

## Second Business Leaders' Roundtable for Leading Kenyan CEOs

Managing Cash for Growth  
October 14, 2005

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The CEO roundtable series has been organized by USIU and GBSN. The second business leaders' roundtable for CEOs and executive directors of leading Kenyan companies will be a half-day event running from **9:00 am – 1:00 pm on Friday, October 14, 2005.**

**Facilitator:** Professor John W. Mullins, an associate professor and chair of the entrepreneurship group at the London Business School (MBA from the Stanford Graduate School of Business; Ph.D. in marketing from the University of Minnesota).

Having received many awards, Dr. Mullins brings to his teaching 20 years of executive experience in high-growth retailing firms (Gap, Jewel Foods, Osco Drug). John has consulted with and done executive education for Time Warner Communications, the Eastman Kodak Company, the World Bank Group, and other organizations. He is also an author of *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan* (London: Prentice-Hall/FT, 2003).

**Fees:** A subsidized workshop fee of \$100 covering workshop materials and meals. Workshop fees can be paid by check to USIU on or before October 14, 2005.

**Venue:** USIU, School of Business Block, Kasarani Campus, behind Safari Park Hotel off Thika Road.

**Note:** The number of participants is limited to 30 to ensure individual coaching and small focus group activities.

## First Business Leaders' Roundtable for Leading Kenyan CEOs

The first business leaders' roundtable for Kenyan CEOs was held on January 7, 2005, at the Serena Hotel in Nairobi, Kenya. The topic for discussion was **"Managing Change and Growth in Turbulent Times: Lessons from Experience."**

Twenty CEOs drawn from a cross-section of leading manufacturing and service companies attended the workshop.

### The companies represented were:

GlaxoSmithKline, Kenya Commercial Bank, General Motors East Africa Ltd, Standard Chartered Bank, British American Insurance, Safaricom Limited, Standard Newspaper Group, Firestone Limited, Bidco Oil Refineries, Agro Chemical & Food Company Ltd, Kabage & Mwirigi Insurance Brokers, Dyer & Blair Investment Bank, Avenue Healthcare, Alexander Forbes, Magadi Soda, Cadbury Kenya, AAR Health Services, Software Technologies Ltd, Marshalls E. A. Limited, and Athi River Mining.



*Jimnah Mbaru (left) CEO, Dyer & Blair Investment Bank and O.P. Narang (right), CEO, Agrochemical & Food Co. Ltd., during the first CEO Roundtable held on January 7, 2005.*

Professor John Mullins, London Business School, and Professor Murray Low, Columbia Business School, New York, who have been involved in the development of locally relevant case studies and mentoring USIU faculty, facilitated the roundtable discussion. The two professors used the powerful case-based teaching method that is widely used by global business schools. The roundtable provided the CEOs with an opportunity to learn from the experiences of their peers and also from cases of other successful businesses in other parts of the world.

## Global Business School Network (GBSN)

Global Business School Network is an IFC program designed to strengthen the institutional capacity of business schools in Africa. The network brings together top global business schools and leading African business schools.

The purpose is to use the faculty resources and experience of top international business schools to enhance the quality of management training available locally. By providing local, regional, and multinational organizations with a stronger pool of trained managers, business schools in developing countries will help cultivate a healthy private sector and a stronger economy.

## USIU School of Business

The USIU School of Business is a leading African business school with a global perspective and a mission to provide students with a range of knowledge, skills, and problem-solving abilities to respond to the need for successful management of



*Professor John Mullins, London Business School, London*

business firms, government organizations, and NGOs. USIU is accredited by both the Commission for Higher Education in Kenya and the Western Association of Schools and Colleges in the USA.

USIU School of Business provides a superior teaching and learning environment and innovative teaching methods, such as the case method, and recently adopted an Internet-based capstone simulation program.

## USIU/GBSN Case Development Project

**Objective:** To make management-training programs more relevant to the needs of local businesses, organizations, and entrepreneurs

**Means:** Development of local case studies addressing actual business problems faced by managers in Kenya and the broader East African region.

**Outcome:** Exposing students to real business challenges and allowing them to experiment with decision-making in a risk-free environment.



*Mrs. Jane Karuku (left) CEO, Cadbury Kenya Limited, and Bill Lay (right), CEO, General Motors East Africa Limited, during the first CEO Roundtable held on January 7, 2005.*

## Eight Cases Written by USIU Faculty

- Alpha Medical Manufacturers
- Bidco Oil Refineries
- Commercial Bank of Africa
- Firestone (E.A.) Limited
- Kenya Airways
- Kenya Tea Development Agency
- Mabati Rolling Mills
- Safaricom

The project celebrated its first milestone when the Safaricom case study was taught by Professor John Mullins and Charles Mayaka, a USIU assistant professor of marketing, at the London Business School in July 2005. Professor Mayaka also taught the case to a USIU MBA class in July 2005.



## Contact Information



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