

# THE OPTIVEN POINT

SEPTEMBER 2023



**#UbingwaNaOptiven  
Campaign in September**

**Syokimau Business Forum**

**Joy Lovers Club Malindi  
officially launched**

**“SEPTEMBER flew by, but the growth has been immense  
and we would not have done it without you.”**



## WORD FROM THE CEO | The Power of Mentorship, Talent Growth & Network...

We are officially entering the final quarter of 2023. What happened to the time! September has been a great month for the Optiven family. September flew by, but the growth has been immense and we would not have done it without you. We have not only been able to offer transformation to our customers by presenting them with their title deeds, we have also added to the list of new customers and their families too. It is this month that Optiven's Diaspora team in charge of Europe, landed in London and Scotland to deliver the Optiven promise. The same was replicated in the United States where Optiven's Diaspora team for the USA were available in different states to deliver title deeds to investors. What a great opportunity to also meet with Kenyans living and working in the diaspora, this way we are able to understand their needs, plug into their expectations and deliver solutions to their requirements. From all of us at Optiven, thank you Kenyans in the United Kingdom, Scotland, the United States of America as well as Tanzania and South Sudan courtesy of #OptivenTeamAfrica! And the journey to Diaspora continues.



On the projects side, we were able to fastrack a number of value additions in our projects as we seek to make our properties, ready to build. At Ushindi Gardens in Nakuru, we are happy that the power work continues that will light up the project. The grand opening of Joy Lovers Club in Malindi, also happened and we thank God. We are grateful for the customers who made it to the Great Oasis Gardens in Nanyuki during our #JazaBasiTwendeNanyuki September edition that happened on 30th September 2023.

**LEFT:** A lorry belonging to the Kenya Power company at Ushindi Gardens on 15<sup>th</sup> September 2023.

September also gave Optiven an opportunity to empower the masses at various events in Kenya. I am grateful to have joined the team at Optiven Global, Karen to empower Kenyans at the Syokimau Business Forum held on Sunday 17th September 2023. We had a great turnout of Kenyans from all walks of life and are humbled to have sponsored the forum to provide networking and connections happen. My special appreciation to the Optiven Group Patron, Bishop Phillips Katutu and the entire congregation of Destiny Life Church in Syokimau. We value you.



**ABOVE:** Mr. George Wachiuri (far right) Optiven Group CEO participates in a panel discussion at Destiny Life Church ahead of the Syokimau Business Forum on 17/9/2023.

**George Wachiuri,**  
Optiven Group CEO

## SEPTEMBER USHERS IN UBINGWA CAMPAIGN | Optiven Customer Rewarded 3,000/- ...

The month of September 2023 will provide an opportunity for investors with Optiven to go home with an extra three thousand shillings. The cash back will be for any investments where the customers will redeem their investments with a one-off payment of three hundred thousand shillings. The same campaign which was launched on 4th September 2023 will also benefit new customers investing in any of the projects within the Optiven portfolio. The campaign will run throughout the month of September 2023 under the title, "Ubingwa na Optiven."



**UBINGWA**  
Na Optiven

For every **300K** you invest in **any of Optiven's property** you get **Ksh.3,000** Cash back this September.

T&C Apply

The Optiven portfolio stretches across 10 different counties, with a variety of projects. Depending on the customer expectations, the different projects are priced appropriately to fit their levels – from Platinum to Sapphire. The level allocation for the projects is based on the different transformative value additions available on the project. With either free hold or lease hold, all Optiven projects come with title deeds making investments with Optiven not just dependable but also fun.

To start taking a part of the Optiven projects, call us today on 0790300300. For more information log on to [www.optiven.co.ke/properties](http://www.optiven.co.ke/properties)



**UBINGWA**  
Na Optiven

For every **300K** you invest / deposit as an instalment in **Success Gardens - Gatanga RD** this September, you get **Ksh. 3,000** Cashback.

T&C Apply



PRICE  
**Ksh. 1.995M**

**UBINGWA**  
Na Optiven

For every **300K** you invest / deposit as an instalment in **Achievers Paradise - Ngong, Kimuka** this September, you get **Ksh. 3,000** Cashback.

T&C Apply

### WHERE WILL YOU FIND OUR PROPERTIES?

Kiambu County    Laikipia County    Kajiado County    Murang'a County    Kilifi County  
Kisumu County    Machakos County    Nakuru County    Nyeri County    And where you like to invest!

Call, SMS or WhatsApp us today on 0790300300 or log on to [www.optiven.co.ke](http://www.optiven.co.ke)



# OPTIVEN DAZZLES AT WOMEN IN BUSINESS | Investors Engage with Team at Kileleshwa



The Women in Business High Tea event was held on 15th September 2023. The conglomeration of colour, pomp and fashion was a grill mix that made way for immense networking and business conversations courtesy of the Women in Business fraternity. Optiven was not left behind and its presence was illuminated by the able team from Optiven Global. But that was not all as the event held at GEM Suites was also graced by at least four permanent secretaries representing different departments in government.

The team from Optiven was able to make an empowering presentation to all the attendees and also to share gifts with the visiting dignitaries as is part of the corporate culture. And the moments were as heartwarming as they were memorable through and through. Among the guests gracing the occasion were Terry Mbaika -PS for Devolution, Veronica Nduva-Ps Gender and affirmative action and Mary Muthoni-Ps public health and professional standards. The team from Optiven was represented by teams from Conversion and Diaspora Relations





## OPTIVEN SHINES AT THE SYOKIMAU BUSINESS FORUM | Customers Interact with Brand

The Syokimau Business Community congregated at the Destiny Life Church grounds in Syokimau on 17<sup>th</sup> September 2023. The event was a much awaited exhibition which happens annually and targets the business community in Syokimau. This year, Optiven sponsored the event that garnered over 100 exhibitors and attracted over 2,000 guests who visited the stands. The Optiven tent was especially famous as guests had an opportunity to interact with the Optiven Group Chief Executive Officer Mr. George Wachiuri, as well as a number of staff from the Optiven Global offices led by the General Manager Mr. Joe Alando.



**ABOVE :** (Left to Right) Optiven Group Chief Executive Officer Mr. George Wachiuri interacts with members of the public who visited the Optiven tent during the Syokimau Business Expo on 17/9/2023. Team Leader from Optiven Karen Felix Wambua engages a customers at the event.

Speaking at a panel discussion ahead of the event, Mr. Wachiuri encouraged the congregants at the service held at Destiny Life Church to invest in land as it is sure to appreciate in terms of return on investments. It was also an opportunity to showcase the different projects on offer from the vast Optiven real estate portfolio in addition to addressing the media on what to expect when they visit the Optiven offices in Nairobi, Karen, Kitengela, Mtwapa, Nanyuki, Nakuru and Jomoko. Optiven has been in the real estate business for 24 years during which time it has issued over 10,000 title deeds to investors while at the same time dealing in over 60 projects 22 of them which are already sold out.



**ABOVE :** (Left to Right) Optiven Group Director for Strategy poses with staff ahead of the Syokimau Business Expo that was sponsored by Optiven at Destiny Life Church.



## COHORT 4 AT GEORGE WACHIURI SCHOOL OF MENTORSHIP | **Mentees Empowered**

Graduation is a time for celebration. It is a culmination of years of hard work and dedication and in this case, 6 months of vigorous mentorship where the George Wachiuri School of Mentorship is concerned. Graduations are also a time for reflection and looking back on all that one has accomplished. 15th September 2023 was a special day to celebrate resilience, consistency and ambition as the mentees from the George Wachiuri School of Mentorship Cohort 4 were finally graduating. The program ran by Founder and Chief Executive Officer at the Optiven Group, George Wachiuri, targets to empower entrepreneurs, start-ups and MSME's to grow exponentially, stabilise and help them empower more people. It allows direct interaction with George Wachiuri and Optiven business processes and at the end of the session seventy percent attendance guarantees graduation



**ABOVE :** (Left to Right) Optiven General Manager Joe Alando, of the Optiven Global Office in Karen, and Optiven Foundation Manager Ann Nyaga both address the graduands who congregated at GMC Place Kitengela for the graduation.

GMC Place Kitengela was the venue to host all the graduates who finished the mentorship program and by 10am we set off. The graduates were excited and acknowledged the efforts of their mentor - George Wachiuri to take time off his busy schedules to guide them through their businesses. Most were overwhelmed as they had become better individuals both personally and professionally through this mentorship. Wachiuri in his capacity, congratulated all the graduates for the 6-month program that began in February 2023 and came to a close in August 2023. Addressing the congregation "you have learnt new skills, made new friends and challenged yourselves in ways you never thought possible. Never stop learning and I am confident you will achieve great things with the knowledge gained."



**ABOVE :** (Left to Right) Optiven Foundation Chairman Mr. George Wachiuri addresses the congregation of the 4<sup>th</sup> Cohort graduands. He later issued certificates of participation to all the graduands while announcing the next cohort registration process.





**PROMISED VALUE ADDITIONS**

-  Cable roads
-  Electricity on ground
-  Beautiful Entry gate
-  Solar street lights
-  Beautiful flowers
-  Perimeter Wall
-  Water on every plot
-  Professional Security/CCTV
-  Selected trees along the streets



**OPTIVEN IS READY TO FILL**  
*your investment*



**PUZZLE**



## UPDATES ACROSS THE OPTIVEN PORTFOLIO | Upgrades Enhance Project Outlook in July

### AMANI RIDGE, KIAMBU COUNTY || POWER MACHINES AND INSTALLATION CONTINUES TO LIGHT UP PROJECT ...

There is nothing more comforting than knowing that the place you call home has light. At Amani Ridge | The Place of Peace by Optiven, a brand new transformer arrived on site this September courtesy of Kenya Power. This is in addition to the solar powered street lighting across the project that makes it shine even brighter. Did you know that Amani Ridge | The Place of Peace is now home to a myriad dream homes? Yes investors who have completed their payments for this jewel project in Kiambu, have started building their dream homes. What is more, the value additions on the project continue to make it the most desired place to call home. It is here that you will find among other value additions, cabro-paved roads, water on site, a functional gate, live orchard, a caretaker on site and street lights across the project.

**RIGHT:** Kenya Power Company delivers power equipment to Amani Ridge in September 2023



### GARISSA RD., MACHAKOS || PROMISED VALUE ADDS LEAD TO COMPLETED GATE AT KITHIMANI SPRINGS



There is a new development coming right from Kithimani Springs. This September, at this spectacular project stands a brand new gate to continue the trend on the many value additions at Kithimani Springs by Optiven. The erection of the gate will not only make access to the project easier but also provide better security on the project. The project is a unique gated community with a stone perimeter wall, power and water on site.

It is also located right on tarmac and in proximity to Kithimani Township as it is only 1KM away.

**LEFT:** The construction works on entry gate at Kithimani Springs by Optiven continued in September 2023, making a reality the promised value additions at the Garissa Road based project by Optiven.

### SOBEA, NAKURU || USHINDI GARDENS BY OPTIVEN SOON TO HAVE POWER COURTESY OF KENYA POWER ...

There is something exciting dropping at Ushindi Gardens. The power has arrived on the ground courtesy of Kenya Power. The result is that the project is soon going to be lit up changing the environment and landscape of Nakuru. This is the latest value addition component at Ushindi Gardens by Optiven, coming shortly after the installation of the internal compacted roads, and customized beacons all over the project. With a caretaker on ground, beacon erection complete, & now power on site becoming a reality, welcome to Ushindi Gardens

**RIGHT:** Installation trucks from Kenya Power company arrive at Ushindi Gardens by Optiven in September to deliver electricity components in readiness for the lighting of the project.





**OPTIVEN KEEPS THE PROMISE ON TITLE DEEDS | Customers Collect the Promise...**



**#OptivenTeamGlobal's** Senior Marketing Executive James Kariuki hands over a title deed to delighted customers on 30/9/2023 at the Optiven Karen Offices.



**#OptivenTeamAbsa's** Senior Marketing Manager Nicolas Rop hands over a title deed to delighted customer on 25/9/2023 at the Optiven CBD Offices.



**ABOVE: #OptivenTeamGlobal's** Senior Sales Executive Erick Wainaina hands over a title deed to a delighted customer at the Optiven Karen Offices. With him is Sales Manager Joan William



**ABOVE: #OptivenTeamGlobal's** Senior Sales Manager Joslin Kioko hands over a title deed to a delighted customer at the Optiven Absa Offices on 21/9/2023



**ABOVE: #OptivenTeamGlobal's** General Manager Joe Alando hands over a title deed to delighted customers on 28/9/2023 at the Optiven Karen Offices.



**ABOVE: #OptivenTeamAbsa's** Senior Sales Executive Dennis Muturi hands over a title deed to a delighted customer on 21/9/2023 at the Optiven Absa Offices.



**ABOVE: #OptivenTeamAbsa's** Senior Sales Executive Kelvin Mutwota hands over a title deed to a delighted customer on 15/9/2023 at the Karen Offices.



**OPTIVEN EVENTS IN SEPTEMBER 2023 | Corporate Footprint Across the Month in Pictures...**



**ABOVE:** Mr. George Wachiuri, Optiven Group CEO (left) this September 2023 hosted Hon.Christine Tanguli from Transzoia county #47. With them is Property Advisor Bernard Nyende



**#OptivenTeamPwani** give their best smiles on 13/9/2023, as they take a pose with the Director for Strategy and Operations Madam Mary Wachuka at the coast



**ABOVE:** #OptivenTeamAbsa was at the Waumini Radio 20th Anniversary on 1/9/2023 to inspire possibilities.



**RIGHT:** #OptivenTeamNanyuki represented by Christine Maina and Alice Maina were empowering investors at the Nyeri Show on 15/9/2023.



**LEFT:** #TeamNakuru represented by George Karanja (right) and Joseph Oduor (far right) empower staff at Vanessa Grant School Rongai (Nakuru) on 19<sup>th</sup> September 2023.





## STAFF DEVELOPMENT INTERNAL TRAINING | Talent Development Division Celebrates Opals



Optiven Human Resource and Talent Development Division was this September 2023 the department to watch. This was the culmination of over two years of internal training of staff with focus on harnessing their soft skills, sharpening their talents and building their resilience. The idea which was the brainchild of the Director for Strategy and Operations, Madam Mary Wachuka was the reason behind the much awaited graduation where over 55% of the participants that enrolled to the training were finally graduating. The training was done in two cohorts, each unique to the purpose they intended to achieve at the end of their training. The first cohort was titled Dazzlers as they sought to showcase a marked change once they began their Opal training. The second cohort was titled Blazers as they were keen to not only form their own trails but to also blaze while at it. The graduation event held

on 27<sup>th</sup> September 2023 could not have been complete without the glitter and glamour that graduations are famous for. Under the theme, “#ITHrive” the men and women that had been trained under the Opal program showed up in style and shimmer with elegance, pomp and demeanor to ice it all up. The guest of honor for the day was Mr. George Wachiuri, the Group Chief Executive Officer at Optiven Group, accompanied by the Director for Strategy and Operations Madam Mary Wachuka and the Director for Projects Mr. Charles Muraguri. The focus of the fourteen-week training schedule that covers a variety of topics with focus on branding, communication, negotiation skills, IQ vis-à-vis EQ, efficacy and reporting results. The initial training kicked off on 7<sup>th</sup> June 2022 with 17 members of staff under the Dazzlers cohort. At the end of the training, over 45% of the Opal-trained staff had made a remarkable improvement to move into management positions. The remaining Opals had stood out in their lines of duty and professionalism, enough to receive various promotions including engagement as company representatives in the Diaspora, moving from mentees to staff, participating in innovative engagements as well as improving their general performance as



members of their individual teams. The culmination of the ceremony was the special recognition of the Opals that had stood out as well as the bestowing of certificates by the Directors to all the present Opals. Speaking at the event, Mr. Wachiuri urged the Opals to now put into practice what they had been able to learn in order for them to go to the next level. Addressing those present, Madam Mary advised that she was delighted by the testimonies from the various staff who had been a part of the Opal training. Mr. Muraguri advised those graduating to be good examples to their peers so that it can be a time to practice what they learnt. Mr. Martin Waweru, the Group Manager for Human Resource and Talent Development thanked all who had heeded the call to attend the free classes noting that he had seen their results based on where he sits.





## OPTIVEN FOCUS ON DIASPORA | Global Footprint Across the World in Pictures and Words...



**ABOVE:** #OptivenInAfrica hosted the Youth President Africa at the Absa Towers offices on 15th September 2023. She is a key partner as Optiven Diaspora plans for its engagement with Kenyans living and working in South Africa. #UnstoppableAfrica

**LEFT:** #OptivenInAfrica team arrived in Juba, South Sudan on 21st September 2023 represented by Kilonzo Mbuvi and Eric Wainaina both from Optiven Global Office in Karen. Here with Optiven partner from the Grand Hotel in Juba. #UnstoppableAfrica



**ABOVE:** #OptivenInEurope and our Team Leader Mr. George Wachiuri and the Regional Manager for UK James Ploti engage with a potential customer in London on 1/9/2023



**ABOVE:** #OptivenInEurope and our Team Leader Mr. George Wachiuri and the Regional Manager for UK Collins Anja engage with a potential investors in Oxford UK in September 2023



**LEFT:** #OptivenInEurope and our Team Leader Mr. George Wachiuri address investors in Luton, United Kingdom in September 2023.



## STAFF ATTEND TEAM BUILDING IN SEPTEMBER | Team Spirit at the Core of Engagement

Optiven Human Resource and Talent Development Division hosted various members of its staff at a unique team building session. The session was an opportunity for the staff members to not only get to know one another but also enhance the spirit of team building all towards meeting the company's goal. The event was held on 29<sup>th</sup> September 2023 and was attended by over 400 staff including those serving Optiven in the subsidiaries. The fun was as palpable as the laughter and joy of being free to have fun with business colleagues. The exercise was under the theme #Iteam1Goal. Human Resources and Talent Development Manager at Optiven Group, Mr. Martin Waweru noted that the opportunity was necessary for the staff to participate in the fun event which was also aimed at providing a platform for interacting, bonding and building team spirit.



Ranks were broken as was protocol and the competitive spirit calmed down as the staff engaged in different activities each to bring out the essence and being of team work, and its benefits to both the company and the staff





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INSPIRING POSSIBILITIES

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