

Audacious creations,  
award-winning conclusions

## &#IT HAPPENS



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### KEY NOTE

Q&A with HR

### INSIDE

Joining Staff || Know your colleague  
Gallery || Lap of victory || Lunch for Lazarus

## Q&A



### **In 2022, GA surpassed all its targets and goals that were set at the beginning of the year, can you tell us what was the driving force behind this.**

It's the unity of purpose amongst employees and management, in that we embrace what is needed to be done and we go the extra mile to reach those targets and even surpass them. The management highlights the dream, leads the path and constantly responds to any setbacks that employees encounter and in return a good work culture is developed internally. We have an open-door policy at GA which enables employees to get quick solutions and guidance in case they face any challenges in their line of work.

### **What has been the success rate of the open-door policy?**

This is evidenced by the results and growth that we have recorded as an organization, that by itself shows the effectiveness and the quality of support staff have received.

### **What would you like our clients to know about the staff at GA and their work ethic?**

Our clients should know that we are passionate about helping them achieve their financial goals. In whichever venture they are engaged in, they should rest assured we are here to help them navigate through the challenges that might befall them in the course of their work and they should focus on their core competencies not having to worry about misfortunes. We pride ourselves in meeting our clients' obligations by availing new products that are relevant to their needs and through timely settlement of any claims that come to us.

### **What kind of support does HR give staff to be better equipped in handling customer relations?**

We always target to upskill our employees with skill sets that we believe will make them better people through their customer service, communication and interpersonal skills, presentation skills empathy etc. This in turn will help them to be more effective in their work.

We have learning programs and trainings that we conduct from time to time which are mostly driven by the needs of the employees that are received through conversations they have with their line managers. It's HR's mandate to ensure we support staff with these needs.

We maintain an environment that encourages learning and exposure to new skills so that staff can become effective in the delivery of their work.

## **How do you measure the success of your efforts to start the year off right for employees?**

The success of HR efforts is measured by the business results. We also get feedback through an employee engagement survey. This helps us to gauge if our efforts are yielding the right results. We ask employees different questions on their experiences and through the survey we get feedback on how things are progressing. If the responses from the survey indicate that there are pertinent issues that employees are uncomfortable with, then we direct our commitments to addressing those issues.

## **How do you ensure that all employees have a clear understanding of their goals and objectives for the new year and what is expected of them?**

We organize a staff forum at the beginning of the year where we communicate the strategy for the year in its various aspects, in our top line, renewal business, organic growth and every other aspect the business needs to achieve. At the same time, we also deploy staff to our branches to go and reinforce this message to ensure that everyone is aligned on what our focus is for the year so that each can put their best foot forward.

Additionally, we encourage managers to have weekly meetings with their teams to take stock of what has been achieved within the week and set the goal for the coming week. This is what helps us to keep an eye on the ball. If there is any issue that might come up that will require HR intervention, then we plug in to ensure that it is addressed promptly which helps bring a high level of alignment between what the company direction is and what employees are expected to deliver.

## **How have you fostered a positive and productive work environment for employees at GA in order to change the mindset that employees have of the HR department.**

I tackle that mindset by getting out of the HR environment and going to where the employees are working. I like to walk around, interact with staff at their workstations, find out how they are doing. This helps to break down any barriers and perceptions they might have about HR. More often than not, when staff come to HR, it is because they

have a need and we don't want them to feel like they are coming into a high- pressure environment. Hence, by being seen and felt in the normal course of work is what will endeavour to make sure that employees don't feel that by the time they see HR things are bad. They should constantly be seeing HR even when things are going well.

## **Final remarks to the GreAt team and its clients?**

First, HR exists to foster the best working environment for all and they should feel free to engage with us to inform our approaches to people issues. Secondly, HR is a partner not the police. We are creating an environment that allows staff to feel free to come in and engage with us and we look forward to engaging with employees. Lastly, it gives us joy when we see employees grow and move from one level to the next, we therefore encourage all staff to look within themselves and find what inspires them both at a personal and professional level and maximize on it.

To our clients, we would like them to know that we aim to conduct our business in the most professional manner so you should feel safe with us. We also endeavour to avail solutions that are relevant to your needs, and we are open to any suggestions and feedback should you feel that our services are not up to par. Receiving general feedback on how we are doing helps us become a better organization because as they say, "feedback is the breakfast of champions." We believe that we have a great team that is bringing great insurance solutions in this market.

## **Finally, What do you like to do in your free time? Outside of the work day what do you enjoy doing?**

I like socializing! I also like hitting the trails on my bike on Saturdays to keep fit. If I'm not doing that, then you can bet that I'm involved in community service somewhere through Rotary.

# JOINING STAFF



## Kevin Kitavi

Joined us as a **Legal Officer** - Recoveries, in July. He has over 5 years working experience in Legal Claims. He is disciplined, resilient & a team player. He holds a Bachelors of Laws degree & is an advocate of the High Court of Kenya.



## James Kosgei

Joined us as a **Records Clerk**, in July He has 3 years working experience in records digitization & is knowledgeable in electronic Records Management. He is a team player, self-driven with positive attitude and holds a Bachelor's of science degree in information science.



## Faith Kilela

Joined us as an **Assistant Unit Manager** - Marine and Bonds, in July She has Over 10 Years of working experience in underwriting General Insurance - Marine and Bonds. She is self-driven, open minded, transparent, self-driven and a great team leader. She holds a achelors of Commerce Degree Insurance Option and a Diploma in Insurance



## Sandra Elizabeth

Joined us as an **Assistant Accountant** - Health Division, in August She has over 4 years working experience in the Insurance Industry and is conversant with Medical Finance Operations. She is ambitious, open-minded, resilient and a team player She holds Bachelors of Business Administration - Finance Major Certified Investment and Financial Analyst Course (CIFA) -Ongoing



## Charles Wamae

Joined us as a **Risk & Compliance Officer** in September He has over 6 years working experience in Risk and Compliance in the Banking sector. He is a team player, is eager to learn and enjoys working in an environment that supports continuous improvement. He holds Bachelor of Commerce - Finance, CPAK, Certificate in Anti Money Laundering & Certificate in Data Protection Laws.



## Cynthia Adhiambo

Joined us as a **Senior Bancassurance Officer** in September She has over 7 years working experience in the field of Bancassurance - Business Development, Underwriting & Business Analysis. She is well organized, Hardworking, Result Oriented & a Team player. She holds a Master of Science in Finance & Insurance, Bachelors of Science in Actuarial Science & is ongoing with Diploma in Insurance.



## Doreen Kanana

Joined us as a **Senior Internal Audit Officer** in September She has over 7 years working experience in internal Audit, in the Financial & NGO - Healthcare sectors. She is Resilient, a Team player, Enthusiastic & is a Visionary. She holds a Master of Business Administration in Finance, Bachelors of Commerce, CPAK and is ongoing with Certified Information Systems Auditor Course (CISA). She is a member ICPAK & Institute of Internal Auditors - Kenya (IIA)



## Caren Mukabane

Joined us as **Senior Communications Officer** She has over 10 years working experience in Corporate Communications, Brand Management, Special Event Coordination and Marketing: 7 years in the Banking Industry. She is a team player, reliable, hardworking and above all creative at heart. She holds a Bachelor of Arts in Communication with a specialization in Public Relations, a Diploma in Public Relations Management and a Diploma in Mass Communication (Radio Production Major). She is an active member of the Association of Media Women in Kenya (AMWIK)



## Serah Wangari

Joined us as an **Underwriting Officer** in -Health Division She has over 4 years of working experience in Medical Insurance Claims & Underwriting. She is hardworking, a team player & is reliable. She holds a Bachelor of Arts in Business Management.



## Gedion Chacha

Joined us as an **Assistant Manager** - Actuarial He has over 6 years working experience in Actuarial, both Insurance & Reinsurance Business. He is a team player & result oriented. He holds a Masters Degree in Actuarial Management & has completed Actuarial papers to qualify as a Fellow of the institute & faculties UK



# JOINING STAFF



## Steven Mukabi

Joined us as a **Senior Motor Claims Officer**. He has over 8 years working experience in Underwriting & Motor Claims administration. He is hardworking, well-organized & a team player. He holds a Bachelor of Economics & Statistics and is an Insurance Professional.



## Pauline Muigai

Joined us as an **Internal Audit Officer** She has over 3 years of working experience in Internal Audit in the Financial services Industry. She is hardworking, reliable & a team player. She holds a Bachelors of Commerce Finance Option, is ongoing with CPA & is a member of The Institute of Internal Auditors Kenya (IIA)



## Samora Makiri

Joined us as a **Motor Claims Assessor** He has over 8 years working experience in Motor Claims Assessment & administration. He is a conscientious person who enjoys learning & team work. He holds a bachelor of Engineering Degree, is an Insurance Professional & is ongoing with Masters of Science in Finance.



## Margaret Odhiambo

Joined us as a **Senior Actuarial Analyst** She has 6 years working experience in the financial sector and has worked in insurance, banking and retirement benefits industries. She is hardworking and an enthusiastic team player. She is a fellow of the Institute & Faculties - UK, holds a Master of Science in Actuarial Management, Bachelor of Science in Actuarial Science and is a Certified Accountant (CPAK).



## Judy Adhiambo

Joined us as a **Relationship Officer** - Real Estate. She has 5 years working experience in Communication & Public Relations and has worked in Real estate and Health care sectors. She is results oriented, creative and outgoing. She holds a Bachelor of Arts Degree in Communication (Electronic Media & Public Relations)



## Judith Muya

Joined us as an **Archives Supervisor**. She has over 10 years working experience in Records & Archiving Services. She is result oriented and self-driven she holds a Diploma in Information Studies.



## Abraham Ochien'g

Joined us as a **Senior Relationship Officer**- Manufacturing & EPZ. He is a seasoned and versatile professional with 12 years working experience in Business Development, Relationship Management and Underwriting under Insurance industry. He holds a Bachelor of Commerce in Marketing, Diploma in Law and is currently ongoing with Diploma in Insurance and Professional Diploma in Digital Marketing



## Danvin Otiko

Joined us as an **Internal Audit Officer** holds a Bachelor's. He has over 4 years working experience in External Audit and has engaged a wide range of clients in various sectors including Insurance, Real Estate and NGOs. He is resilient, a team player and enthusiastic. He holds a Bachelor of Commerce in Accounting and Finance, CPA(K) and is a member of the (ICPAK)



## Moses Kabai

Joined us as a **Senior Relationship Officer** - Digital Sales & Strategic Partnerships  
He has 8 years working experience in the Banking & Insurance Industry. He is a team player, result oriented, adventurous & focused. He holds a Master of Science - Finance, Bachelor of Science in Actuarial Science, Diploma in Insurance, Certified Financial Analyst (CIFA) & is a member of The Institute of Certified Investment and Financial Analysts (ICIFA).



## Gladys Odhiambo

Joined us in the **administration department**. She is self-driven, open minded, transparent, hardworking and a great team leader. She is a God-fearing Lady who loves listening to gospel music, singing and is afraid of failure.



## 10 years ago, you joined GA Insurance, how have you found your space in GA?

I first joined GA in early 2013 as part of the cleaning team and in May of 2018 I joined the Administration team. I've been able to find my space here through my fellow staff. I mingle with them daily and through this I've been able to feel at home right here in the office.

## Who has influenced you most when it comes to how you approach your work?

So many people in GA have influenced me, there's no one specific person because I normally interact with a lot of people on a daily basis and each one has had an impact on me. I would want to say that at the beginning of my career, Mr. Sachit told me that he would make me grow in my work and this really inspired me to do my best here at GA. Mrs. Khan has also influenced how I approach my work because she encourages me and pushes me to do my best every day.

## What do you do at GA Insurance and in what circumstances would I come to you for something?

I am a handy man; I am a supporting staff member and I help everyone where necessary. I'm not picky when it comes to work, as long as someone needs any support then they can come to me. If there's a package that needs to be sent to our subsidiary companies, if someone has something heavy, they need moving around, if someone is having difficulties with office furniture, if the electrical appliances need fixing, I will be the one to do it. If there's a problem anywhere in the office then I'm the one to take care of it.

## What's one thing that surprised you about working at GA Insurance?

How approachable everyone is, especially the senior management. GA has an open-door policy that allows you to go in and speak with whoever you want. When I joined as a cleaner, I had a one-on-one meeting with the HR at the time and I was quite surprised to be able to sit in his office and have a conversation with him. Everyone in GA is easily relatable and understanding, that's what surprised me the most.

## Take us through the beginning of your typical work day.

I wake up at 4am every day, get ready and arrive at the office by 5:30am. I arrive this early because there's a lot of things that need to be done. I have to organize the cleaners and ensure every floor is clean, how staff will get their daily essentials like milk for the tea, I have to facilitate the opening and closure of the office and many more. I always have to be on standby to handle anything that comes up in the morning to ensure that everything is sorted by the time staff come in. After that, I go to all the managers and executives' offices to ensure that everything is okay, I then

go back to my desk and await calls from the inside and outside where my assistance is needed.

## Is it safe to assume that you're also among the last people to leave?

Most of the times, yes, I am. The earliest I leave the office is between 7:00pm - 7:30pm.

## What work-related accomplishment are you most proud of?

Not too long ago Mr. Piyush asked me to mount a TV on the glass wall in his office without having any of the cables and wires visible. At first it seemed impossible to mount anything on the glass wall but I was able to successfully put up the TV on the glass wall and was able to make all the cables run behind the screen; it was not an easy task but I managed to do it. I found a solution to a problem; my efforts were recognized and I was proud in that moment.

## What do you like to do in your free time? What are your hobbies?

I am usually a busy body so I rarely have free time but when I do I like to ensure my household is in order, I am a handy man at heart so I will always be fixing and mending things in my free time. For my hobbies, I love to watch football, listening to rhumba music and cooking for my wife and my family. I also like to travel, given the opportunity I would like to see the whole world.

## If you could add one thing to the GA office, what would it be?

To me, GA as is, is a perfect company, there's a lot of things that have been implemented in our offices that aren't there in other organizations so there isn't anything I would necessarily add to the office. However, if I was to add anything it would be for staff to be given more opportunities to show off GA to the public through branded merchandise. I am proud of where I work and you'll always find me sporting GA branded clothes everywhere.

## What's the best advice you were ever given? Who was it from?

I have been given good advice from the executives here at GA. From when I started working here, Mr. Piyush, Mr. Sachit & Mrs. Khan have always encouraged me to do my best in my work and have always ensured me that with hard work comes growth and with growth comes a bright future.

## What do you like the most about your job?

I like that I get to help people and make things easier for them in their work. I do a lot of unique things on a day-to-day basis and this gives me the opportunity to gain a lot of experience and learn a lot of skills in areas I otherwise wouldn't have come across unless through my work.

## What is your favorite food?

I really love beef and biriyani. Mrs. Khan makes really good biriyani and through her it has become one of my favorite foods.

## What trait of yours has helped you succeed in your work and how?

My determination. I always aim to succeed at everything I do. I don't give up; I will explore different avenues and ensure my goals are met

## What's something you want to do in the 2023 that you've never done before?

In 2023 I want to develop myself, to better myself and to become the best possible version of myself. I am proud of how far I have come through God's grace and I am looking forward to the rest of the year.





AKI Sports Tournament



Customer Service Week



End Year Party

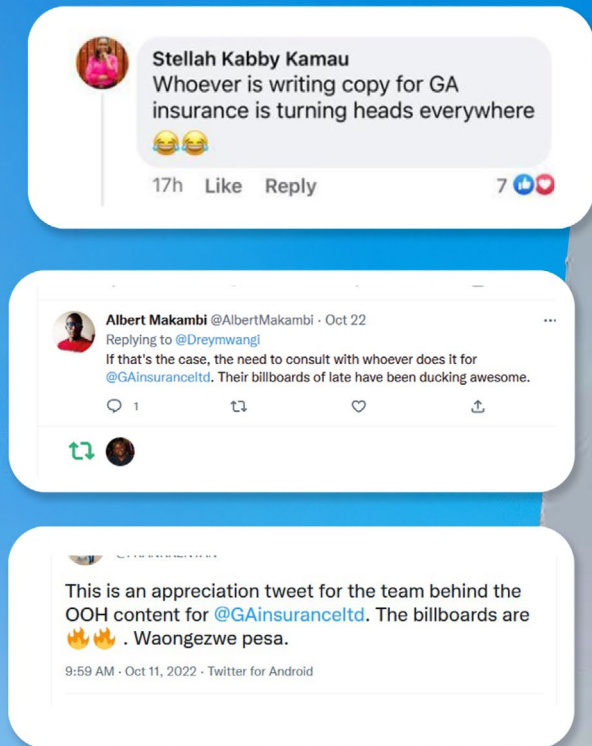








# LAP OF VICTORY



## Behind the Thinking of Our Audacious Campaign

In early 2022, with the guidance of our CEO Sandip Bhadury and our agency SCANAD, GA Insurance came up with the grand idea to execute a campaign that has never been done before in Kenya. The main agenda behind this campaign was to call out key decision makers in the country and make them aware of GA's credentials and reputation. We wanted to talk to them in a bold way and noticed what every CEO has is a corner office overlooking the Nairobi skyline and a billboard so, we did what no one saw coming. One might say GA Insurance was the sleeping dragon of the insurance industry, one that was out of sight and out of mind; and that was about to change.

On June 6th 2022, strategically chosen to be in the line of sight of their offices, 8 billboards went up directly calling out 8 CEOs. We wanted the CEOs to take note of GA and our incredible claims, and they did! The Call Out campaign left Kenyans pleasantly surprised as they took it to social media applauding the out of the box and innovative approach of marketing undertaken. Less than 72 hours later, something big happened, Mr Ndegwa- CEO of Safaricom replied to

the CEO of GA Insurance with his Billboard message and the internet went nuts. Soon other brands caught up and we found ourselves in memes and national news.

We didn't just stop there; after successfully calling out the CEO's and decision makers, it was now time to reach out to the general public. Insurance penetration has always been low in Kenya, with people believing that insurance is unnecessary until something tragic happens.

A majority of the general public don't know much about insurance and insurance adverts have not done much to demystify this. Citizens of Nairobi woke up to a large 3D almost finished toilet paper roll, mounted at 4 locations with a message clear as day: 'If you don't have insurance, you aren't prepared when &#IT happens.' This was a wake-up call for people to realize that when life goes wrong, only Insurance can set it right. With this bold and hilarious advert, GA Insurance broke away from the traditional smiling ads to show the importance and necessity of having insurance ahead of time.



# LAP OF VICTORY



Dear Mr. Ndegwa,  
We are the Largest Fire  
Industrial Insurer in Kenya  
Your business is safe with us  
and that's the simple,  
honest, transparent way.

#FactsOnly

Source: Insurance Regulatory Authority's Q4 2021 Report

Managing Director at CALLA PR  
9mo · 🌐

The past week has seen a lot of excitement triggered by GA Insurance after they took a bold step to address Safaricom PLC CEO Peter Ndegwa to take up one of its products through a billboard - Fire Insurance. Safaricom responded with a billboard of their own with an equally hilarious response - "a simple phone call will do next time." In all these, you know who missed?? Whoever is insuring Safaricom should have been first to respond to GA Insurance with - "Dear GA, Safaricom is taken." 😊

Agribusiness and management student | A v...  
9mo · 🌐

The aspect of marketing is worth the attention of your target. That's what GA insurance decided that attention was more important before an approach is made 😊, just like a first time date, this was an amazing taste in marketing. What am sure is that when GA make that phonecall Safaricom may reconsider because they already have the attention and what is in the pot, is what can you deliver 😊.  
#marketing #creativebusiness #safaricom

Head of Branches at Rafiki Microfinance Bank  
9mo · 🌐

Hold up and let's now unpack this, some tough love is necessary at times 😊. Don't get it wrong but Safaricom PLC here is just saying that you didn't wow us enough by just camouflaging and "Shouting" at our Principal Officer 😊😊. GA Insurance Limited ought to step it up. Marketing is the best battle field and may the best brand win 🏆. Actually it's all about winning. We know who was the aggressor at first and the message is home 🏠. Who is next ?

Like an extra roll of tissue during muddy times. Social media took notice and had a field day retweeting and making memes out of our billboards, enjoying its hilarious yet informative message.

The main goal of the campaign was for GA to disrupt the norm and to shout out in a big and loud way. As a result of both campaigns not only did GA see an outstanding increase in brand mention, offline PR value reach and business referrals, we were also recognized and awarded by the prestigious Marketing Society of Kenya during their 2022 Annual Gala Awards.

GA Insurance was the winner of the Best Business to Business (B2B) Marketing Strategy Award and was the 1st runners up for both the Judges Choice and the Media Innovation Agency Only Award. Making GA Insurance the most talked about insurance company and making the Call Out Campaign the buzziest campaign of the year 2022.

**Author: Grace Too**





# LUNCH FOR LAZARUS



Mukuru Kwa Reuben

## LUNCH FOR LAZARUS 2022

Kudos! And bravo! New year, same sweet loving hearts - this time with a touch of green! On 5th November 2022, in partnership with Junior Environmental Ambassadors and the Hollywave group, the Lunch for Lazarus team ventured into Mukuru Kwa Reuben and had a great day, planting 300 trees at Mukuru Mennonite Academy, Mukuru KAG Church Kindergarten and The Hope Center. The tree seedlings, courtesy of Miti Alliance, were a mix of indigenous and fruit trees. Junior Ambassadors undertook to manage the trees on behalf of GA Insurance. The colorful day climaxed at Mennonite Academy with songs, dances, skits and speeches. We donated exercise books, sodas, biscuits, as well as ballpoint pens. Every smile and every moment with the young souls, was an unforgettable experience.

The following week on Friday November 11th 2022, we visited St. Teresa's children's home Langata, for the 7th year in a row. We purchased for the home bags of rice, cooking oil, bales of pampers, bales maize & wheat flour, cartons of spaghetti, weetabix, biscuits, sweets, toothpastes and petroleum jelly. The Sisters received the donations including cartons of clothes, shoes and toys with much appreciation and promised their prayers. The climax of the visit was a cheque hand over to the home courtesy of the GA Insurance Executive Director, Mr. Sachit S Shah who has always been our CSR champion. Shukran ED!

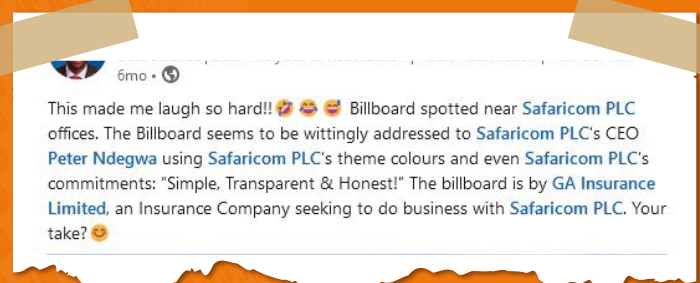
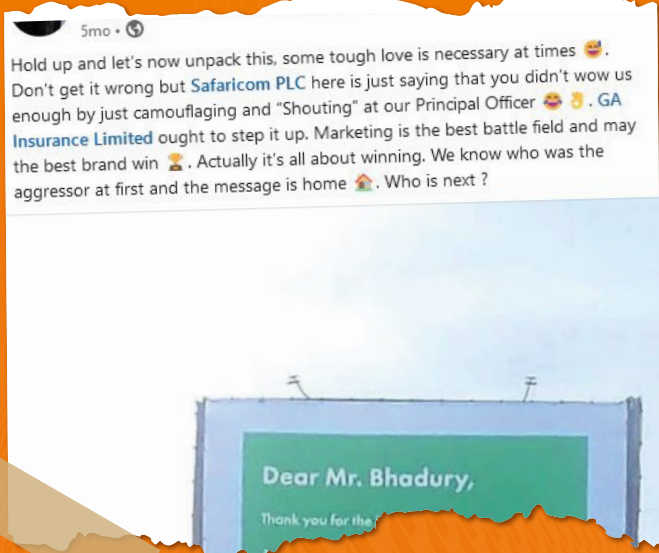
We sincerely extend a warm appreciation to all staff and the leadership of GA insurance for their combined dedication, team work and willingness to support all the CSR Initiatives year in, year out. Your support in contributions, materials donations, participation and prayers made this possible. May your taps never run dry. Thank you!



St Teresa Childrens Home







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