I have pals there. Get fake travel docs. Then use my real ones to get into Canada, stay there till end year, then quietly re-enter the US."

"Your siblings think you are dead, Saf," I said. "So, you will just show up

resurrected at their front door?" Safari shrugged. "Exactly!" and realising that's what he'd done with me, we both burst into laughter. "No company will go all FBI over paying out a mere meter half to a flood victim, brother..."

That broke me, and I burst into loud sobs, crying "I'm sorry, so sorry, Safari," as he stared at me.

We are Old School – and did not cry, let alone weep loudly, in front of other men (and most women).

At that moment, the doorbell chimed loudly, and in a second, my inner pendulum swung from sorrow to panic.

Pulling my cousin by the sleeve into the bedroom, I whispered: "That's Desiree. She cannot find you here because of your insurance plan. Stay here, and I will get rid of her pronto, bro..."

Closing the bedroom door, I walked to the front door, where the doorbell was being buzzed as if by a demon possessed.

Panic had turned to a ball of anger by the time I flung the door open, to find Desiree Simaloi standing there in a simple black dress and heels, a necklace of faux pas pearls around her neck.

"I know I have your tablet, Desiree," I started, staring at her coldly. "But you cannot come here..."

"Screw the laptop," she said breathily, and then strongly shoved me back into the door.

"It's your lap tops I want!" And the next second, she was ripping off my windbreaker, clawing the T-shirt off as my back banged against the bedroom door, dress off so I saw her abs beneath brasserie; and then we were somehow in the bedroom, my outer pendulum wildly swinging...

"Where on earth was Safari? I thought wildly 'In the closet?'"

Then I realised I had no closet, came to the realisation that my cousin must be under the bed.

Hiding – as Simaloi embarked on an endless course of feeding upon sirlion steak insatiably.

It must have been a couple of hours later when an apparition rose from the floor, swathed in the bedsheets we had discarded on the floor. Simaloi let out a blood-curdling scream.

And Safari, his voice hoarse and very annoyed behind the bedsheets said: "I am the ghost of Safari, come to avenge my death after your boyfriend let me drown in the floods. Cousin, I will be back to continue haunting you tomorrow at eight in the evening. Ciao cia. For now..."

And with that, the 'ghost' floated out of my bedroom, but not before accidentally bumping into the wall and crying out "Ouch!"

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Movie Review

BY MICHAEL OCHEING

**BODKIN**  
Where: **Netflix**  
Genre: **Thriller**

Netflix's new comedic thriller, *Bodkin*, opens with the enigmatic Gilbert Power (played by Will Forte), host of a true crime podcast. His initial disclaimer "I didn't expect it to change my life" sets the tone for a series that deftly balances mystery, satire, and unexpected connections.

The plot revolves around Gilbert and his researcher, Emmy (Robyn Cara), who team up with journalist Dove (Siobhán Cullen) to unravel the decades-old mysterious disappearances in the Irish town of *Bodkin*. As they dig deeper, they encounter a community with secrets as thick as the fog rolling off the cliffs.

*Bodkin*'s picturesque scenery conceals a web of hidden truths. The townspeople oscillate between curiosity and hostility toward the outsiders. The series deftly explores the re-

percussions of storytelling, how outsiders exploit local narratives. Dove aptly likens true crime podcasts to "public hangings," highlighting the ethical dilemma. Seamus (David Wilmont), one of the movie's elusive figures, steals the spotlight. His interactions with Dove reveal layers of complexity. Is he responsible for the disappearances during the Samhain festival? The tension between Dove's conviction and Gilbert's skepticism adds intrigue.

The show's strength lies in its char-

acter dynamics. Gilbert, the bumbling podcaster, clashes with Dove, the determined investigator. Their contrasting approaches, Gilbert's fascination with mysteries and Dove's skepticism, create sparks. Meanwhile, Emmy bridges the gap, her empathy grounding the trio. Despite occasional pacing issues, *Bodkin* succeeds. It crafts a riveting mystery while fleshing out its characters. The best relationships emerge from unlikely alliances, proving that even in the darkest corners, bonds can form.



## MyNetWork Cover Story

# Kenyan youth resort to self-employment as attractive white-collar jobs get scarce

The 'education is key to success' mantra is out of tune with the reality graduates face

The appeal of self-employment seems to be growing steadily

BY MARGARET MAINA AND MAGDALENE WANJA

With hundreds of thousands of graduates being churned out every year into a shrinking job market, many young Kenyan professionals are finding themselves unable to find employment after graduating.

According to the Kenya National Bureau of Statistics (KNBS), at least seven million Kenyans are unemployed, with young people accounting for 70 per cent of that figure.

Consequently, the number of young people turning to business has increased significantly.

Despite some stereotypes and expectations from family members and society that hold white-collar jobs in high regard, entrepreneurship has proven to be a viable option for many jobless graduates.

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### Wanjiku Muriithi, 28, graduate of public relations Sells cereals

Wanjiku knew exactly what she wanted to be when she graduated from Karatina University in 2018 with a Bachelor's degree in communication and public relations – a PR specialist.

But this was not to be, as she applied to several jobs but was never hired.

Rather than mope over her state of unemployment, Wanjiku relocated to Nakuru and opened a barbershop, which, after seven months, collapsed.

She claims that the barbershop's location was not ideal, and that she lacked experience managing the business, which she co-owned with a friend.

"My partner and I sold the barbershop for Sh80,000 and we split the proceeds equally. Those funds served as my starting capital when I entered the cereals business. I purchased a bag of rice from my mother, who had a similar shop," she says.

Wanjiku thought it wise to put her PR and communication skills to use, so she turned to social media to market her products. According to her, this decision completely changed the trajectory of her business.

"I began by selling just pishori rice when I started my business in 2020, and it worked well. Later, I met someone who was already in the cereals industry. Seeing tonnes of goods in his store inspired me. I opened a cereal store in 2022 as part of my diversification plan, and the business is still standing," she says.

In addition to the popular product, pishori rice, Wanjiku has since added many cereal varieties as well as honey to her store. She gets her clients through recommendations, in-person visits, and online marketing. She



Be confident and steadfast in your quest for financial independence

Wanjiku

targets people who buy for home consumption as well as those who buy to resell.

Wanjiku gives online marketing credit for enabling her to succeed in the competitive business.

Wanjiku believes that the food industry is profitable since every human being needs to eat.

"I source for premium products and deliver clean, well-sorted cereals to my

customers on time. My shop is located in a strategic location, making it easy to net customers."

She acknowledges that there are challenges associated with the industry, including con artists, attacks by weevils, and excessive rain which occasionally ruins the cereals.

Wanjiku advises everyone, including fresh graduates, to start where they are with what they have, and not to be

picky when it comes to jobs.

"Be confident and steadfast in your quest for financial independence. My goal is to go into commercial farming and become a major national supplier of honey, pishori rice and cereals at wholesale prices," she notes.

Wanjiku concludes that she has no regrets about missing out on a career in public relations and that her focus is now firmly on her business.



**Victor Nyaoga, graduate of film production Freelance photographer**

On the streets of Nakuru town, you might spot a group of youths standing with cameras slung on their shoulders, ready to click and have a shot towards a better life. Victor is one of these photographers. He says he had to snap out of the fantasy of getting a white-collar job after he failed to get a job after graduating with a Bachelor's degree in film production and animation from Multimedia University.

"As a self-employed photographer, I cover events, outdoor photo shoots, and on the streets to get random clients. I chose this path after giving up on finding a job", he says.

As a teenager, Victor was always fascinated with fashion. During his university years, smartphones had just started becoming popular. He would dress up and ask his roommate to take photos of him on his phone, which he shared on social media.

"Campus life was difficult, but I was determined not to rely solely on my parents for support. My father boosted me by buying me a Tecno phone and a Nikon 45200 camera, which were my first pieces of equipment."

To monetise his passion for photography, he decided to try to broaden his horizons by utilising his equipment, developing his brand, VICEYE, and charging his classmates Sh50 for every picture.

"My passion for street photography started when I organised intercampus outdoor sessions on weekends to draw students from other campuses to visit our school since Multimedia University was large and had a good ambience for photos and large walkways."

Victor notes that the process of looking for an office job after completing his studies was hectic and draining, and when he failed to secure placement, he moved from Nairobi back to his hometown Nakuru, and resolved to dedicate himself to photography.

"Compared to Nairobi, street photography was not so popular in Nakuru. Whenever I went to town, I would carry my camera, walk around the streets looking for well-dressed individuals, and request them to take a picture."

Since then, Victor has established himself as a successful street photographer, and has since served over 5,000 clients. He has also collaborated with some companies in Nakuru.

"Thanks to my camera, I have entered places I never thought I would. The biggest challenge in photography has always been the equipment. They are quite pricey. The industry has also become highly competitive due to the large number of photographers and their ability to offer high-quality work at lower prices."

From events to fashion shoots to weddings, business gatherings, and family portraits, Victor's target market is diverse.

"We charge Sh250 for an outdoor street photo session and up to Sh100,000 for corporate events. The future looks incredibly bright and exciting. I have no regrets, what I do is better than sitting idle at home."

**Kennedy Ndung'u Wairimu, 30, studied computer science Dope Empire Entertainment**

After high school, Kennedy completed his CPA-K and IT diplomas before pursuing a computer science degree at Pwani University.

However, he was compelled to drop out in 2018 while in his third year due to financial difficulties. He worked as a disk jockey (DJ) in Mtwapa under the stage name DJ DOPE 254 before joining campus.



**When I realised I couldn't afford my college fees, I chose to work as a Master of Ceremony in campus events to earn money**

Kennedy



fact that he lacks a college degree. "I have been self-employed for four years now, and my main prior-

ity is to grow my business and build my brand. I collaborate closely with my friends because I have not yet acquired all the necessary tools. Purchasing a laptop, DJ equipment, microphones, and sound system is my immediate need. My business is called Dope Empire Entertainment, and it allows me ample time to spend with my loved ones.

Kennedy acknowledges that there are challenges in his area of work, but says he has no intention of looking for a white-collar job given the high unemployment rate in the country.

"I want to give all my attention to building my brand. With time, I hope to work with a wider range of clients," he says.

Even in these hard economic times, Kennedy says he provides for his family comfortably.

He advises young people looking for white-collar jobs to use their skills even while studying because one never knows where their destiny lies.

"Don't just sit back and complain, do something and God will reward your hard work."

**Elsie Omondi Netia, 32, diploma in graphics design Reach Prime PR Agency**

Elsie acknowledges the frustrations of job hunting. She graduated in 2011 with a diploma in graphics design from Graffins College.



"I was brought up to believe that the most competent candidate usually gets the job, but I quickly found out that networking mattered more than knowledge. I could fill a library with the number of regret letters I have received while looking for a job."

"Unfortunately, it matters more who you know than what you can do for the client. I have always known that I wanted to run my own company as a CEO, but I was not sure about the field. I tried my hand at fashion since I have always enjoyed it, but I eventually changed my focus to public relations and communications," she explains.

Elsie runs a communications and PR agency, Reach Prime, based in Nairobi which she launched in 2017, specialising in digital brand strategy and digital communications for SMEs. She is in the process of launching a second PR firm.

"I enjoy what I do, and I pay my expenses too. I have been able to move my family to a better neighbourhood and send my children to school thanks to my work."

"I say to anyone who can listen that the world has changed. You cannot just wait for a job, you must expand your network and build your CV," she advises.

**Franklyn Andiavo, 25, IT diploma Mobile barber**

Like every young graduate, Franklyn had lofty aspirations of becoming a pilot, physician, or lawyer. Now, looking back, he believes those were his parents' aspirations and not his own.

"As I grew older, my passion for beauty, fashion, and grooming increased, which is how I ended up becoming a barber. Yes, I tried to find a job especially in the IT field after I graduated with a diploma in Information Technology from Aviation College, but luck did not favour me despite my numerous applications."

However, this turned out to be a blessing for him as it pushed him to focus on his business.

"I decided to become a barber as I needed a source of income and also because I realised how much I loved fashion and grooming. I run a mo-

bile barber service that is like Bolt or Uber, but for haircut services. My clients can get my number through my social media platforms and call me, then I go to their locations to render the services."

"I carry all tools of trade in my bag, which includes a foldable mirror, a camp chair, and a rechargeable shaving machine," he says.

Franklyn has been a mobile barber for a little more than a year, and a barber for more than four years. He says he enjoys his work and finds it satisfying to watch clients' confidence soar after receiving a haircut.

He claims to have lost track of the number of clients he has served over the years, but he finds fulfillment in the affirmations and praises he receives from those who become new friends or develop ties with him as a result of his haircuts.

"My business pays my bills, but at the moment I am investing in new equipment to expand my clientele. In addition, I sell watches and branded merchandise such as T-shirts and sweatshirts online. I co-own this company with a friend. It's called Sydney Collection," he explains.

He encourages young people to embrace self-employment because technological breakthroughs like AI and machine learning are automating many jobs.

"Start your own business instead of waiting for traditional jobs."



## MyNetwork Pitchside

**Accomplished** Daniel's team emerged third in Cloud Computing category at the ICT competition finals in China

# From mindless scrolling on Twitter to winning big at the global stage

BY DANIEL APOLO

In the vast world of social media and technological advancements, opportunities often come when least expected. For me, Daniel Apolo Ochoa, Information Technology student at Mount Kenya University, one such opportunity came as I was scrolling through Twitter one evening.

It was just like any other evening, casually browsing through tweets when a particular post caught my eye. The Huawei Talent ICT Academy competition announcement stood out among the countless tweets, offering tracks in cloud computing, networking, and computing. My curiosity was instantly aroused, so I clicked on the link to learn more.

As I read through the details, it became clear that this competition was something I couldn't miss. With tracks covering the most booming technological shifts, it seemed tailor-made for someone like me who wanted to stay ahead of the curve in the IT industry.

From that moment on, my journey with the Huawei Talent ICT Academy competition began. From August to November 2023, I dedicated myself to self-study, immersing myself in cloud computing, artificial intelligence, and big data.

The preliminary examination in November was the first real test of my knowledge and preparation. Despite the nerves, I performed well enough to advance to the national level.

The national examination in December was intense, but my determination paid off when I secured the second position in the cloud track, out of six talented individuals selected based on merit. This achievement propelled me to the regional finals, where I represented Kenya in the Southern Africa Region.

Training at the Huawei office in Lavington for two months in preparation for the Regional Competition level was a transformative experience. Interacting with professionals in the field not only enhanced my knowledge but also gave me a glimpse into the real-world application of what I had learned.

The journey took an unexpected turn when I found myself forming a team with Ian Omwenga and Mark Omaiko, both from Machakos University, for the regional competition. Little did I know that this collaboration would lead us to clinch the second position out of 13 teams in the region, earning us a spot in the global finals in Shenzhen, China.

Being among the 18 students who represented Kenya at the global finals on May 22, 2024 felt surreal. It was an honour to carry the flag of my country and my region on such a prestigious platform.

The main lessons I drew from the competition at the national and regional levels were perseverance and collaboration. The competition taught me that success is not just

about individual brilliance but also about working together as a team.

From a casual Twitter scroll to representing Kenya at the global finals, the journey has been remarkable.

The

lessons learned, friendships made, and experiences gained along the way have been invaluable.

As the day of the global finals approached, my expectations were high. I anticipated fierce competition from talented individuals worldwide. However, I was confident in our abilities and the skills we had honed throughout the journey. I also looked forward to making friends from different parts of the world.

Traveling to Shenzhen, China for the Huawei ICT Talent Academy global finals was an eye-opening experience. The city's advanced civilization, characterised by its impressive road infrastructure and the disciplined, organised nature of its people, left me in awe. Our visits to Huawei's exhibition halls were particularly inspiring, as we witnessed cutting-edge innovations like self-driving intelligent vehicle systems, generative AI, and advancements in the telecommunications industry, including super 5G technology. These experiences not only

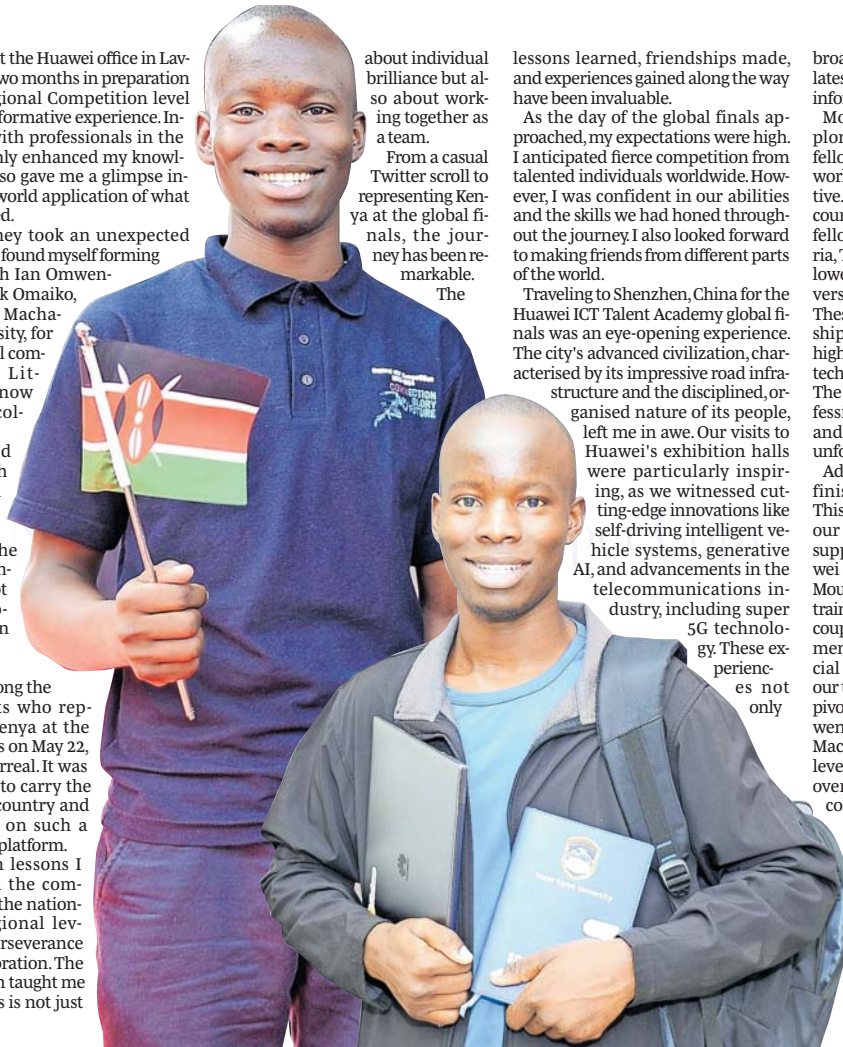
broadened my understanding of the latest technological trends but also reinforced my passion for IT.

Moreover, the opportunity to explore Shenzhen and interact with fellow competitors from around the world enriched my cultural perspective. Engaging with peers from Asian countries, South America, China, and fellow African nations such as Nigeria, Tunisia, Tanzania, and Uganda allowed us to share and appreciate diverse cultural values and practices. These interactions forged new friendships and professional connections, highlighting the universal language of technology that brings us all together. The entire journey was a blend of professional growth, cultural exchange, and personal development. A truly unforgettable experience.

Adding to the excitement, my team finished third in the competition. This achievement was a testament to our hard work and the unwavering support we received from both Huawei and our universities, particularly Mount Kenya University. The intensive training sessions provided by Huawei, coupled with the constant encouragement from our school, played a crucial role in our success. Additionally, our teamwork and collaboration were pivotal. Working closely with Ian Omwenga and Mark Omaiko both from Machakos University, we were able to leverage each other's strengths and overcome challenges together. This collective effort not only validated our dedication but also highlighted the importance of a strong support system and effective teamwork.

I'm very grateful for the university's support as we prepared for the global finals.

*Daniel is a student at Mt Kenya University*



## Career lessons we can learn from football

BY PAUL KARIUKI

The English Premier League is without a doubt one of the most followed leagues in the country. Kenyan diehards can name the starting lineup of their favourite teams, but they can't do the same for their local teams, let alone the national team, Harambee Stars. Did you know we can learn some career lessons from football?

### Promotion and relegation

Teams that get promoted from the Championship League to the EPL exhibit so much pomp and fanfare. The

opposite is true when the three bottom teams are demoted. The promoted teams often go on a shopping spree, buying the best talents to boost their squads ahead of the new season, while demoted ones dispense with some players whom they feel didn't do much for the team. Players that were instrumental in helping the team gain promotion could end up being overlooked, benched, sold or loaned to other clubs.

In this same way, a new hire can end up shining and going up the career ladder in the organisation ahead of seasoned ones who have stagnated. It is not unusual for your job description to be

narrowed as a new employee takes over some of them, even though you were once a dependable cog in the wheels of the organisation. It is similar to a team captain being stripped of the captain's badge and being reduced to a mere player. Anticipate such scenarios and prepare accordingly for them.

### When burnout sets in

In football, sometimes the mercurial players that were previously running rings around the opponents' defense and scoring freely begin to fade both in form and speed, and struggle to find the back of the net. Eventually they're

dropped from the starting lineup, and are only brought in as substitutes in the dying minutes of a game.

It is the same at the workplace. When burnout sets in, even talented employees may experience a dip in productivity, yet you may find a boss demanding more from such an employee without being empathetic of their situation. Don't yield to such a boss. Burnout can negatively impact your health and you don't want to crash.

### Taking blame when one takes praises

Assume the team is leading against an opponent by a solitary goal and there are few minutes of regular play time left. A melee erupts at the goalmouth and a player inadvertently scores an

own goal, thereby handing the opponent a reprieve. Then in extra time, the opponent scores the winning goal, and defeats your team when you had home advantage. As the losing players walk towards the tunnel with crestfallen faces, fans are booing and abusing the one who scored an own goal. In the post-match presser, the player owns up to the mistake, even though your team has been knocked out of the tournament. This is a picture of a good employee.

There are some people, especially bosses, who will insist on things to be done in a specific way, and will not take blame if the outcome is not desirable. Instead, they will lay the blame on others. A good boss allows employees to be innovative instead of asking them to do things the conventional way.





# THE TREND

WITH AMINA ABDI RABAR

# FRIDAYS

8PM & 10PM

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entertaining africa  
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**DSBv**  
Feel every moment  
Channel 271

**StarTimes**  
MULTI-MEDIA LIVE  
Channel 106

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