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MyNetWork



FINAL YEAR ANXIETY

Four fourth year university students speak up about the pressure and uncertainty they feel as they prepare to join the job market

P.4&5

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MyNetWork Show Biz



Elizabeth Ngigi

Podcast Review

SURVIVING NAIROBI

<https://podcasters.spotify.com/pod/show/surviving-nairobi>

Surviving Nairobi is an urban audio sensation that has captured audiences, with over 100,000 downloads since its launch in May 2019. Hosted by Hafare and DJ Ivy, this podcast offers a unique take on life in Nairobi. With a mix of humour, the duo and their occasional guests tackle a wide range of topics that reflect the real struggles and joys of navigating life in Nairobi. They mostly focus on topics relating to mental health and business ventures. *Surviving Nairobi's* appeal lies in its ability to blend light-hearted banter with discussions relevant to young Nairobians.

Hotspot



Sol Fest 2024

Sauti Sol has confirmed the return of their 'Sol Fest' concert series, set to take place in late December. This year's event will feature two shows – a VIP concert on December 19, followed by a fan's show on December 21. This year's edition will reunite the now-independent members of Sauti Sol alongside their music collaborators and friends. According to a promotional video shared by the group, recurring performers Nyashinski and Khaligraph Jones will feature, along with comedian Crazy Kennar. Tickets go for Sh3,000 for general admission and Sh20,000 for VIP access.



It has been 10 years since Roy Smith Mwiti aka Rufftone released his last song, *Mungu Baba*. The singer says his hiatus is not due to a lack of passion for music but rather a response to systemic injustices within the creative industry. In this interview, Rufftone talks about the ongoing challenges, such as inadequate compensation from Collective Management Organisations (CMOs) and the dominance of foreign artists in local markets.

Rufftone reveals that his love for music was influenced by his parents, and speaks out on his strong instinct to protect his family from the negative impacts of social media.

1. It has been over five years since your last release. What have you been up to during this time?

I have been a little passive in my music career because of the same old injustices. The frustrations in the creative space are what inspired my political ambitions. The laws meant to govern this industry are poor, and there are no structures, and this only hurts the artists.

When retired President Uhuru Kenyatta was still in office, artists whose music were featured on Safaricom's Skiza Tune platform petitioned the government for a higher share of the revenue generated from the service. We pushed for intermediaries such as Collective Management Organisations (CMOs) to help us attain that but to date they are yet to comply. Kenya is still a free market where any foreigner can perform, and that shows we are not protecting our creatives. For instance, if I was to go perform in Nigeria, I can't hold a concert in Abuja Main Stadium without talking to the leading gospel players, bishops and pastors in Nigeria. It is only in Kenya where we have a major percentage of foreign artists performing in the country without restrictions. These are some of the things I am frustrated about.

I am not saying that we shouldn't celebrate content from, let's say, Hollywood, but it should be regulated. Why should foreign musicians advertise products sold in the Kenyan market when we have our own artists? So, when people ask me where I disappeared to, I say I am making noise about the loopholes that exist in the creative space.

2. How was your transition from secular to gospel music, and how would you rate your success as a Kenyan gospel musician?

I started singing in 2002 and I can tell you for free that by now I would have been in the obituaries section had I not moved to gospel music. Of all the people I began singing secular music with, 70 per cent are dead. Many died of drug abuse. It has taken God. I will give credit where it is due. God is the one who saved me from the secular space. He is the one who has sustained my career to this day.

Many ask me whether I am scared of becoming irrelevant. Well, my Bible tells me that the people who know their God shall perform exploits. It has taken the hand of God to make my songs remain relevant 20 years on. Nowadays, some hit songs don't

even last three months. Sometimes songs go viral without any attachment to the artist. People know the song, but they don't know who it belongs to.

My success is measured by the number of souls that I direct to heaven, to the cross. That is my contract. The Bible says, seek ye first, and the rest shall follow, so I strive to direct as many souls to Christ as I can. It is not about how many houses, how many cars, or how big my name is because the Bible says, what will it benefit a man to gain the whole world and lose his soul? And I think that is where the problem we are having with the gospel industry stems from. It has gotten to a point where gospel artists measure success by the riches they've accumulated instead of how many people they have taken to heaven.

3. How has your childhood influenced your music?

Both my parents loved music. My father had a music shop and he is the one who introduced us to Rhumba. He would play Franco, Koffi Olomide... that is how we got to know those artists. We sometimes served customers in that music shop, and that is when we discovered other genres like kwai-to, reggae, soul and pop music, Michael Jackson, and the rest.

My mother was not very musical but she would sing or hum whenever she was doing her chores. Or a song would play on the radio and she would sing along. Having been born in Nairobi but raised in the village, we didn't have the resources to convert music into a career.

When I was in high school, I remember being told to look for a white collar job because music doesn't pay in Kenya. Even today people ask me, apart from music, what else do you do? I have never had anyone ask the president, 'what else do you do?' It shows how much people look down on artists.

4. Why is it so important for you to protect your family and children from social media?

That is my responsibility. It is important because there are crazy people out there. The system is out to corrupt the innocent ones. Just as I have a mandate of making sure people get saved and know Christ, some people have been given the opposite task – of making sure that people go to hell. So it is a battlefield. As the parents, you have the final say on whether your child knows God or not.

I don't even want people to know how many children I have. When they reach 18 years, they can make an informed decision on whether or not they want to become celebrities. I don't want to abuse their innocence.

5. Have you identified the position you will run for in the 2027 general elections?

I will vie for Makadara MP. I was born in Eastlands. I grew up in Umoja, Buruburu and Makadara estates and many people have encouraged me to represent that area. Previously, I aspired for the Nairobi senatorial seat but stepped back at the request of President William Ruto. Following the elections, I was appointed UDA Nairobi Regional Manager.



Movie Review

BY MICHAEL OCHIENG

Where: Prime Video, Apple TV

Genre: Horror

From is a gripping horror TV series that has captivated audiences since its debut in 2022. Created by John Griffin, the show is set in a nightmarish town in middle America that traps anyone who enters. The residents, led by Boyd Stevens (played by Harold Perrineau), struggle

to maintain a semblance of normality while facing terrifying nocturnal creatures from the surrounding forest.

The series excels in creating a tense and eerie atmosphere. The town itself is a character, with its mysterious and oppressive presence adding to the sense of dread. The cinematography and set design are top-notch, effectively conveying the isolation and hopelessness of the trapped residents. The use of shadows and lighting enhances the

horror elements, making the forest scenes particularly chilling.

The characters are well-developed and relatable, each with their own backstory and motivations. Boyd Stevens, the self-appointed sheriff, is a standout character. His leadership and determination to protect the townspeople are compelling, and Perrineau's performance brings depth to the role. Other notable characters include Tabitha Matthews (Catalina Sandino Moreno), who is mourning the loss of her

youngest child, and Jade Herrera (David Alpay), a wealthy software developer struggling to adapt to his new reality.

Overall, *From* is a must-watch for horror fans. Its combination of a compelling storyline, strong performances, and atmospheric horror makes it a standout in the genre. Whether you're drawn to supernatural mysteries or character-driven dramas, *From* offers a thrilling and immersive viewing experience.



The Hustler

BY MIKE SAFARA

Malindi started off very well for me, Mike Safara, Kenyan hustler.

Landing at MIA (Malindi International Airport) last Friday, I was met by a very pleasant woman called Noni Mbuguas, of 'Non-Concepts' who took me straight to my hotel to rest, after a brief meeting where she gave me the brief.

"I was told by a friend of Mr Li, a Ned Malanda, that you have a silver tongue for sales," Noni, a very nice woman of about 50, said. "There is a dilapidated villa in Makaburini area that is going for Sh8.5 million that has been a bit hard to sell."

"Mr Li mentioned it to me in passing," I said, thanking the Lord for the day I saved the Gang Dong mall owner from a robbery last December.

Without his contacts, I would be living in the streets, so always expand networks if you are a hustler like I am in this Kenya.

"We have a client, Gedeng, coming in tomorrow to view the villa," Noni Mbuguas told me. "If you can convince him to buy it, you get one per cent of the sale price, Mikey."

"That's just 85K out of eight million. 500K, Madam Mbuguas," I said.

"Look," Noni said, leaning forward. "We have the property and the client. Your job is just to close the sale, for a whopping 85K."

"If it's so easy, then why did you bring me into the equation, dear Noni?"

"Two per cent," she said. "And that's it. I am only getting 10 per cent of the deal."

Ahhh, I thought – a contractor, who was sub-contracting me.

Like the tenant who rents a house, and then sub-leases it out as an Airbnb!

The next day, Sato, I was on site at the Makaburini villa just off Boriboro road, a white walled double-story five-bedroom affair with a great view, lush with palm trees and a drained pool, when a tall dark guy in khaki shirt, pants and Safari boots arrived in a double cabin car, with a *mzungu* dressed like he had come straight from Hawaii in those super-colourful shirts, shorts and loafers.

"I am Gedeng and this is my client, Alex Serkov from Ukraine," the dark dude said.

"How many middle men does



Safara wins big and shakes hands on a deal down at Makaburini...

this deal have? I thought to myself, without irony.

I read somewhere in Business Daily that the reason there isn't much money circulating in the economy right now is because we owe the Chinese billions, IMF *ime tukazia* and jobs are becoming scarce as few new investors are creating employment. Every time a *kibunda* of money moves, we middlemen proliferate.

Hustlers are like a pack of wild dogs in the savanna, so that the few times a big kill like a buffalo happens, we congregate to feed, even if it is just a tough hoof and skinny tail – as long as it helps us survive to hope for big game hunt another day.

"Mr Serkov," I thrust out my hand.

"What led you to decide to buy land in Kenya?"

"My property in Kharkiv was bombed by the Russkis," Hawaii Alex said dryly. "Thank God I was here on business, and I thought 'Alexy, just buy a villa in Kenya.'"

"Hapa Kenya, *bwana, hakuna matata!*" Gedeng said, gleefully rubbing long hands.

The next three hours were a tough four-way negotiation for me, with Noni Mbuguas who claimed she wasn't feeling too well joining us virtually by Zoom from the nearby Saffron, but not saying very much as the talks proceeded.

Sh7.5 million was the most I could squeeze out of the Gedeng and Alexy show!

Noni gave me her approval

through the private side chat box.

"How and when will you be making the 10 per cent deposit for the villa?" I said.

"Deposit?" Serkov frowned. "I do right away, a bank transfer from Kyiv, da?"

Seeing my sheer surprise at the swiftness of the deal, Gedeng smiled and asked: "Just because you are in Coast, you imagined that it would take forever, Safara?"

"Now we can renovate the hotel, and you take over as the manager, Alexy said.

"You want me to manage the hotel for you too?" I gasped.

Looking at me like I was from Mars, Gedeng said: "He is talking to me, Michael."

But I was too over the moon to be

embarrassed at my presumptive gaffe. This was 140 K in the bank for three hours work, yet in some hustles, I had sweated for an entire month to earn quarter that sum. The life of a Hustler, *kueli*, is a very unpredictable, lopsided one. One minute you are in the doldrums, the next day you are in clouds, lo and LOL.

That evening at the Saffron, we celebrated with Noni and the former owner of the villa, Lona Ayugi, who simply transferred 140 K to my MPesa. It felt unreal.

"How did a young woman like Ayugi end up with a whole villa here?" I asked Noni after a very merry Lona had left after dinner, leaving us a bottle of *expe* whiskey.

"She was married to an old Italian who left us," Madam Mbuguas said. "He passed away?"

"He fled to Italy during Covid-19 in April, 2020."

"Didn't they have it far worse there, Noni?"

"Si you know how some zoongs thought it will hit Africa harder than Europe?"

"Let me guess," I said. "Corona got him there and he passed on. The irony of it."

"Yuh! Nons said.

But after an hour, a bit 'happier' on her whiskey, she told me the true story.

Signor Bassi had indeed gotten Covid-19 in Italy, but he had made a full recovery.

Shida began when he tried to return to Kenya, and some bigwig at Immigration mysteriously 'sat on the visa.'

After three years, Lona had divorced Signor Bassi for desertion, and put the villa on the market, but it had been hard getting a buyer because it was next to a cemetery. I had also gotten lucky today, as Ms Mbuguas had assumed it was another superstitious African buyer (Gedeng), not knowing he was a front for Alex.

Now I understood why Gedeng had said: "We'll need to bring in fully grown trees to the roadside, get rid of the road signs, and close off this *barabara* to guests."

It also explained the silence of Noni on the call, realising she'd lost out on 140K – at least until I saw documents on Monday that showed her cut was actually 12.5 per cent!

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The emotional highs and lows of being a final year student



As the end of university draws near, final-year students are hit with panic as the uncomfortable reality that their time in school is coming to an end reasserts itself

Undoubtedly, much of the fear comes from the uncertainty of what comes next

BY MICHAEL OCHIENG

As they approach the climax of their academic journey, many fourth year students find themselves grappling with heightened anxiety and stress. The pressure to excel academically, secure employment after graduation, and meet familial expectations weighs heavily on their shoulders.

Compounding these personal struggles is the new university funding model, which has been criticised for not being sufficiently student-centered. Its implementation has left many wondering whether they will be able to complete their education.

Frequent strikes and protests by university workers and lecturers over remuneration and better working conditions end up disrupting studies and causing delays in graduation. This causes anxiety among those who are about to graduate as it often necessitates additional resources, and often means delayed career progression.

Balancing these pressures with their aspirations is a constant struggle, making this final year particularly challenging.

Bartholomew Nyagonchonga, 23, is final year student at the University of Nairobi, pursuing a Bachelor's degree in performing arts and literature. PHOTO|POOL



Bartholomew Nyagonchonga, 23

Student at the University of Nairobi, Bachelor's degree in Performing Arts and Literature

University life has ups and downs. I started my first-year classes during the Covid-19 pandemic, so I took the classes online. That was quite challenging. I missed the orientation ceremony because I wasn't familiar with the online system. I had to seek help from my fellow students to enable me join the classes.

I started my studies around the fifth

week of my first year, and we began physical classes in the second year. The first two years were difficult, but eventually I got used to it.

Being a final-year student is tough. You realise that campus life is ending, and thoughts of what to do after finishing classes are constantly on your mind. "What will I do after finishing my studies?" Going through this while still going to class and preparing for exams can be depressing.

I keep hearing that there are no jobs in Kenya, and I wonder if I'll be one of those graduates who have nothing to do. In the end, will it be worth it to spend four years in school? I pity those who have missing marks because it just adds to the pressure.

Early this year, I was doing my internship, I used to spend several hours on film sets, yet I always had classes in the morning. Sometimes I slept just three hours. Balancing everything was really hard.

Additionally, my literature course requires me to read a lot of books. While on internship, finding time to rest was a big challenge. Initially I took six units, but I had to drop to four because the workload was too much.

Being a final year student also comes with some tough choices. In my case, performing arts and literature are related courses, but they are very different. If I choose performing arts or film, I need to focus on stage performance. If I choose literature, I need to find opportunities in the field of writing or teaching.

Becoming a literature teacher is tough because it requires a postgraduate degree in education. Teachers struggle to find employment, so I'm not sure I want to join that profession.

Without someone to guide you, it is difficult to navigate the film industry. And if you go out on your own, you need money to create your own projects. Employers, even in the film industry, want experienced people.

Let us not even talk about surviving in Nairobi. You need money for rent and many other expenses.

As the firstborn, I feel pressured to find a job upon graduating. My parents expect me to work in an office. Convincing them to trust my career path is tough. They won't understand that I want to be a filmmaker. They also want me to start a Master's degree. If I don't get the kind of job they expect, they might see me as a failure.

But I've learned to be resilient. University life prepares you for the real, tough world.

As the firstborn, my parents expect me to work in an office. Convincing them to trust my career path is tough. They won't understand that I want to be a filmmaker,

Bartholomew





Paul Gitaranga, 21, is a student at Kenya Methodist University, pursuing Bachelor of Medicine in Surgery.

PHOTO: POOL

Paul Gitaranga, 21,
Kenya Methodist University,
Bachelor of Medicine in Surgery

For me, adjusting to campus life was tough from the beginning, but by the second year, I began to

get the hang of it. In campus, you meet friends from different courses, which helps you learn new things from various fields. The freedom you get also teaches you to manage your life and be your own boss. You learn to depend on yourself and make sound decisions.

As a medicine student, I have to pay close attention to my studies. I can't afford to repeat a year, so I have to work hard.

The final year is all about time management. As you get closer to graduation, you must complete tasks, assignments, exams and projects on time, otherwise you will not graduate.

Usually, we face the challenge of missing marks, where lecturers are either transferred, or retire before entering your marks. This creates pressure because you can't graduate unless all your units are marked as completed.

The job market in Kenya is another nightmare. In school, you are conditioned to focus on your studies first and deal with the real world after graduation. But once you graduate, you face a tough, unfamiliar world, which can be frustrating.

As a student of medicine, I am required to take internship at a government hospital, and afterwards, I expect to be posted to different places. Right now, many interns are at home because the government hasn't been posting interns due to an ongoing workers' strike.

Some interns have applied to private hospitals while others are working as pharmacists in chemists or pharmaceutical industries to gain experience. As for me, after the internship, I hope to find a private hospital to work at. People say there are no jobs, but sometimes you have to create opportunities for yourself.

Aside from the pressure of exams and assignments, peers, parents, and friends have very high expectations for final year students. Relatives may want you to take a course you don't want, or criticise your choice, saying it is not a marketable course. Students in courses like pharmacy or medicine might tell others in education or business that their courses aren't marketable, and this negativity can leave you confused. I'm almost graduating so I need to think not just as a student, but as someone ready to face new challenges. I have to understand the job market and manage my finances properly.

In previous years, I relied on my parents and the Helb loan, but now I need to figure things out on my own. I must learn to manage my finances, network with employed people, and find ways to update my skills. For example, I might open a pharmacy or a chemist. I therefore need to understand the capital and resources needed for this.

Mark Ochieng, 24
International relations and
diplomacy, Pioneer International
University

I have learned a lot since I joined university. We've visited NGOs such as the United Nations as part of our coursework, which has given us a taste of the outside world.

When I started my course, I didn't know much about international relations. But as we interacted with academic material, I saw that what we learn in class is actually useful in the real world. So, if you don't take the theory seriously, you won't understand the practical part.

As a final-year student, I am facing a lot of pressure, both internally and from society.

My parents believe that going to campus will automatically lead to a better life and a good job. But once you're inside, you realise that you're only given knowledge. It is up to you to make something out of

it. Now that I'm about to finish, I am expected to get a job based either on what I've learned, or from other sources.

I don't expect much when it comes to finding a job because of the high unemployment rate in Kenya. I plan to focus on entrepreneurship while searching for a job. My main goal is to get an IT related job.

Due to financial challenges, I had to defer my studies at the end of my third year. My parents couldn't afford the school fees because they were supporting my brother and little sister so I decided to pause my studies for one academic year.

During this time, I had to hustle. I worked as a cyber-assistant, and started poultry farming, which really helped me earn some money. I also gained a lot of experience, especially in finance management.

Now, I understand that money doesn't come easily, so I must use it wisely. My main priority is to find a way of paying my school fees to avoid stress while studying. After that, I will focus on my personal needs. I must plan my finances carefully because I don't know what awaits me after graduation.



Maureen Kimani, 22
Software engineering
student, Pioneer
International University

When I first joined university, I was excited but also nervous. I realised that I liked procrastinating. I would get assignments and relax thinking I had plenty of time, and before I knew it, the deadline was upon me, and I was rushing to complete my work. This habit has been a source of stress for me.

High expectations from my family and teachers have been another source of pressure. My family expects me to excel, and my teachers push for top performance. This often makes me feel inadequate, which in turn affects my performance during exams.

Balancing my academic work, extracurricular activities, and a part-time job I have is challenging. I often have little time left for practical learning, which is crucial for my IT studies. The lectures and exams are mostly theoretical, and practical lessons are scarce and brief. This makes it hard to acquire the technical skills I need.

During my internship, I felt very unprepared for the work environment. The lack of practical skills made me anxious about my future. I found myself working on tasks unrelated to IT, like filling tenders and handling payments for a car-hiring company. The lecturers' strike led to the closure of universities, which meant our classes were disrupted and this caused a delay in graduation. That was particularly hard for the graduating class. It meant delayed career progression. It also increased the fi-

nancial burden as we had to have more pocket money, and pay additional school fees and rent.

Despite these challenges, I remain determined. I know I have to take time to learn practical skills outside class so that I can feel more competent and confident as I head into the job market. I spend hours researching and practicing on my own, focusing on areas that align with my hobbies and career goals.

I believe that being honest about my ac-

Maureen Kimani, 22, is a software engineering student at Pioneer International University.

PHOTO: POOL

I hope my family will support
my decisions after graduation,
even if they don't align with their
expectations,

Maureen Kimani



ademic experience is crucial. I hope my family will support my decisions after graduation, even if they don't align with their expectations. At the end of the day, I have to do what's best for me.

As graduation approaches, I feel a mix of fear and excitement. The journey has been tough, but I have learned valuable lessons about perseverance and self-reliance. I am ready to face the future, knowing that I can overcome any obstacle with determination and hard work.



Mark Ochieng, 24, is student at Pioneer International University, studying international relations and diplomacy.

PHOTO: POOL

Personality of the week: Joash Ajuoga is the Country Manager of 22Bet Kenya

Q&A

BY MAGDALENE WANJA

In the 1990s, becoming a proficient financial systems expert required a sharp eye for numbers, a deep understanding of processes, and a keen awareness of market trends. While these fundamentals remain unchanged, technology has significantly altered and transformed the field.

Joash Ajuoga, the Country Manager of 22Bet Kenya, has over 20 years of experience across various industries at various management levels. He shares his insights on thriving in the financial systems sector.

What is your educational background?

I hold a higher diploma in software engineering, a higher diploma in project management, and 20 years of experience from exposure to different sectors.

What was your dream career?

Growing up, I wanted to venture into mechanical engineering. This dream however changed with time as I interacted with different professionals.

What does it take to be a financial systems expert?

It requires good knowledge of financial systems, processes and markets, which includes integration and links to other related systems, ability to consume feedback and strengths in research and development. The ability to consume and act on feedback is crucial for continuous improvement and adaptation. Engaging in ongoing research and development helps you stay ahead of industry trends and innovations. Listening to stakeholders, whether they are clients, team members, or partners, enables organisations to adapt and enhance their offerings. This feedback loop is integral for refining processes and responding to changing market needs.

Professionals should be adept at linking financial processes with other business functions such as marketing, operations, and IT to create a cohesive operational framework. Integration facilitates data flow and improves decision-making across departments, which is vital for a business's success.

Tell us about your current position, what exactly does your role entail?

One of my primary focuses is on compliance. Working closely with regulatory bodies is crucial for maintaining our integrity and ensuring that we adhere to all legal standards. This relationship not only helps us navigate the regulatory landscape but also builds trust with stakeholders and clients. Engaging with these entities requires vigilance and responsiveness, as regulations can change



I aim to set the pace in the betting industry

rapidly.

Good coordination and communication are vital, both internally and externally. I prioritise fostering strong relationships with our departmental heads and team leaders. By ensuring that everyone is aligned on our goals and objectives, we can operate more efficiently and effectively. Regular meetings and updates help maintain transparency and encourage collaboration, enabling us to tackle challenges as a unified team.

My role also involves studying, analysing, and optimising our processes. I regularly assess our operations to identify areas for improvement. This could mean streamlining workflows, enhancing customer experiences, or implementing new technologies to boost efficiency. By continuously refining our processes, we position ourselves to respond swiftly to market demands and maintain our competitive edge.

What's the most exciting thing about your job?

There is always something new to learn every day, and that makes me excited about new projects. Whether it's exploring new technologies, optimising processes, or launching innovative marketing strategies, there's always something on the horizon that piques my interest. Each project not only enhances my understanding of the industry but also allows me to collaborate with talented team members who bring diverse perspectives and expertise.

When not working at your current position, what do you do?

I just learnt how to play golf and it is startling how I lived this long without experiencing this game. What's truly fascinating is how much I've learned from golf that mirrors life's challenges. The sport teaches patience, focus, and resilience – qualities that are essential in both golf and my professional life. For instance, navigating the course requires careful planning and execution, much like strategising in business. When faced with obstacles, whether it's a tricky hole or a tough market situation, I've learned to assess the situation calmly and tweak my approach to achieve my goals.

What are your goals?

My dream is to ensure that I become part of a team that creates a brand that will set the pace for the industry. By focusing on brand identity, driving innovation, and ensuring compliance, I'm dedicated to creating a quality brand that reflects our values and inspires others.

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Growing up, I wanted to venture into mechanical engineering. This dream however changed with time as I interacted with different professionals,

Joash Ajuoga



How to successfully transition to a new field

BY MARGARET MAINA

Whether motivated by a desire for personal growth, dissatisfaction with your current role, or evolving industry trends, transitioning demands thoughtful planning. Here are some practical tips:

1. Goal setting

Start by evaluating your motivations, strengths, interests, values, skills and experiences, and identify what you enjoy or dislike about your current job. Once you gain clarity, set clear short-term and long-term goals for your new career to

guide you and keep you focused.

2. Identify transferable skills

Seek to understand your desired field, including its demands, skills required, and common career paths. Interviews with professionals can provide valuable insights. Additionally, identify and highlight transferable skills such as project management, communication, leadership, and problem-solving in your resume and cover letter.

3. Gain relevant experience

Consider volunteering or freelancing, or enrolling in relevant



courses, certifications, or degree programmes. Also explore online courses and workshops to fill knowledge gaps.

4. Network strategically

Connect with industry

professionals by attending networking events, industry conferences, and using platforms like LinkedIn. Joining relevant groups and associations can provide valuable advice, mentorship, and job leads.

5. Change your approach

Tailor your resume and cover letter to clearly demonstrate how your background positions you as a valuable asset in your new field. Additionally, prepare for interviews by finding a way to clearly articulate your reasons for changing fields, how your previous experience aligns

with the new role, and your genuine enthusiasm for the opportunity.

6. Address common obstacles

Plan your finances and budget for potential reduced income or education investments, as career transitions may take time. A positive outlook will be crucial for achieving your goals.

7. Seek support and guidance

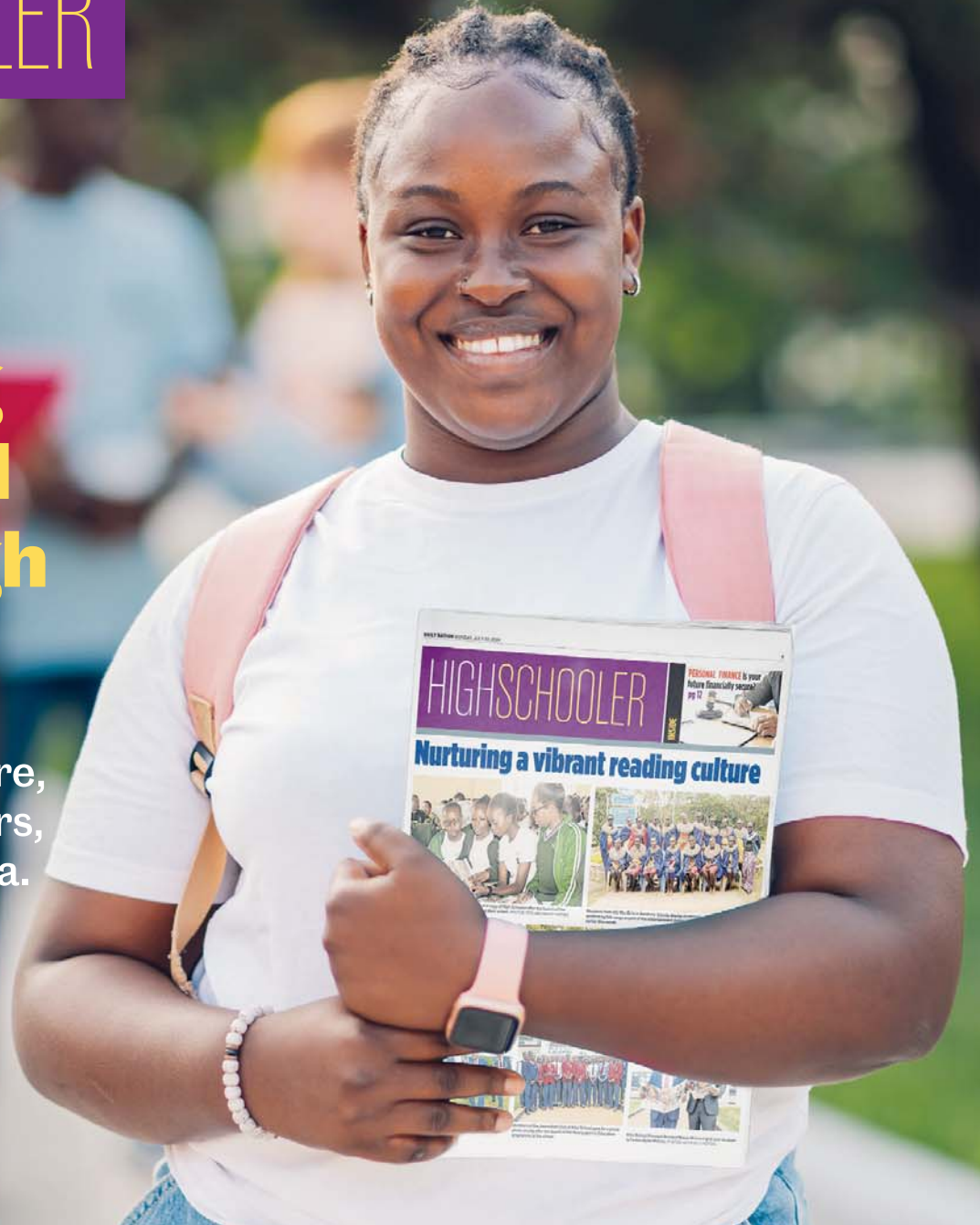
A coach or mentor can help you navigate the complexities of changing careers, set realistic goals, and develop a strategic plan for success. Additionally, utilise career services such as resume reviews, and interview coaching.

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