

# the EDITION.

Insights For The Globally Minded Upwardly Mobile Professional

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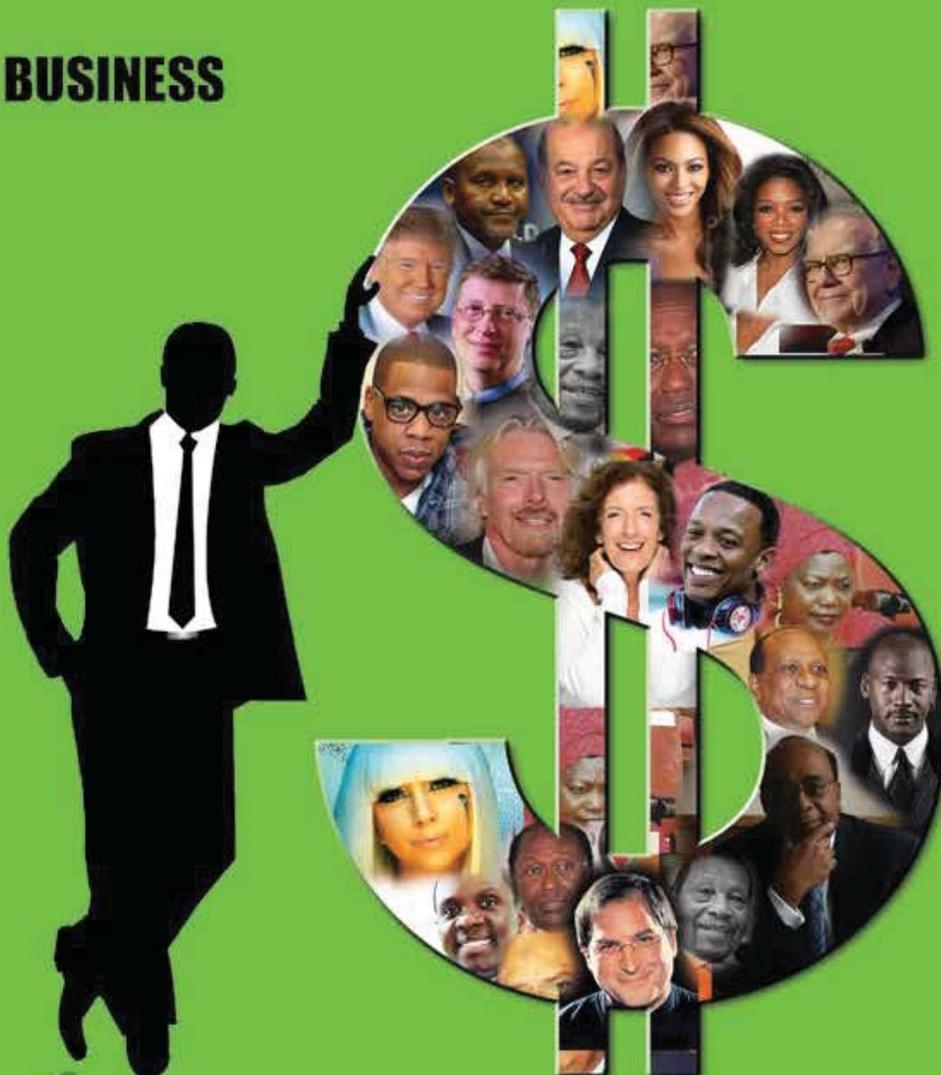
**STARTING A BUSINESS  
IN AFRICA**  
MO IBRAHIM

**WORLD  
BILLIONAIRES**

**CORPORATE  
BUZZWORDS**

**PLUS**

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JOBS! JOBS! JOBS



**ENTREPRENEURS  
DO WE NEED MORE ?**

Ethiopia: ETB 55, Kenya: KSh. 250  
Rwanda: RWF 3750, Tanzania: TZS 9900  
Uganda: UGX 7300



CONTEMPORARY | CAREER | CULTURE



The office is an extension of your personal space outside your home. Like a guest toilet, your office is a true reflection of who you are. It does not necessarily have to be a large room, it could be your personal cubicle space or the desk space provided. How well do you represent yourself and are you living up to the expectation?

The state of your office is also a function of the state of your mind and general disposition to life in general. Many people can comfortably thrive in clutter and

feel relevant while clustered up in confusion. Others find it absolutely impossible to make any headway with clutter around them. A few are exceptionally neat and meticulous to the extent that they become somewhat annoying. There is always a need to balance both ends of the stick. Your ability to organise your life is reflected in how you run your office.

Note the following image breakers that ordinarily many professionals would overlook.

#### YOUR PERSONAL OFFICE DESK

- Too many files on your desk
- An overflowing out tray
- An excessively cluttered desk
- Food and eating at your desk
- Irrelevant magazines on your desk
- Unclean desk with cups or glasses
- Outdated computer desk top

#### OFFICE SPACE

- More than one jacket hanging
- Umbrellas lying around
- Lifeless or unkempt potted plants
- Too many products displayed around surface tops
- Religious articles around your office
- Family portraits
- Disorganised files

#### OFFICE WALLS / FLOORS

- Inappropriate and irrelevant art work for the office style
- Bare office walls
- Piles of used newspapers lying around
- A radio haphazardly placed on the floor
- Oversized and loud flat screen television

#### THE GENERAL OFFICE

- Office Security Gate / Reception
- Negative first impression from the entrance

- Impolite and discourteous security men
- Undue delay at the gate
- Inconvenient security searching procedures
- Unwelcoming and reception at the front desk
- Unprofessional telephone etiquette

#### OFFICE CORRIDORS/ELEVATORS

- Converting corridors into meeting rooms
- Obstructive items line the corridors
- Malfunctioning elevators

#### OPEN PLAN OFFICE SPACE

- Clustered and poorly planned office space
- Unusually noisy work place
- Untidy working spaces
- Unpleasant odours
- Casual and unprofessional attitude by workers

#### OFFICE DRESS CODE/UNIFORMS

- Lack of official dress code
- Wearing sneakers and sandals to work
- Worn out staff uniforms
- Incorrect uniform for organisation
- Poor presentation of front office and support staff
- Unattractive image of professional staff

#### OFFICE VIRTUAL IMAGE

- Rude and discourteous answering of calls
- Unprofessional ringtones
- Unprofessional official correspondence

- Use of slangs during speech and text messaging to clients
- Not returning missed calls
- Staff attitude jeopardising the face of the organisation
- Poor communication skills apparent
- Poor conference calling skills

#### OFFICE OVERALL IMAGE

- Unimpressive office layout
- Unfriendly environment
- Non conducive working conditions
- Poor office climatic conditions
- Crowded offices
- Interior design office unattractive

These are some of the office image breakers that could easily go unnoticed but could also be the determining factor between whether you get the long awaited contract deal or not. Investment should not be over looked when it comes to projecting the correct office image. The ever rising number of competitors in the market speaks to the fact that you must portray that extra special attribute that makes you stand out and stay ahead in the game. Always put your best foot forward as you consider the best image for your office.

# FLYING FOR BUSINESS

## KEEPING YOUR SANITY AND MANNERS

BY DEREK BBANGA



I have been traveling by air quite a bit lately for business and would like to share some travel tips to make your next business trip less stressful and more enjoyable for all concerned.

First, remember to print out and carry your ticket before you check in or like me, you can save the environment and time by displaying it from your smart phone or Ipad. To help expedite the security check, leave your coins in the car, your keys in the hand luggage and wear shoes that are easy to slip into and out. I would also recommend putting your belt in your carry-on luggage before you get to the airport and limit the amount of jewellery you wear. Once you retrieve your items from the scanner, move on the side to repack and save the area from turning into a cattle herding pen. To the gentlemen, please ensure that your socks have no holes really! Carry your own pen for filling out those immigration forms to avoid begging from other passengers who are also busy trying to figure out what address to fill in. I always take a book or a few magazines with me, alternatively an Ipad or a Kindle are handier as they hold several of these and save space.

When dressing for flying you want to strike a delicate balance between comfort and maintaining a good image. Pyjamas, track suits, flip flops or six-inch high heels are a no-no in my book. Perception does matter and dressing slightly better usually makes for quicker and better service all round. When I travel for business, I have found that wearing one of my jackets has two advantages; it saves it from creasing in my luggage and also ups my authority and influence. If it is a short business trip, my advice is to dress ready for

your meeting after landing as it is always best to assume the worst - your luggage could go missing. This stems any embarrassment if this unthinkable happens. Do not overlook your grooming! You do not have to wear full make-up or bathe in cologne but at the very least and as a courtesy to your fellow passengers, shower and wear deodorant. This small investment before departing for the airport makes a huge difference on your overall presentation to the world.

A quick word to the wise about what to pack - pack interchangeable clothing. Plan an outfit for each day but ensure that the pieces from one day's outfit can be paired with pieces from another day to create a new ensemble. This goes for men and women.

...you not only represent yourself but also become an ambassador...

Be considerate as space on board is cramped. Do not lug oversize hand luggage on board and try to cram it in the overhead bins or in the seat in front of you. Speaking of limited space, hogging is one of the biggest etiquette faux pas when travelling by air. Do not hog the; limited seat space in the airport lounge with your hand luggage; arm rest (or leg space) next to your fellow passenger; aisle

longer than necessary when putting your luggage in the overhead bins; and the bathroom when people are lined up ten deep to use it on the flight.

Flying is not only stressful for travellers but for airport and airline staff as well, so be courteous and diplomatic. A smile, kind word, a thank you and remembering to use names have worked wonders for me. I have experienced flight issues that have tried my patience, but I have found that it is far more effective to be firm yet polite and respectful.

Another thing - Are you one of those people who cannot be bothered with the rules? It is best to comply as they are in place to ensure your safety. Last minute mobile calls are okay in the plane but wait for the plane to stop taxiing before turning it back on even when it is to inform your ride that you have landed. Remember to keep the seat belts buckled until the plane comes to a full halt. Then disembark in an orderly fashion, row by row as there is no prize for the first person to exit the plane. Regardless of whether or not you have luggage in the overhead bin, do not shove past those already waiting to deplane. It is uncanny how many people travel with a black suitcase so do yourself a favour and make your bag for easy identification - use any distinctive marking to prevent someone from accidentally picking up your bag on the luggage conveyor belt.

Keep in mind that, when you travel for business, you not only represent yourself but also become an ambassador for your country and company.