

Sasini driven by its vision to be Africa's premier agri-business

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Effective leadership is one of the key catalysts that sustains an organisation in the long haul. An organisation's market share can grow from strength to strength if it is adequately prepared to adapt to the fast-changing circumstances and situations that are a hallmark of today's economy. This is a concept that Sasini has mastered as it continues to be one of the leading tea and coffee producers in Kenya.

Its sustained growth can be attributed to two things; first, its well-articulated vision. Sasini PLC's vision is to be Africa's premier agri-business.

"We aim to focus on innovative and efficient business practices, quality products and commitment to all our stakeholders," says the Group Managing Director Martin Ochien'g.

The firm is well on its way to achieving this by underpinning their focus on excellent practices of growing, processing and exporting tea, coffee, avocado, macadamia nuts and adding value for the local market as well.

The second is its revolutionary leadership both internally and externally. Sasini embodies the reality that great leadership sets goals and objectives for steering a company towards all round success, and also influences and motivates employees by creating a positive organisational culture.

Sasini, as an equal opportunity employer, is keen on writing a new narrative by advancing crucial leadership jobs and roles to a diversity of candidates.

"We conduct our business with integrity, efficiency, and a positive attitude while building teamwork that is based on respect for all," adds Priscah Keah, the company's head of HR and administration.

With a successful career spanning three decades, Mr Ochien'g believes that under his leadership, Sasini can only get better.

"I have a people-centered approach to leadership as I find this to be the best way to work with our organisation's biggest resource – our people. I lead by doing things with the employees, and base my leadership style on three key aspects: Being decisive, competently delegating and driving effective employee engagement."

Mr Ochien'g's leadership philosophy augurs well with Sasini's leadership practice which has its foundation in teamwork.

"It is our collective responsibility to develop a leadership style that is conducive to our business needs, and teamwork underpins everything we do."



Sasini workers in its Sotik factory, Bomet County. Below, Sasini Group Managing Director Martin Ochien'g in Sotik tea estate. --COURTESY PHOTOS



Our business opportunity lies in our ability to continue leading in the agricultural space"

MARTIN OCHIEN'G | SASINI GROUP
MANAGING DIRECTOR

As innovation is at the heart of Sasini PLC, this leadership approach has seen the firm innovate from within its walls to lead outside, in the agri-business industry.

"Our business opportunity lies in our ability to continue leading in the agricultural space. We will continue to base our leadership of the industry on innovation, and finding new and simpler ways of doing things to continue to drive value from our traditional crops of tea and coffee and our new areas of avocado and macadamia," says Dr Sam Odalo, Sasini's Group Financial Controller.

Currently, Sasini is leveraging on technology to improve its efficiency by investing in, and exploiting modern operational and back-end facilities



and systems to help it be nimble and effective in its work.

Sasini has also taken a leadership role in industry issues with the relevant industry and advocacy bodies

while championing good and sustainable agricultural practices.

It engages actively with all the regulators that govern its scope of business. These interactions are complimentary

and conducive towards not only driving the company's ambitions forward, but helping government agencies and the people of Kenya achieve and deliver on the country's main objectives in the manufacturing agenda, which is central to the agricultural industry.

Traditionally, agriculture at commercial levels has been dominated by male staff in the fields and in administrative offices. As a company that strongly believes in diversity, Sasini has recently initiated gender advancement as a deliberate approach to promote gender equity.

"Skill is skill. It doesn't follow gender," Says Mr Ochien'g.

Sasini, as an equal opportunity employer, is therefore keen on writing a new narrative by advancing crucial leadership jobs and roles to a diversity of candidates.

This encompasses women of equal qualification with men seeking the same jobs, diversity arising from colour, origin, religion, sexuality and physical ability among other aspects. This is to ensure business continuity and sustainability for generations to come and adherence to equitable treatment of all.

To further ensure longevity, Sasini PLC holds the aspect of developing its talent seriously. Driven by sound succession plan, Sasini intentionally develops a pool of good business leaders who help it drive its business goals forward. It ensures this through aligning what everyone in the organisation does to the organisational goals. This alignment gives Sasini employees commonality of desire and achievement. Any gaps identified in the employees are used to design personal developmental goals which are then translated into upskilling and general advancement of the company as a whole.

Sasini is also committed to Kenya and the role agriculture plays in its economy. As a result, it is intent on running a business driven by a leadership that is passionate about the things that really matter. These are: (1) Respect for human rights and absence of human rights abuse in all its business lines; (2) Pursuance and maintenance of good labour practices with no forced or child labour, coupled with absence of discrimination and sexual harassment in respect to employment practices; (3) Respect and protection of the environment with well-entrenched approaches to conservation to promote greater environmental responsibility and encouragement of environmentally friendly technologies; and (4) Active and constant pursuit of corruption-free practices and eradication of corruption in all forms of its business dealings.

Isn't this everybody's cup of tea/coffee?