



PLOMUNA

IMAGINE • NURTURE • BUILD

TRAINING REPORT

FOR VIHIGA

COMMUNITY BASED ORGANIZATIONS (CBO)



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PLOMUNA INVESTMENT & INUA VILLAGE TO GLOBAL FOUNDATION

Introduction

The Vihiga CBO training was done in collaboration with Inua Village to Global Foundation (IVTGF). The training took place at IVTGF's school, Village to Global Achievers School.

The training started with a 30 minutes tour of IVTGF projects, from the school to the textile industry. The participants were given a brief history of how the project started and what it has taken to build the ecosystem to its current status.

The training was formally initiated by Zachuas Ogonji who shared its objectives. He asked the participants to share their expectations regarding the training.

Session One: Vision And Mission by Zachuas Ogonji

In this session the participants were introduced to the process of designing an organizational vision and mission. Firstly, they wrote down their current visions and missions that they using in their organizations.

Throughout this session the discussion revolved around developing impactful initiatives that can last 7 generations, things to consider and the kind of people to involve in the ideation and conceptualization processes.

Importantly, the participants were urged to always consider the WHY and HOW questions throughout their community work eg why are we starting this work? How do shall we meet our objectives?

The participants were challenged to be authentic when developing their visions and not to copy and paste other organizations visions as each organization has a story behind their visions. Further, they learnt that they can adjust their vision over time to keep up with the reality of time and the changing world- *As the world change, your vision has to evolve as well.*

Key take away from this session

- As a leader, you have to be passionate about your vision.
- As a leader, you have to be the first person to have passion for the organization and be the last to think of quitting.





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- Understand why you started and how you want to achieve your vision. Do not emulate someone else vision.
- Vision should be long term. The vision bearer should have people able to carry on the vision.
- Put effort on your vision, know and understand it. Your team members have to be able to recite the vision of the organization.
- Ensure that the people you are walking with understand what your organization is about.

Session Two: Communicating Your Vision by Sahlim Charles

The session started with the participants having 5 minutes to internalize their visions- the ones they had written down in the first session. After this, each one of them spent a minute to share their visions in front of everyone.

This session focused on how the participants should communicate their vision and work to their communities, society and even families.

Participants learnt that it is critical to understand that the work they are engaging in isn't for their personal gain but for the benefit of the communities they (are seeking to) serve. That they need to know what exactly their communities need and how they can support them through their work.

A need assessment helps;

- Narrow down what you can do- you cannot serve everybody.
- Determine who you want to serve- list them down your primary target and secondary target.
- Map out you area of work- where do these people come from?
- Find out who else is working on the same in your area and what they have achieved.

Understanding how to communicate your vision helps build trust, relationships and lay the foundation for you to engage and collaborate with anyone since people now understand what you are doing.

Note: The name you give to your organization also matters a lot, is it something people can remember easily?



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Question: *Is it necessary to have a strategic plan as you come up with a vision?*

Response: *Since it is an organization still finding its footing, trial and error is important. Don't be quick to develop a strategic plan as you will undergo a lot changes. As you grow, communicate to people about the organization and allow them to add ideas. Be humble, learn and listen to ideas. People need to see you implement what you said (community participation).*

To communicate who you are;

- Write down who you are and save it as a presentable document.
- Summarize the work you are doing into five minutes.
- Move from "I" to "we".
- Put the community at the core of your work.
- Be specific on your scope of work.

Session Three: Resource Mobilization by Zachuas Ogonji

To achieve ultimate resource management, you have to move your organization from people's minds to their hearts because people fund or support your work based on their connection to you.

Some of the resource that you need include:

- People
- Equipment
- Natural resource
- Financial
- Intellectual
- Infrastructural
- TIME- time is a huge resource that most people ignore. So take time to build the structure of your organization.

The participants learnt that to effectively mobilize resources, they need to;

- Know the kind of people who can support their visions and work. There are those they may have back-end access to (informal) while there are those they have to be formal with.
- Build trust- some will trust based on the good will of the founder and once the organization starts picking, they can start investing in the vision of the organization



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because they want to be associated with the success. Eventually, they start talking to others about it, who bring others on board (trust transfer).

- Be accountable to the communities they serve, partners, colleagues and other stakeholders.

People as a resource;

- Recruit people you can work with.
- Understand the power matrix- money and knowledge
- Look for people looking up to you- by doing this you are able to create purpose through teaching which develops into “converts” (they are able to carry your vision even in your absence).
- Have a plan to inspire them.

Key take away from this session

- On resource mobilization, the approach given was good. On ensuring that money goes through the bank account for accountability and not spending all the money is a very helpful tip.
- I have learnt that we need to map out areas of work in line with or vision.
- Identifying gaps helps you communicate more clearly.
- Summarize your organizational profile.
- Chase your vision- you will get people in line with what you are doing.
- Channel your funds through the bank, this provides evidence.



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PARTICIPANTS PROFILES

NAME	CBO	ORGANIZATION INTERVENTION	DESIGNATION
Seth Kavogi	Uplift Development	Agri-business & environment conservation	Secretary
Ivon Masiza	Uplift Development		Treasurer
Selpha A. Atalo	Ematsuli Community Brotherhood	Community Welfare	Member
Charles Pulu	Blessed Hope Junction (Samaritan Radio)	Broadcasting	Member
Laura Kogifa	Cradle Pot	Community Empowerment	Member
Paul Shikanda	Roddy's Resort Hotel	Roddy's Hotel	
Ezekiel Kooli	Ebusub Mundichiri	Community welfare	Chair





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