



**REMARKS OF THE CHIEF EXECUTIVE OF NAIROBI SECURITIES EXCHANGE,  
MR. JEFF ODUNDO,  
DURING THE NSE LEADERSHIP AND DIVERSITY DIALOGUE BREAKFAST,  
WEDNESDAY, MARCH 4, 2015**

Mrs. Graça Machel DBE, Former First Lady of the Republic of South Africa and Founder and Patron of New Faces New Voices;

Mr. Paul Ngugi, Ag. Chairman, Capital Markets Authority;

Mr. Paul Muthaura, Ag. Chief Executive Officer, Capital Markets Authority;

Ms. Andia Chakava, Director, New Faces New Voices Kenya Chapter;

Mr. Francis Okello, Chairman, Barclays Bank of Kenya;

The Members of the Board of Barclays Bank of Kenya present;

Mr. Jeremy Awori, Managing Director, Barclays Bank of Kenya;

The Members of the Board of the Nairobi Securities Exchange present;

Mr. Eddy Njoroge, Chairman, Nairobi Securities Exchange;

Chairpersons of our listed companies;

Members of the media;

Ladies and Gentlemen;

Good morning and welcome.

Diversity and inclusion is the key to unlocking the full potential of employees and essential to ensuring the success and long term sustainability of every business. From accessing vital talent pools and fuelling innovation, to entering new markets and guiding product development, diversity is increasingly recognized as a force driving productivity, performance, and market growth.

**Ladies and Gentlemen;**

The population of Kenya as of 2014 stood at 45 million citizens. 32.8% of the population is citizens aged between 25-54 years of age, 50.1% of the total population comprises of women and 4.6% of the population experience some kind of disability. (*Source: Kenya National Bureau of Statistics (KNBS) 2014*). As a business leader in either the products or services sector, the overarching commercial challenge is how to increase one's market share. With a representation of your consumer within your boardroom and workplace, you possess a competitive advantage allowing you to meet and surpass market expectations. Executives who lead diversity and inclusion initiatives know that openness, collaboration, and heightened awareness of multi-dimensional diversity are the hallmarks of a high-performance culture.

When board diversity is achieved, it impacts the overall composition of the organization's workforce. Inclusive and diverse senior teams are essential as they reflect the population we live in, therefore becoming better equipped to understand and meet the needs of our customers. Diversity in the workplace is important for employees. An organization known for its ethics, fair employment practices and appreciation for diverse talent is better able to attract a wider pool of qualified applicants. It manifests itself in building a great and trusted brand for the company, leading to increased profitability and opportunities.

### **Ladies and Gentlemen;**

The Government of Kenya is also playing a pivotal role in the area of diversity with initiatives such as the "Gender Agenda" with provisions in the Constitution of Kenya (2010) which require that, "not more than two thirds of the members of elective or appointive bodies shall be of the same gender." In addition, The Persons with Disabilities Act, has the main objective of providing equal opportunities to Persons with Disabilities.

### **Ladies and Gentlemen;**

We are happy to note that diversity in the boardroom is gaining considerable prominence in our country, with a number of advocacy and lobby groups propagating the agenda. We as

the capital markets need to lead by example and push for action and implementation of diversity within our own organizations; especially as we look to enhance shareholder value.

With those few remarks, please join me in welcoming Mr. Eddy Njoroge, my chairman, to make his remarks.

**MR.GEOFFREY ODUNDO**  
**CHIEF EXECUTIVE**