

THE 3RD NATIONAL LADY
ACCOUNTANTS CONFERENCE
7TH -9TH AUGUST 2019

Presentation by:

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Hotel, Mombasa

THEME:
“Synergizing the Gender Agenda”

SESSION



MANAGING CEO PERSONA FOR LADY CHIEF EXECUTIVES

PERSONA



Someone's **persona** is the aspect of their character or nature that they present to other people.

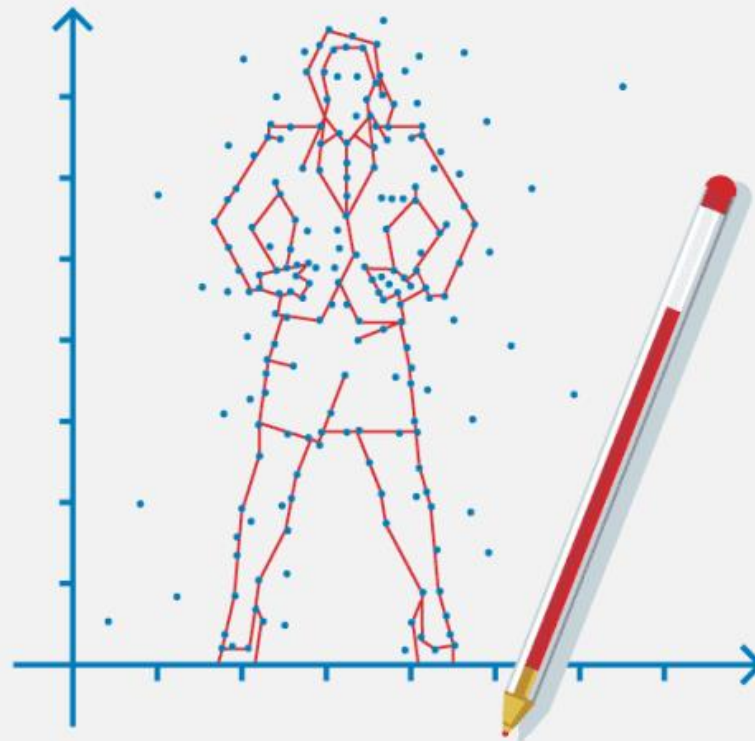
PERSONA



Its not your Technical
ACCOUNTING that will propel
you to the next level.

“CPA Rose Mwaura”

How is your persona



Determinants of leaders persona



1. Personal experience
2. Personality traits
3. Public presence
4. Leadership style
5. Industry stature

LADY CHIEF EXECUTIVE



Key Questions?



- How can women leaders be **strategically placed** in key policy making decisions?
- Are women **visible and impactful** as opinion leaders?
- What do successful lady executives /leaders have in common?
- Do their leadership qualities differ?



Everything that you will
ever do as **a female leader** is
based on one **major**
assumption.

What is that assumption?

YOU can make



a

difference.

**Smart women leaders are
self-aware of this fact and
persistently work with this in
mind**

Smart women Leaders



- **Have followers – Not subordinates**
- **Charismatic, transformative, quiet style**
- **Good with people (people-focused)**
- **Give credit to others**
- **Take blame for problems**
- **Understand problems and hurdles are natural**
- **Risk-taking – Open to new ideas**
- **Break the rules to get to the top**

LEADERSHIP SKILLS FOR SUCCESSFUL CHIEF EXECUTIVES

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



1. Effective Communications

- Communication isn't limited to speaking, but includes listening, writing well, and being able to read and use nonverbal language.
- Communication isn't one way.
- When you give guidance, ask questions and get feedback. This saves valuable time and resources that can be wasted when we think we are understood, only to find out later the team is headed in the wrong direction.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



2. Strategic Vision

Successful lady executives have learned to anticipate what's next and encourage that kind of thinking from their employees.

Take caution of both internal and external forces



LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



3. Creativity and Innovation

- ❖ Today's business environment is all about uncertainty and competition.
- ❖ Successful women leaders bring creativity and innovation to the challenges by bringing diversity, different working styles, and viewpoints to their teams.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



4. Emotional Intelligence

- Emotional intelligence is the ability to understand and manage our own emotions, and those of the people around us.
- The better a leader relates to and works with others, the more successful she will be.
- Find ways to help you manage stressful situations and negative emotions, so they don't overwhelm and affect your judgement. Some examples are taking a five-minute walk, or closing your door and breathing deeply. This helps women leaders be assertive rather than reactive, and poised rather than frazzled.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



5. Critical Thinking and Problem Solving

- Critical thinking to solve problems means asking vital questions around a problem, gathering and assessing relevant information, and coming to a well-reason conclusion.
- Successful women leaders think open-mindedly about their assumptions and possible consequences.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



- *Develop this skill*
- Learn to make decisions as fairly and objectively as possible, based on information that is relevant to the issue.
- Hold your decision against the standard you have set. Understand your own human biases, so you can guard against them.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



6. Confidence

- At the end of the day, leadership is about having the confidence to make decisions.
- If a leader is afraid to make and commit to decisions, all the empowerment in the world won't make a difference
- What separates the successful leader who inspires us into the unknown from those who need a mountain of statistical analysis is confidence.

LEADERSHIP SKILLS OF SUCCESSFUL CHIEF EXECUTIVES



7. Trustworthiness

- Successful women leaders are trustworthy.
- When you establish a climate of trust, your team commits to goals, communications improve, and ideas flow more freely.

What Traits Do the Most Powerful Women Have in Common?

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- (1) that it all starts with a **decision** about how a woman chooses to live her life,*
- (2) that there are **lifestyles** that either support or sabotage success. Powerful women create lifestyles that support their success, and*
- (3) they aren't addicted to approval and **have a thick skin** when it comes to rejection.*
- (4) The **most powerful women** are the ones who **never give up**.*

What Traits Do the Most Powerful Women Have in Common?



*(5) The **most powerful women** realize that “no” is just someone’s opinion, and that **anything is actually possible**.*

*(6) They embodied the phrase, **we rise by lifting others**.*



WOMEN IN CORPORATE KENYA

Alarm as 62 NSE-listed firms have only four female CEOs



- As of 2018, 75% of businesses have at least one woman in senior management and many of the world's most influential companies now have a female CEOs leading.
- **Despite their potential, women don't see themselves as future CEOs.**

Women missing in the C-suite

CEOs

4 out of **62** NSE-listed companies are headed by a female chief executive officer or managing director



Nasim Devji
MD and Group CEO of Diamond Trust Bank
Appointed: 2001



Rebecca Miano
MD and CEO of KenGen
Appointed: 2017



Marion Gathoga-Mwangi
MD of BOC Kenya
Appointed: 2018



Beverley Spencer-Obatoyinbo
MD of British American Tobacco Kenya.
Appointed: 2017

The management



3 in **4** people in executive posts in publicly listed posts are men



1 in **3** senior managers of listed companies in the insurance sector is a woman

40%

Share of women in boards of directors for the automobiles and accessories sector, the highest. It is followed by manufacturing and allied (32%), telecommunication (30%) and energy and petroleum sectors (25%)



10%

Proportion of women in boards of directors for the agricultural sector, the lowest. Second from the rear is real estate, and commercial and services with 17% each

Earnings



1 in **3** formal sector employees who earn Sh100,000 and above is a woman

76,804 Kenyans earn Sh100,000 or more



1/3 of formal sector employees are women

Board of directors

3

Number of boards of directors of **62** NSE-listed companies that are chaired by women



15%

Increase in net revenue when women representation in senior management and board of directors increases from zero to 30%

1 in **4** members of boards of directors in publicly listed companies is a woman



Around the world

12%

Share of women CEOs in Asia and Australia compared to Europe and Americas (8%)



13%

Share of board positions held by women in Africa. The continent performs better than South America (8%) and Asia (9%)

Marketable professions

1 in **4** female senior executives has a background in finance-related fields



FORTUNE 500
2018

24 of the Fortune 500 companies have women CEOs/MDs in 2018, a decline of a **quarter** from 2017

powerful women in corporate Kenya



1. *Diamond Trust Bank's* managing director and Group CEO in East Africa, **Nasim Devji**, is the longest-serving since her appointment in 2001.
2. **Rebecca Miano** - the managing director and chief executive officer of *KenGen* and has served in her capacity since 2017.
3. **Beverley Spencer-Obatoyinbo** is the managing director of *British American Tobacco* Kenya and director of BAT East and Central Africa since May 2017.
4. BOC Kenya managing director, **Marion Gathoga-Mwangi**

powerful women in corporate Kenya



- There are three ladies who chair the board of directors in the companies

Anne Mutahi, of *Standard Chartered Bank*,
Isabella Ocholla-Wilson of *Unga Group*, and
Lucy Waguthi of *Eveready East Africa*.

- 24 of the US Fortune 500 companies have women CEOs or managing directors. This was a decline of a quarter from 32 in 2017
- **CPA Rose Mwaura-Chairperson ICPAK Council**

powerful women in corporate Kenya



Rebecca Miano, OGW – KENGEN



- *Rebecca Miano is the first female CEO to hold that position at KenGen since 1954.*
- *Either that says a lot or it says nothing. She rose through the ranks, working in various capacities from 1998, the latest being company secretary and legal affairs director, a role she held for 10 years. She also worked for KPLC, making her an old hand — 24 years experience in the energy sector. She had tea with **JACKSON BIKO** at the Nairobi Serena.*

Rebecca Miano, OGW – Remarks



- I value the opportunity because it is significant
- It's also a testament that hard work, **qualifications, competence, confidence** do not go unnoticed.
- I started working in the energy sector as an assistant legal officer, the lowest position possible, so I rose through the ranks(**Experience**)
- It is also a testament that one should be ready to walk through the **whole system patiently, diligently because eventually it lands you where you should be.**

Rebecca Miano, OGW – Interview



- **Which boundary did you think was before you?**
- I thought this job was reserved for engineers, actually male engineers. In fact when it was advertised, I still had that mentality but when I applied and was given a fair opportunity to compete and emerged at the top the confidence boundaries were no longer there.

OTHERS



- **Jennifer Riria** is a pioneer **CEO – KWFT**
- **Stella Njunge:** CEO of Sanlam Life, part of Sanlam Kenya Group
- **Rita Kavashe:** is the CEO of General Motors East Africa.
- **Phyllis Wakiaga:** is the CEO of Kenya Association of Manufacturers.
- *Given equal opportunity and based on merit, women can excel and are excelling in the corporate world. Girls need to be encouraged to plan their career path early to help them reach the top CEO positions to bridge the current gap.*

Remarks from some Global lady Executives



- If you push through that feeling of **being scared, that feeling of taking risk, really amazing things can happen,**" -Marissa Ann Mayer, President and CEO, Yahoo!
- Someone once told me **growth and comfort do not coexist.** And I think it's a really good thing to remember." -Ginni Rometty, Chairman, President & CEO, IBM

Remarks from some lady Executives



- "If you don't know what **your passion** is, realize that one reason for your existence on earth is to find it." - Oprah Winfrey, Media Proprietor and Philanthropist
- "What I always say is, 'Do every job you're in like you're going to do it for the rest of your life and demonstrate that ownership of it.'" - Mary T. Barra, CEO of General Motors

WAY FORWARD

Understand the make up of You



- ❖ What kind of make up do you need?-Getting the right caliber of traits that will lead you to your biggest dream
- ❖ Give yourself a real self evaluation- This may lead you to change your make up



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Your Make up Kit



- ❖ **Be the kind of person who attracts than repelling others**
- ❖ **Aspire to be a visionary person with positive outlook- Those who expand and develop others**
- ❖ **Recognize your shortcomings and be willing to improve on them**
- ❖ **Respect Time-Yours and others**

Your Make up Kit



- ❖ **Get real-Is procrastination killing you?**
- ❖ **Get new habits-Focus your energy on developing your new habits**
- ❖ **Be open to what comes next- What's NEXT?**
- **Your calling has to be stronger than your current circumstances.**

CONCLUSSION



- **When you show up at the Pearly Gates and God says, “Carol, what did you do with your life while you were down there?” What are you going to tell Him?**
- *I’ll saymy Heavenly Father, the role you gave me in life, I did it to the best of my ability and you know it. I did it with a lot of humility, integrity and I never made anybody feel downtrodden. I tried to empower people and enrich their lives ...*



❖ *What goals are you willing to put in place to get an excellent executive persona?*

FINALLY.....



Even if you're on the right track,
you'll get run over if you just sit there.

- Will Rogers



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