

Promoting National Values & Ethics

Vision 2030 Implementers CEOs Forum

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Outline of the Session

1. Definitions of values and ethics
2. Why is this discussion important for Vision 2030 & Kenya?
3. What hinders building national values and an ethical culture?
4. What can leaders do to entrench national values and ethics?

1. Definitions of values and ethics

- **Values:**

- What defines us e.g. Who is a good/successful Kenyan?
- Boundaries: What will I do or not do?
- What we are willing to suffer for or even die for

- **Ethics**

- Ethical leaders engage in acts and behaviors that benefit others, and at the same time, they refrain from behaviors that can cause any harm to others (Kanungo, 2001)
- Doing the right thing, at the right time, in the right way, for the right motive (Kiruhi, 2014)

2. Why is this discussion important for Vision 2030 & Kenya?

1. Increased cost of doing business e.g. set up teams and staff to check earlier ones
2. Weak government/ State Corporations' effectiveness (IF, 2010)
3. Sustainability, longevity: Businesses beyond one generation
4. Business and nationhood built on trust - 'the most important factor on which followers evaluate a leader' (Chaleff, 2003)
5. Avoid social distortions due to extreme inequalities and loss of hope
6. Critical need for growth and fulfilling the vision of founding fathers: Poverty, Illiteracy and Disease
7. Attainment of Vision 2030 and personal/national aspirations

2.1 Highlights of Youth Values, Dreams and Aspirations:

(14–19 years)

[Kenya Youth Fact Book (Katindi Sivi-Njonjo, 2010)]

a. **40%** want to become professionals

[How do the rest want to earn their living?]

b. **33%** want to be rich

c. **15%** want to have a family

[What are the implications for our nation? What alternatives?]

d. **12.5%** want to be famous

e. **12%** want to be leaders

[Why is leadership being shunned by youth?]

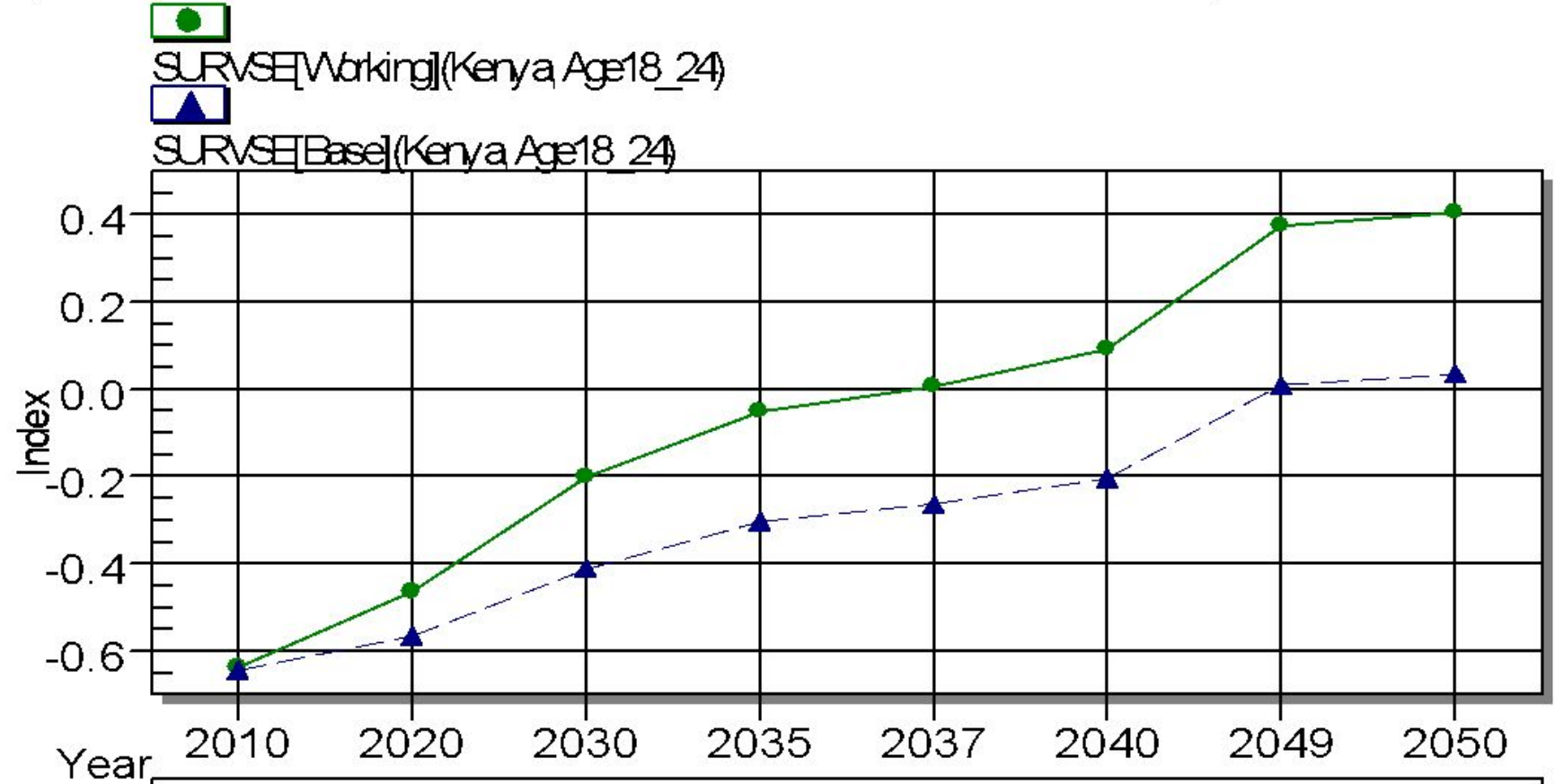
f. **7%** want to be heros

2.2 Kenya's Youth: Hopeless, surviving or hopeful?

(Source: International Futures, 2010)

URVSE Values for Kenya Youth (18-24 yrs) before and after the intervention

2010-2050 (50% TFR reduction and 150% increase in GOVEFFECT)



SURVSE[Working](Kenya, Age18_24)	-0.638	-0.464	-0.201	-0.051	0.007	0.092	0.373	0.405
SURVSE[Base](Kenya, Age18_24)	-0.644	-0.565	-0.412	-0.304	-0.264	-0.206	0.008	0.034

3. What hinders building national values & an ethical culture?

1. Rampant corruption and greed kill momentum for change & hope (especially among youth), affecting posterity
2. Culture: Many celebrate stealing from others to bring to 'our community'. Media/society celebrate wrong people.
3. Impunity. 'Big fish' not punished for misdeeds.
4. Weakening patriotism/work ethics/societal values/morals
5. Globalization and millennial generation challenges
6. Poor citizenship/followership *"To blame the decline of many institutions and organizations...on bad leadership is to oversimplify the complex relationship between leaders and followers"* (Whicker, 1996)

4. What can leaders do to entrench national values & ethics?

1. Define success correctly: *Is it possible to be ethical and successful in Kenya?*
2. Rule of law and stiff penalties for breach of national trust and ethos
3. Celebrate true heroines and heroes- role models e.g. ELNET Ethical Awardees
4. Empower citizens to 'demand' good governance
5. Value-based education/ mentoring and breaking down values into bite-sizes e.g. *Ungwana/ushenzi* or *Nimeamua kuwa Ethical LEADER*
6. Spirituality: Meaning of life, Fear of God (foundation for Vision 2030), Higher purpose, pursuit of virtues e.g. Integrity
7. Be willing to pay the ultimate price: Ready to resign if values/morals are compromised or even death!
8. Be a role model – the most important thing one can do

“All that is needed for evil to triumph is for good people to do nothing” (Ed Burke)

4. What can leaders do to entrench national values/ethics?

" If you seek to lead, invest at least 50% of your time in leading yourself—your own purpose, ethics, principles, motivation, conduct. Invest at least 20% leading those with authority over you and 15% leading your peers."

Dee Hock, Founding CEO, Visa (African Leadership Review www.africanleadershipreview.com)



EXECUTIVE LEADERSHIP NETWORK

Tel 0721-402-964, 0738-571-442, 020-272306/153 www.elnetkenya.org

1. **ELNET Business Group** engages business leaders to transform their own and their industry's culture – dealing with corruption, based on 30 ethical values and practices. 100+ business leaders signed up. Monthly Biz Leaders forum. **17 Ethical Leaders/16 Ethical Businesses**
2. **ELNET Governance Group** proposed a **Values Foundation for Kenya's Vision 2030** from which were drawn values that are in Kenya's new constitution. Currently equipping citizens with value-based Civic Education to become **responsible citizens**.
3. **ELNET Mentoring Group** partners with youth organizations in schools, colleges and communities to empower the next generation of Kenya's leaders to be people of **character, conviction** and **courage**.
2 mentoring manuals.

Leaders of integrity to Spearhead Kenya's Societal transformation

Nimeamua kuwa Ethical

NIMEAMUA

kuwa Ethical

Join more than 10 Kenyan Ethical Leaders and Businesses

Why:

Inspiring 3,000 young leaders drawn from Primary Schools, High Schools and Universities to stand out and commit to be Ethical LEADERS

Sat. 17th September, 2016

@ Safaricom Stadium, Indoor Gymnasium.

Time: 8.00 am to 1.00 p.m.

Thereafter one year of exciting leadership mentorship!



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Nimeamua kuwa Ethical: 3 Million Young Ethical Leaders (YELs) by 2025

- L - Live right** (Fulfill my purpose & spread vision/hope of a better future, serve others)
- E - Educated right** (No cheating & develop capacity to positively influence)
- A - Adapt right-** Accept other tribes, cultures and generations so long as I maintain Godly standards, responsible citizenship
- D - Develop right** (Personal value system and boundaries through persistent godly walk and disciplines)
- E - Earn right** (No corruption, hard work, creativity, maximize talent, stewardship)
- R- Relate & relax right** (Family, Purity, No addictions & long-term welfare of self and others)

“Join us in pursuing the transformation of Kenya’s business & societal culture to Ethical Leadership and Ethical Business through Enduring Values”

www.elnetkenya.org

Example from 2017 Ethics Conference & Awards:

<https://www.elnetkenya.org/2017-elnet-ethical-conference-awards-ceremony/>



June 7, 2013

July 25, 2014

June 5, 2015

Nov 11, 2016

June 30, 2017

June 29, 2018

For more information contact

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