

## MSRA EVENTS 2013

MSRA 1st Annual  
Bowling Tournament  
(May 2013)

MSRA Conference  
(June 2013)

MSRA Basic Training  
(July 2013)

MSRA Mount Kenya  
Climb (August 2013)

MSRA Celebrity Talk  
(June 2013)

MSRA AGM  
(November 2013)

MSRA Fun day  
(November 2013)

To participate contact the  
Secretariat at  
info@msra.or.ke

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## 'Your Leadership Example' By Jonathan Karanja

(Nielsen EA Ltd)

Many of us have heard the story of Al Gore who after a gruelling presidential campaign, the former vice president of the US conceded defeat to the US President George Bush. He was the epitome of grace in that defeat and disappeared from the world stage momentarily. Behind the scenes, Al Gore reengaged himself in his passions: global warming. A purist that saw him produce the Academy Award winning movie *An Inconvenient Truth* and earn him the Nobel Peace Prize. Al Gore had managed to turn his setbacks into victory by learning how to lose. He inspired many towards his cause. His dedication and ability to see the big picture showed that it is possible to become an extra ordinary leader no matter your field or how great your obstacle.

Within the market research industry each of us are presented with numerous opportunities to lead by example. Be it within the confines of a boardroom, when collectively working to meet a deadline, when working together at a pitch or more distinctly when our field teams go out to collect data. The fact is, leadership requires from you and I decisiveness, authority (not loudness), conviction, compassion, integrity and most importantly the ability to set the right example.

Taking the top job, be it a supervisor, team leader, manager or CEO is never easy. When its done right, its called leadership, when its done wrong, its can lead to a disaster. It is me and you who give people a reason to believe in one's talent and ability to get people to work together. There are many ways to do this, but I would like to single out four ways that can get me there.

**Set the right example** - Character is ingrained within us by our parents, teachers and those we learnt from. Leaders demonstrate character by insisting on values and abiding by principles daily. Often, your team looks up to you not only for guidance, but for example. So much of what you admire in a great leader boils down to character. Organisational character is bred by leadership character. Character will never show on the organisational balance sheet or P&L account, but it sure as hell provides sustainability. If you manage your team for the short term, it will show in how you treat your team and how you uphold virtue. If you manage for the long term, it will show in how you define responsibility, hold right people accountable, insist on action and not words, don't accept mediocrity and reward good actions. Character takes responsibility

**Act the Part** - Leaders DO! They make things happen. It starts with communication. A good leader will listen proactively. The team deserves to be heard. So make the time. With what you know, you then need to make a decision. Decisions are what define a leader. Try as we might, it is inevitable that we will all make wrong decisions. Decision making is rooted in accountability, even when the outcome is less than desirable. Sometimes, simply accepting responsibility for a poor decision is enough.

**Handling the Tough Stuff** - As we all know, few things go as planned within our industry. There always seem to be a crisis for most of us managing projects. First thing is acknowledging that things are or have not gone according to plan. It may be with a project or even in instances where you are reviewing performance within your team. The values to

uphold is openness and honesty. Procrastination only compounds the situation. You should always find the will and strength to make the right decision and right a wrong situation. Make no mistake, when things go wrong, you must find the cause, putting what, why, and how before who, help avoid the blame game in resolving a situation. There will also be occasions where blame must be apportioned and discipline enacted. In such situation, you need to drive for proactive churn. Let go of those who don't move your cause forward.

**Put the Team First** - It starts with recruiting and retaining the right people to get the job done. To retain them, develop your teams' confidence by recognizing performance and rewarding them as well. Leaders also connect at a human level and ways to do this include practicing courtesy, hold the door for a staff member, make them a cup of tea or simply say hallo in the morning (and do it with a smile). Socializing doesn't take away from you as a leader. "How can I help?" That is one of the most powerful and empowering words you could use. So lets all be aware that all eyes are on you as a leader, but they are not watching your lips, they are watching your feet. You will be judged not by what you say, but by what you do. If the industry is to grow, if your organisation is to grow, if you are to grow in leadership stature, then it's purely up to you to make it happen.

**Further Reading:**  
*Lead by Example; John Baldoni*

*If It's Going to Be, It's up to Me: The Eight Proven Principles of Possibility Thinking; Robert H. Schuller*

## MSRA EVENTS GALLERY



(MSRA Corporate Members during the 2012 Conference)



(MSRA Members during a Celebrity Talk in 2012)



(MSRA Members during a bowling tournament in 2012)

## MSRA MEMBERSHIP SURVEY REPORT

MSRA conducted a membership Feedback Survey between the months of February and March 2013 which was aimed at helping MSRA measure and understand their members' attitudes, opinions, motivation and satisfaction.

**Research Objectives** were: -

To measure and understand members' views on:

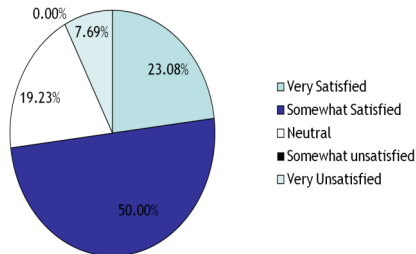
- Overall satisfaction
- Participation in MSRA
- To relate with the activities

To have suggestions that can enable MSRA improve as a body.

### Survey Findings: -

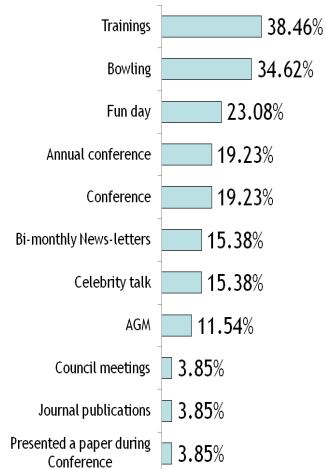
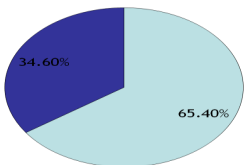
#### 1. Satisfaction

Overall experience

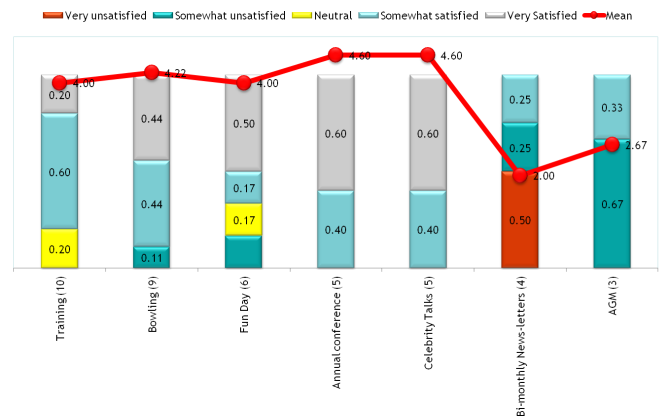


#### 2. Participated in any MSRA activities

Yes No



### 3. Rating of activities



### Example Suggestions

- Awards should be improved
- MSRA should enhance high performance by enduring a level of competitive standards and be internationally competitive.
- Synchronize the events with other competing events like Marketing Africa Quiz Night and Marketers Nite
- The newsletter needs to take a leaf from other countries that have similar market research associations

MSRA invites you to contribute and join any committee to oversee the above events as well as give suggestions on projects we can implement to ensure that the research industry in Kenya grows to the international level. If you would like to have an article printed in this newsletter, please send details to [info@msra.or.ke](mailto:info@msra.or.ke).

### MSRA 2013 Office Bearers



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