

December 21, 2024 - January 10, 2025

## Celebrating Growth and Shaping the Future



Kenya School of Government Director General, Prof. Nura Mohamed virtually addresses staff across the School during his visit to the Embu Campus.

BY CHRISTINE RWAMBA

**A**s 2024 comes to a close, Wednesday, December 18th, marked a joyful occasion for the Kenya School of Government, with staff from all campuses gathering for a virtual end-of-year address. The event was elevated by the presence of the Director General, Professor Nura Mohammed, who took time to address the attendees across the School.

This celebration also served as a moment of reflection and appreciation for accomplishments through the

year. In his speech, Prof. Mohammed expressed heartfelt gratitude and pride in the remarkable progress that KSG has made. He acknowledged the collective efforts of all staff, which have propelled the institution to new heights in its mandates; training, research, consultancy, advisory services and outreach engagements.

Reflecting on the year, the Director General noted the milestones made by the School in its significant role in building the capacity of Kenya's public servants. With a wide range of impactful training programs delivered throughout the year,

### HIGHLIGHTS

- 3** Looking back at 2024- Lower Kabete
- 5** Baringo reflects at 2024 and projects 2025
- 8** Matuga Campus: Stepping Boldly into 2025
- 10** Embu strengthening Bonds and Building the future
- 11** Mombasa: How has 2024 shaped your view of KSG?
- 20** Wall of Achievement
- 23** Contacts Page

# Celebrating Growth and Shaping the Future

the School has empowered thousands of public servants with the competencies they need to excel in their roles. These programs have not only contributed to individual growth but also strengthened KSG's position as a trusted leader in national capacity building.

Research, too, has been a cornerstone of KSG's success. Prof. Mohamed highlighted the importance of reliable data that have shaped key policy decisions and organizational strategies. "Our research initiatives have provided evidence-based insights that have informed key policy decisions," he said, acknowledging the tireless dedication of the research teams who have worked to produce impactful studies. He praised the faculty at Embu Campus for their numerous publications. "Embu Campus is truly a hub for publishing, and I appreciate the effort the faculty has put into their work. This commitment has motivated our school to establish a publishing house for both our faculty and administrative staff, providing them with a dedicated space to publish their books." He said.

The year also saw KSG host several notable conferences, creating vibrant platforms for dialogue and knowledge exchange. The Africa Schools of Government Conference and the National Pastoralists Conference, which brought together national and international delegates, were celebrated as major achievements. "These conferences were a direct reflection of everyone's hard work, innovation, and commitment," Prof. Mohamed said, applauding the staff for their

role in successfully organizing these impactful events.

Perhaps one of the most exciting developments of 2024 was the expansion of KSG's consultancy services.

Prof. Mohamed announced the establishment of the Centre for Public Service Competency Assessment and Foresight, a new initiative designed to address complex organizational challenges and improve performance across the public sector. "This will consolidate the structure that will expand the consultancy that we offer to the public service. It will re-engineer our consultancy portfolio to deliver high-impact services that will then improve the public service performance and productivity," he explained.

The new Centre will help the School to expand its use of psychometric and emotional intelligence assessment and other tools to support recruitment, promotions, talent management and succession planning among other things that will be introduced.

Another key theme in Prof. Mohamed's speech was the importance of partnerships and collaborations. He acknowledged that KSG's ability to achieve its mission has been amplified through strategic alliances with government agencies, international organizations, and the private sector.

A particularly exciting development this year was the establishment of the Regional Centre of Competence for Digital and AI Skilling, a collaboration with the Ministry of ICT and Digital Economy, UNDP, Microsoft, and Google. "This is a

great opportunity for the School in terms of visibility and affirming our contribution to digital transformation in Kenya," he said, highlighting the government's ambitious plan to annually train 100,000 public servants in digital skills.

These collaborations, along with partnerships with institutions like EACC and IGAD, have expanded KSG's reach and ability to tackle complex governance challenges.

Looking ahead to 2025, Prof. Mohamed expressed his confidence in the School's ability to continue building on its successes. "While we have achieved much this year, there is still more to be done," he remarked.

The challenges facing the public service sector require creativity, resilience, and collaboration. With a renewed focus on excellence, KSG will continue to evolve and meet the needs of a rapidly changing world.

Prof. Mohamed recognized all staff for their dedication and hard work, acknowledging that the success of the School is a result of this unwavering commitment.

The Director General emphasized the importance of taking a well-deserved break during the December holidays. He urged the team to take this time off as an essential opportunity to rest and recharge, and return in the new year with renewed energy and focus.

"I wish you all a joyous festive season and a prosperous new year," he concluded. "Let us embrace 2025 with optimism, determination, and a shared commitment to excellence."

# Looking Back at 2024

COMPILED BY TABITHA KEMUNTO

**M**r. Humphrey Mokaya, Director Security Management Institute  
~School Level

Through the visionary and pragmatic leadership of the Director General, Professor Nura Mohamed, the School revamped its partnerships with strategic Government institutions resulting in goodwill and support essential for implementing its mandate. The offshoot of this was the development of new Customer Care capacity-building programs targeting thousands of officers in the Kenya Police Service that will be implemented in 2025. It is envisaged that these programs will catalyze the game-changer outcome necessary for the restoration of trust between the Police Service and the public as well as serve as a stimulant for effective, efficient, and ethical service delivery.

Notably too, the School successfully implemented the Diploma in Public Administration (DPA) across her campuses, training 750 officers. Being a career progression course, the DPA participants who are scheduled to graduate in April are poised to be promoted to higher ranks in the Ministry of Interior and National Administration.

~Institute Level

Among an array of many capacity-building interventions, SMI commenced implementing the USAID- funded three (3) year Prevention and Control of Violent Extremism program that entails joint training, research, and development of policy briefs with the National Counter Terrorism Center. The Institute also successfully implemented several cohorts of the Kenya Coordinated

Border Management and Border Security and Control programs funded by IOM Kenya. In this connection too, the Institute won the prestigious bid to research, document, and produce the Kenya Migration Profile- 2019-2024, a publication that is scheduled to be launched in March 2025.

Mary Rukenya  
Admissions Office

As the year draws to a close, we celebrate key milestones achieved by the Admissions Office. From streamlining processes to elevating customer service, we have prioritized efficiency and participant satisfaction. This year brought increased enrollments, improved credit management, and targeted customer retention initiatives.

Looking ahead, we remain dedicated to continuous improvement, harnessing innovation to enhance our services and strengthen client relationships. Thank you to everyone who contributed to our success -here's to reaching even greater heights in the year ahead!

Brian Oloo-Office of Director  
Academic Affairs

This year has been nothing short of extraordinary, filled with remarkable experiences and opportunities for growth in both my personal and professional life. Reflecting upon the journey, I am honored to say that I not only embraced the challenges that came my way but also turned them into stepping stones toward achieving my ambitions. It has been tremendously rewarding to see the majority of my goals come to fruition, a testament to my dedication and perseverance.

As the year comes to a close, I find myself filled with excitement, optimism, and hope

about the promises that 2025 holds. I eagerly anticipate the chance to build upon this year's achievements, striving for continuous improvement and new milestones. My overarching aspiration and ambition remains to grow in every aspect of life, pushing boundaries, learning from experiences, and becoming the best version of myself. I am committed to maintaining this momentum and making the upcoming year even more impactful and rewarding. As Nelson Mandela once said, "There is no passion to be found playing small in settling for a life that's less than the one you're capable of living."

Patricia Kathambi-Corporate  
Communications and Marketing

"This year has been a remarkable journey—one filled with learning, unlearning, and relearning. Every challenge brought with it an opportunity to grow, and the people around me—colleagues, mentors, and friends—were a constant source of inspiration and support. It is amazing how moments of reflection can reveal how far we have come and how much we have achieved.

Looking to the coming year, I am filled with excitement and a renewed sense of purpose. It's time to rise, to soar, and to chase the dreams we've nurtured for so long. The foundation is strong, and the goals are clear. As we step into 2025, the horizon beckons with endless possibilities. I believe in embracing challenges, leaning into positive energy, and trusting the process. Together, with the support of those around us and the lessons of the past, we are ready to take on the world and make it a year to remember."

## Lower Kabete End of year Gala Dinner



A great end-of-year gala dinner that brought about a celebratory affair combining elegance, warmth, and joy as staff members of Lower Kabete came together to reflect on the year past while looking forward to new beginnings. The ambience is nicely crafted with ambient décor and fun music transitions from the golden oldies to more upbeat tunes later. The dinner was punctuated with best dressed winners, recognition of qualification and a splendid meal.

# Baringo Campus Reflects on 2024

COMPILED BY ELIAS MAKOKHA

**D**r. John Bii,  
Baringo Campus  
Director

"May I take this opportunity to thank all staff for their support throughout the year. When I look back, we have made major strides in running training programmes successfully and this could not have been possible without your invaluable efforts.

Here in Baringo, I am proud to be the leader of a team whose members are self-driven and are willing to face challenges boldly and confidently. It has been a busy year for us. We have had to work twice as hard and mobilize more resources to achieve our goals.

Throughout these busy times, you have gone above and beyond to ensure that we deliver excellent services that reflect the high standards of the Kenya School of Government. I would like to extend our gratitude to the leadership of the School, led by the Director General, Prof. Nura Mohamed, for always ensuring that we have the necessary resources and the enabling environment to reach our full potential. As we approach the festive season, I wish each of you some well-deserved rest with your loved ones. Let us return in 2025 with renewed energy and enthusiasm to continue the work ahead.

Thank you and God Bless you All."

Gary Muthami  
Senior ICT Officer

"This year has been filled with growth and meaningful accomplishments. I made progress in both my personal and professional development, tackled various challenges, and achieved key milestones that have shaped my journey. It has been a year of learning and reflection, helping me lay a solid foundation for future success. As the year ends, I look forward to embracing new opportunities, pursuing growth in every aspect of my life, and building on the experiences I have gained. With optimism and determination, I am ready to make the most of the upcoming year and continue striving toward my goals."

Naomi Nashipai, Ass. Office  
Administrator

Finally, it is December! A time to take a break from the usual office work.

For me, the year has been a blessing, and I thank God for the good health we have enjoyed throughout the year.

It has been a privilege to work in the Office of the Director as an Assistant Office Administrator, a position where I have witnessed the milestones achieved by the School in empowering the public service. I look forward to a prosperous 2025."

Elias Makokha,  
Corporate Communications &  
Marketing Department

"I must say, it has been a great year for me. Working with diverse professionals and engaging in daily interactions have been the most rewarding experience. The support from the School's management has been significant in helping me achieve my goals as a corporate communications officer and indeed I look forward to a more interactive 2025.

Clinton Ondara,  
Accounts Department

"The year 2024 has been a period of significant and learning development in my professional journey. As I navigated my new role in Accounts, I embraced new challenges and opportunities that enhanced my skills and broadened my perspective.

I also strengthened relationships with colleagues, creating a positive work environment and contributing to our collective success.

As we end the year, I wish the entire KSG family a Merry Christmas and a Happy New Year 2025, filled with God's guidance and provision."

*Cheers to a new year and  
another chance for us to get  
it right. - Oprah Winfrey*

## Baringo Campus End of year Gala Dinner



Baringo Campus did not disappoint: Staff brought the house down with song and dance, gifts and a sumptuous meal to mark the end of the year that has been filled with activity. Indeed the end of year gala dinner marks a time of celebration of the year that has been and looking forward to the new year with optimism and enthusiasm. Baringo Campus, too had a time of recognition of the staff who have achieved qualifications in their various fields.

# KSG Matuga: Reflecting on 2024 and Stepping Boldly Into 2025

BY KEFFAS MUTETHIA

**A**s the year winds down, the team at KSG Matuga takes a moment to reflect on a year that has been filled with growth, resilience, and remarkable achievements.

This festive season, staff share their personal highlights and aspirations for 2025, offering a glimpse into the vibrant spirit that defines the institution.

## "A Year of Growth and Resilience"

Dr. Florence Kithinji, the Acting Director of KSG Matuga, captures the essence of 2024 with pride: "2024 has been a year of tremendous growth for Matuga Campus. Despite the challenges we have faced, we have also been able to achieve some milestones and strengthened our commitment to the public service.

I am profoundly grateful for the dedication and resilience each one of you has demonstrated. Your hard work and tenacity have not gone unnoticed.

In 2025, we will build on this strong foundation, continuing to nurture collaboration and success. I wish you all a joyful holiday season and a prosperous new year!"

## Restoring Hope and Building Community.

Mokozi Mwanaisha Nyanje shared her gratitude for the

collective spirit at Matuga: "This year has been one of hope and growth. I am truly thankful for the support and camaraderie we have among us. Together, we have jumped over hurdles, and therefore I look forward to the opportunities that 2025 will present.

To my colleagues, let us keep pushing forward and supporting each other. I wish you all a Merry Christmas and a prosperous new year!"

*REFLECTION:  
Looking back so that  
the view looking  
forward is clearer  
— unknown*

## A Year of Learning and Growth"

Stella Mwende, who has embraced new learning opportunities this year, reflected on her journey: "2024 has been a year full of growth, and I am grateful for the experiences that have shaped me. Looking ahead, my goal for 2025 is to continue improving and to contribute even more to our shared success. To my colleagues, let us embrace the new year with hope and determination. Merry Christmas and a wonderful 2025!"

**Building a Stronger Future  
Together .**

Keffas Mutethia shared his excitement for the year ahead: "2024 has been an exciting year, filled with chances to showcase the amazing work happening at KSG Matuga.

In 2025, I am excited to continue building stronger connections and elevating the visibility of our achievements. To my colleagues, thank you for your dedication and collaboration. Together, we will continue making a difference. Merry Christmas and a prosperous new year!"

## Looking Ahead to 2025

As we step into 2025, the team at KSG Matuga is full of optimism and determination. Each individual is committed to contribute to the continued success of the institution, ensuring that the year ahead is filled with growth, learning, and excellence in public service.

In the words of Dr. Florence Kithinji: "Here's to a brighter and more successful 2025 for all of us at KSG Matuga!"

Wishing everyone a Merry Christmas and a prosperous New



## End of year Gala at Matuga Campus



Dr. Florence Kithinji leads her team in a much deserved celebration at the end of year gala dinner at Matuga Campus. The staff celebrated the achievements of the year as they reflected on the challenges that they have faced. They also had a chance to plan for the new year and express their hopes for 2025. The event was full of coastal aura with regards to song and dance and the cuisine. Here is to another year!

# Strengthening Bonds and Building the Future

BY CHRISTINE RWAMBA

**A**s the year draws to a close, it is a time for reflection; a chance to pause and look back on the milestones and experiences that have shaped us over the past months.

At KSG Embu, staff embraced this tradition on Wednesday, December 18, 2024; a day filled with team-building activities, enjoyment, and celebration. All gathered together, dressed in sportswear, ready to take on the challenge ahead. The morning kicked off with a variety of team-building exercises, led by Mr. Anthony Waweru from the Admissions Office, which brought energy and a sense of camaraderie to the day.

From the morning jog to problem-solving activities, the exercises were designed to create collaboration, trust, and communication, offering everyone the opportunity to bond and strengthen their teamwork skills. The friendly competition and laughter that filled the air reminded everyone that a sense of unity and shared purpose is essential to achieving success. These activities also provided a refreshing break from the usual routine, offering a moment to connect with colleagues from different departments and recharge before diving into year-end reflections.

After the team-building activities wrapped up, the Communications team took the

opportunity to engage with staff members and gather their insights on the year that had been. Through these conversations, it was clear that 2024 had been a year of growth, challenges, and accomplishments. Staff members shared their thoughts on the highs and lows of the year, reflecting on how far they had come and what they hoped to see in the year ahead.

Dr. Ann Kang'ethe, the Campus Director shared her pride in the Campus achievements over the past year. One of the most significant milestones was the successful recertification by KEBS, which will remain valid until June 2027. The Director also noted the signing of performance contracts as a key accomplishment, both of which reflect KSG's ongoing commitment to quality. Beyond these milestones, the Director highlighted the value of the partnerships and collaborations that had been forged throughout the year, which had contributed to the campus's growth and success. "This year has been one of reflection, but also of progress. Our recertification by KEBS is a testament to the hard work and dedication of our staff, and the partnerships we have cultivated have been instrumental in our success. Looking ahead, I am excited for what 2025 will bring, as we continue to build on the foundation we have established."

Mr. Newton Simiyu, who oversees examinations, reflected on the busy pace of the year. "It's been a busy year, but we have

accomplished a lot. The tight schedule allowed us to serve more participants and strengthen our programs. Looking ahead, I am optimistic that we will have a lighter schedule in 2025, which will give us the chance to onboard more lecturers and enrich our academic offerings."

Mr. Anthony Waweru, who has been with KSG Embu for several years, shared his thoughts on the lessons learned over the course of the year. For him, 2024 was a year filled with challenges, each of which provided an opportunity for learning. "Every challenge taught us something important," he said. "We have all had to adapt, improve our skills, and become more resilient." Despite the difficulties, Antony is optimistic about the future. "Looking ahead to 2025, I feel excited," he added. "We have built a strong foundation, and I believe the new year will bring even more opportunities for personal and professional growth. I am confident that we will continue to build on the progress we have made."

As the Campus moves into the new year, staff at Embu are united in their commitment to growth, both individually and as an institution. The optimism and energy that filled the campus on set the tone for a bright year ahead. With a renewed sense of purpose and a shared vision of excellence, the staff are excited to continue their journey together, ready to embrace the opportunities and challenges that 2025 will bring.

# Embu Campus End year Activities



# How has 2024 shaped your view of KSG

COMPILED BY GLENN LUMITI

Bulletin Writer, Glenn Lumiti, brings us a compilation of thoughts from staff at KSG Mombasa Campus on the year that has been:

**Victor Madongero,**  
**Admissions Office**

*How has 2024 shaped your view of KSG and its mission and goals?*

2024 has been transformative, marked by my first encounter with the Kenya School of Government (KSG). I gained insights into its services—training, research, and consultancy—aimed at advancing public service. KSG's commitment to integrity, inclusivity, and fostering essential skills deeply impressed me.

I got an opportunity to undertake the Supervisory Skills Course which was especially impactful, teaching me that supervision is about leading by example and serving with purpose. This reshaped my perspective on leadership, enhancing my confidence and capability.

As a beneficiary of KSG's training, I have gained invaluable knowledge that will shape my personal and professional life, proving the institution's transformative impact.

**Rose Wande,**  
**Research and Consultancy**

*What skills have you learnt or*

*improved in 2024 and how has that impacted you?*

In 2024, I have significantly enhanced my problem-solving, logical reasoning, and conversational skills. I can now tackle complex challenges with deeper analysis and provide practical solutions. My accuracy in retrieving and synthesizing information has also improved, ensuring reliable and precise responses.

Additionally, I have refined my conversational abilities, making interactions more natural, engaging, and adaptable to different contexts. These advancements have elevated both my personal capabilities and my contributions to others, marking 2024 as a year of remarkable growth and development.

**Ms. Salome Chome**  
**Admissions Office**

*What action, project or initiative would you like to see implemented in 2025?*

Creating a supportive and comfortable workplace is essential for productivity and satisfaction. Improvements like new furniture, air conditioning, and CCTV systems can enhance the environment for staff and students. Departmental reshuffles across campuses can broaden staff experiences, promote adaptability, and prevent stagnation in roles. This approach ensures smoother transitions during absences, as team members become familiar with varied responsibilities. By fostering continuous learning and operational efficiency, these changes encourage growth, collaboration, and a dynamic work culture where everyone is empowered to excel.



Kenya School of Government, Mombasa Campus.

## Mombasa Campus End of year Gala Dinner



Staff of Mombasa Campus enjoy the end of year gala dinner, as they share in valuable perceptions and addresses from the directors, tasty cuisine, cake and drink and song and dance.

# Security for Sustainable Development in Coastal Kenya

BY GLENN LUMITI

**A**t a public debate held at the Mombasa Campus, stakeholders from various sectors gathered to discuss security strategies essential for sustainable development in Coastal Kenya. The theme was "Security for Sustainable Development in Coastal Kenya: Collaborative Strategies for Stability and Growth"

The Chief guest Mr. Mohamed Hassan, HSC, who is also the County Commissioner Mombasa emphasized the importance of a multi-stakeholder approach to regional stability and growth.

The forum underscored the need for security as the backbone of sustainable development, particularly in a region grappling with challenges such as drug abuse, organized crime, and maritime insecurity. Speaking on behalf of the security agencies, Mr. Hassan stressed the significance of community involvement in reporting suspicious activities. "When the community actively participates, especially in reporting attacks or unusual activities, we strengthen our security framework. It's about leveraging the community's proximity to issues for timely responses," he remarked.

Echoing his sentiments, Dr. Atikiya highlighted the delicate balance between improving livelihoods and conserving natural ecosystems. She emphasized adopting market-based approaches, including



Participants follow proceedings during the public debate at Mombasa Campus

monetary control and surveillance, to manage marine resources sustainably. This dual focus, she explained, would enhance both security and environmental preservation.

Coastal Kenya faces unique challenges tied to its maritime activities, with threats ranging from piracy to illegal fishing. Discussions explored the need for unified legal frameworks to govern resource utilization and protection effectively. "We must harmonize laws across jurisdictions to address gaps that undermine maritime security," said Timo Tito, a key panelist.

The integration of technology in combating emerging threats such as cybercrime was also a focal point. Panelists noted that while technology offers solutions, it also introduces complexities. "Cybercrime and terrorism exploit our digital vulnerabilities. We need advanced systems to detect and neutralize these threats," added Mr. Tito.

Drug abuse emerged as a

pressing matter, with panelists identifying it as a root cause of many security problems in the region. Mr. Hassan pointed out that drug addiction often leads to the rise of organized gangs, many of which are manipulated by political actors during election periods.

"These groups are often for hire, serving political interests during campaigns and devolving into criminal enterprises afterward," he observed. To counter this, the forum proposed a dual strategy: empowering youth through education and employment opportunities while holding political leaders accountable for their roles in perpetuating such issues.

The debate also shone a spotlight on Kenya's legal framework and its limitations in addressing security challenges. Gaps in laws and enforcement mechanisms, particularly regarding the handling of criminal cases, were identified as significant weaknesses.

## Security for Sustainable Development in Coastal Kenya

“Criminals often exploit these gaps, walking free despite evidence of their wrongdoing. While we must respect human rights, we must also ensure they do not infringe upon the rights of others,” Mr. Hassan argued. The forum called for urgent reforms to strengthen the justice system and enhance the effectiveness of security measures.

In conclusion, the forum stressed that sustainable security in Coastal Kenya hinges on

collaborative and innovative approaches. Bringing together security agencies, community members, and political leaders is essential to crafting effective solutions. Moreover, addressing socioeconomic issues such as unemployment and drug abuse will reduce vulnerabilities that criminals exploit.

Dr. Atikiya reaffirmed the Campus commitment to fostering dialogue and partnerships for regional

stability. “This debate marks the beginning of a journey towards sustainable development. We must work together to transform these discussions into actionable strategies.”

As the region looks ahead, forums like these highlight the critical need for unity, vigilance, and proactive measures to ensure Coastal Kenya's secure and prosperous future.

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Lower Kabete Campus

 [www.ksg.ac.ke](http://www.ksg.ac.ke)

# KSG Contributes to Road Safety Initiatives



Chief Guest Mr. Peter Kivuitu delivers the keynote address on behalf of the County Commissioner during the sensitization event

BY CHRISTINE RWAMBA

According to the 2023 economic survey, a total of 3,709 lives were lost by December 2023 on our roads. This statistic reflects a concerning trend, as 4,690 deaths were reported in 2022, compared to 4,579 in 2021—an increase of 111 fatalities and a rise of 2.4 per cent. In light of these alarming figures, the Director of KSG Embu Campus, Dr. Ann Kang'ethe organized a meeting on Thursday, December 5, 2024. This gathering brought together key stakeholders from the transport sector, including representatives from SACCOS, matatu operators, and other relevant organizations. The primary focus of the meeting was to raise awareness about essential road safety measures, aiming to enhance safety standards within the community.

In this meeting, Dr. Kang'ethe

emphasized the importance of collaboration between the Kenya School of Government and transport stakeholders to improve both road safety and service quality. Plans were laid down to organize a dedicated training day for drivers and conductors.

This training will centre on several key areas, including financial literacy; road etiquette to promote safe and respectful behavior on the roads; and grooming and customer service skills, to ensure that transport staff present themselves professionally and offer positive experience to passengers.

Additionally, the participants were encouraged to deliberate on the specific responsibilities each stakeholder would undertake to ensure the success of this initiative. By clearly defining roles and encouraging collaborative efforts, the attendees aimed for an effective

and comprehensive approach to improving road safety and service quality within the transport sector.

Mr. Abdulhakim Noor, from the National Transport and Safety Authority, emphasized the shared responsibility of road safety. "The Government will do everything in its power to spread awareness, but without the involvement of everyone, drivers and conductors included, our efforts will not succeed. We encourage everyone to actively participate."

Mr. Noor further highlighted the impact of road accidents, "The statistics are heartbreaking. These numbers reflect not just fatalities, but also the many who are injured or who suffer lifelong effects from accidents. It is a sad reality that many others die later from injuries sustained in accidents."

It is critical to prioritize road safety, particularly during the festive season when traffic tends to increase significantly; a period that often involves more travelers, in both private and public transportation, as people attend holiday events.

Implementation of measures such as increased awareness campaigns, stricter enforcement of traffic laws, and encouraging safe driving practices, can help reduce accidents. All road users; drivers, pedestrians, and cyclists, must remain vigilant and considerate to promote a safer driving environment for everyone.

Chris Mseki, Manager from Stima SACCO, remarked, "Accidents are a pressing issue, and they cannot be ignored.

# KSG Contributes to Road Safety Initiatives

## STATISTICS ON FATALITIES, JANUARY TO DATE



CLASS OF VICTIMS	2023	2024	VAR	%VAR
FATALITIES	3726	4047	321	8.6
SERIOUS	9059	10124	1065	11.8
SLIGHT	6477	6198	-279	-4.3
TOTAL	19262	20369	1107	5.7

Every day, we hear of lives lost through accidents. I fully support this initiative. It is a great initiative by the School. We would also welcome participation from other investors, whether through training or other means. This could be a significant step toward alleviating some of these problems."

Mr. Kikoito, representing the County Commissioner's Office, expressed his support for the

initiative, stating, "This noble cause addresses a longstanding issue in our community and the country. The Ministry of the Interior has been working tirelessly on this matter. However, we face a challenge in convincing drivers and conductors to attend these sensitization sessions, as many of them work daily and may find it difficult to attend a full-day session and miss out on their wages."

At the meeting, representatives from various local matatu SACCOS present, including members from Neno SACCO, known for its extensive routes and reliable service, and Emakiga SACCO, which has gained a reputation for its community-focused approach. Their participation highlighted the importance of collaboration within the public transport sector.



Dr. Kang'ethe with the team of drivers, conductors, and bodaboda riders who attended the sensitization forum at KSG Embu.

# The African Art of Storytelling; Relatable Characters, Metaphors, and Emotions to Inspire Action

BY BETHSHEBA BOSIBORI

Storytelling is ancient, yet ever-evolving. It's a bridge connecting disciplines, spanning the realms of psychology, education, culture, and communication. It is intersectional by nature, crisscrossing fields of study and human experience.

It is not just an art; it is a science, a force. As a leader, you cannot escape its pull, nor should you try. A story doesn't just inform; it transforms. It strengthens memory because our brains are wired for it, hungry for the structure, rhythm, and meaning that a story provides. When information is woven into the fabric of a narrative, it finds a place to rest in our minds, to anchor itself.

Think of it like this: when you hear a list of facts, they are fleeting, in one ear and out the other. But when those same facts are crafted into a story, they become roots that are anchored into your memory. The more a story mirrors the structures already familiar to us, the emotions we've felt, the challenges we've faced, the easier it is to remember.

Once upon a time, there was a tale of an ogre and a most impudent child, a story as old as storytelling itself, yet one that continues to resonate. The tale spoke of respect and humility, values unearthed through the missteps of a wayward, undisciplined child. That child!

restless, greedy, and utterly reckless served as both a warning and a mirror, reflecting a character we've all encountered, or perhaps harbored, in our own lives.

This narrative, like so many others, was carefully chosen to fit the moment, addressing the community's pressing concerns. But what gave these tales their enchanting power wasn't just the colorful characters or thrilling plots; it was the symphony of emotions they stirred. When good triumphed over evil, waves of joy swept through the audience, uniting them in celebration. And when the tale spotlighted a behavior that mirrored the shortcomings of one among them, the subtle critique was a catalyst. The collective discomfort, perhaps mingled with a bit of shame, spurred reflection. It nudged individuals and the community at large toward change, adopting values and practices that elevated them all.

These stories weren't just entertainment; they were emotional journeys, leaving indelible marks on those who listened. Each laugh, cheer, or moment of quiet introspection forged a deeper connection to the lesson. Truly, it was the art of feeling that made these tales unforgettable.

In many respects, the difficulties faced by contemporary leaders are similar to those faced by historical storytellers. They also need to engage their listeners, clarify

difficult subjects, and motivate them to take action. They can also use the power of storytelling, just as the elders under the acacia tree.

On November 10, 1963, Malcolm X gave his renowned address on the "House Negro and the Field Negro" at a lecture organized by the campus NAACP chapter and the African Students Association of Michigan State University in East Lansing, Michigan. Using this analogy, he criticized Black accommodationism and emphasized the necessity for revolutionary transformation.

In Malcolm's hands, a 40-minute lecture became an exhilarating journey that felt like mere moments. His narratives wove together current events with profound truths, each anecdote shining a light on prejudice and inequality. These stories resonated deeply, speaking to the universal human desires for autonomy, respect, and dignity. By grounding his message in shared struggles, Malcolm offered more than a critique; he offered understanding. He guided his audience through the psychological toll of systemic racism and illuminated their power to challenge the barriers to Black liberation.

The tales he told, drawn from the fabric of everyday life, transcended mere words. They transformed into symbols of resilience and boundless possibility. Through these narratives, abstract ideals like

## The African Art of Storytelling; Relatable Characters, Metaphors, and Emotions to Inspire Action

hope and change were no longer intangible; they became urgent, real, and deeply personal.

But why do such stories linger, stirring us to action long after they're told? The answer lies in the emotional grip they hold. They don't merely speak to the mind; they seize the heart. Neuroscience reveals that when emotions are stirred, be it laughter, sorrow, or hope; the brain's amygdala amplifies the memory-making process. A story that touches the soul becomes a part of us, a thread in the tapestry of our identity.

This is the magic of storytelling, especially in leadership. Stories evoke emotions that inspire, connect, and transform. They remind us that the most profound changes start not with facts alone, but with

the feelings that drive us to act.

A policy memo might inform, but a story that stirs emotions can transform. Jacinda Ardern, the former Prime Minister of New Zealand, exemplified this during her handling of the Christchurch mosque shootings. Rather than relying solely on political rhetoric, she shared stories of the victims, humanizing the tragedy. Her compassion, woven into her words, united a grieving nation and inspired global admiration.

Metaphors are the silent workhorses of storytelling. Traditional African storytellers knew this well. To convey the weight of community responsibility, they might say, "A single bracelet does not jingle." Such vivid imagery distilled complex philosophies into digestible truths.

Traditional stories made complex philosophies accessible, and leaders today can follow suit. Policies and visions, often steeped in jargon and data, can alienate audiences. But wrapped in a story, they become relatable. A story can do more to humanize the issue than pages of statistics.

The greatest stories are shared, recounted, and lived rather than only told. These days, narratives are more than just spoken words; they have developed into dialogues that invite listeners to join in, contribute their voices, and become a part of the narrative. They align with bigger dreams, tying themselves to causes that matter, showing a commitment to something greater than the brand itself.

## Well In!



KSG Director General, Prof. Nura Mohamed receives a copy of the book *Retiring Gracefully* authored by Dr. Florence Kithinji, (2nd left). Together with them are Dr. Josephine Mwanzia, Senior Director Academic Affairs, Dr. Tom Wanyama, Ag. Senior Director Finance and Administration and Ms. Rose Ssali.

# How to make the most of December

BY DOUGLAS MOCHAMA

**I**t is December! This session is perfect for one to pause and take time to reflect on the past year.

December often gives us a chance to scale down our operations to join the rest of the world to celebrate various holidays and prepare to kick-start a New Year.

This session can sometimes bring mixed feelings. On one hand, it can bring excitement and joy as we reconnect with our loved ones. But on the other hand, it can lead to stress, worry, and fear in some people because of missed past opportunities. Below, we give you tips on how to make the most of the December holiday.

## **Be grateful.**

Take a moment to note down your accomplishments. No matter how small you think they are. In the past year, you may have encountered challenges, but appreciating the progress you made in your life is key. It could be growth in the job, an additional qualification and many other

things. This mindset of gratitude will help you stay mindful of the good things and positively impact your mood.

## **Think of something you want to improve.**

Besides moments to cheer yourself up, reflect upon aspects you wish you were different. It could be a target you missed. Think about habits that impede you from attaining your greatness and develop a roadmap to improve. Keep in mind what you need to do in future to improve yourself.

## **Community support.**

It has been a while since you caught up with that old friend or loved one. This December break is a chance to go out of your way to make someone feel remembered and loved. By reconnecting, both of you may reminisce some good memories.

Moreover, if you want to celebrate a happy occasion, do it by helping those in need. Make an effort to visit those who need your help this season. Remember the orphaned children, elderly or anyone who needs your attention

and generous support. As Mother Teresa averred, "Together we can do great things," it is indeed honourable to share the little we have with those who might lack.

## **Go for a walk in nature.**

Take a break from those computers and social media. Research shows that being in nature can increase energy levels, reduce depression and boost overall well-being. Spare your time walking outside and engage all your senses with your surroundings. By connecting with nature, you will experience those beautiful things God created.

## **Feed your mind**

Use this holiday season to read new books and expand your knowledge. Learning will provide you with valuable insights and broaden your understanding of the world.

As you consider how to make the most of the upcoming December holidays, may the Christmas season on the offing bring you abundant success, health, and prosperity in all aspects of your life.



Stock Image

# Wall of Achievement-2024: Congratulations!



Director Humphrey Mokaya, OGW  
Conferment of Order of the Grand  
Warrior for exemplary service to our great  
nation



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Kimathi University



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Mr. Kevin Ndegwa Diploma in  
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Kenya Institute of Management



Miss. Salome Wambui -Bachelor of  
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Anita Virginia  
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Commerce, Banking  
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## Leadership Lesson

If you command wisely, you'll be obeyed cheerfully. wisdom in leadership earns not just compliance but also loyalty and positivity from those being led. It reflects the timeless principle that respect begets respect.

Thomas Fuller

*Have your say*



**Tobias Oduk**

Blessed and delighted to be part of your team. Thanks a lot and hope to see more and hear from you soon. Praise God always

## Humour

Your mama in church when the pastor says something about disobedient children. 😞😞😞



## Word of the Week

~Isaiah 43:2

When you pass through the waters, I will be with you; and when you pass through the rivers, they will not sweep over you. When you walk through the fire, you will not be burned; the flames will not set you ablaze.

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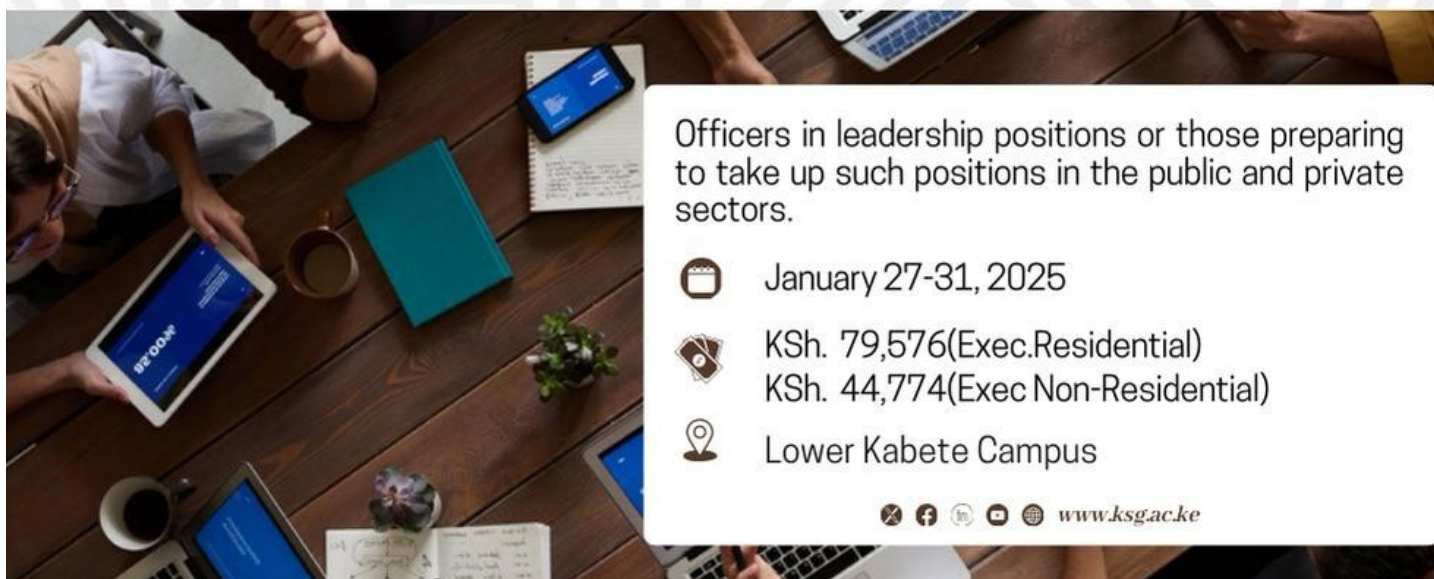
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