



# SUNNY BINDRA

Speaking at your organisation



## ABOUT SUNNY BINDRA

SUNNY BINDRA is Kenya's renowned management consultant, writer, educator and public speaker.

Sunny's primary work has been as a management consultant and board advisor. He has worked in a senior capacity with a number of leading management consultancy firms in Kenya and the United Kingdom. Sunny has two degrees in Economics from the London School of Economics, and specializes in business strategy and corporate governance.

Sunny has worked with chief executives and board directors in a select group of Kenya's top companies, helping them to develop strategic thinking and implement programmes aimed at organizational improvement. His experience has spanned Africa, the United Kingdom and Asia Pacific.

He has engaged both with blue-chip corporates and leading public-sector organisations. His consulting and seminar clients have included East African Breweries, Diageo Africa, Safaricom, Nation Media Group, Equity Bank, Kenya Red Cross, TPS Serena, the UK Dept of the Environment, The Nairobi Hospital, London Underground, the World Bank, USAID and the US Military, amongst many others.

Sunny is an Executive Fellow at the Strathmore Business School. He leads flagship corporate strategy and corporate governance programmes for business leaders. He is also a member of the Advisory Board of the Business School. In addition, he runs 'Fast Forward', his own leadership development programme with a strong following amongst Kenya's elite business leaders.

Sunny is a weekly columnist on the Sunday Nation ('A Sunny Day') and the Business Daily ('Thought Leadership') and writes on issues relating to the economy, management, governance and society.

His first book, 'Crown Your Customer' was released in 2007, and 'The Peculiar Kenyan' in 2010. More books are in the pipeline.

[WWW.SUNWORDS.COM](http://WWW.SUNWORDS.COM)

## TALKS AND SEMINARS

Sunny is a renowned motivational speaker who conducts talks and seminars at Kenya's most successful businesses. He is a thought-provoking speaker who challenges all organizations to re-examine their basis for success and rise to the next level of achievement. His vibrant, take-no-prisoners style has won plaudits from many business leaders.

*"Sunny's seminars are in a class of their own. My staff have enjoyed them all and are yearning for more. They have been made to think outside the box and believe in themselves. Congratulations, Sunny: you are indeed creating a critical mass of young present and future Kenyan leaders."*

**ABBAS GULLET, SECRETARY GENERAL, KENYA RED CROSS**

*"We could think of no better person than Sunny Bindra to challenge us to break the mould and go for greatness. He kept my Top 100 leadership team fully engaged and inspired as he demystified strategy, discussed what greatness really means and how to get there, and how to create customer evangelists."*

**MARTIN ODUOR-OTIENO, CHIEF EXECUTIVE, KCB GROUP**

*"Most thought-provoking Kenyan speaker I have ever heard. Truly captivating with some excellent, practical ideas based on real-life local events and examples. Sunny reaches out across the spectrum of backgrounds."*

**RIYAZ KURJI, MANAGING DIRECTOR, ELITE DIGITAL SOLUTIONS EA**

*"Sunny's ideas about delighting the customer are practical and implementable at every level of the business. Before you leave his seminar you already start seeing where the gaps are in terms of customer experience, and he helps you to explore new ideas on how to bridge the gap and cement your relationship with the customer."*

**TOM OMARIBA, MANAGING DIRECTOR, MTN BUSINESS KENYA**

*"Delivered with deceptive simplicity but such powerful precision, Sunny's seminars get to the core of issues and help bring clarity and focus. Every seminar has several transforming "Aha!" moments for the individual and the organisation. Not moments that fire you up during a seminar then fade away, but that make you take real action and change your way of doing things."*

**CHRISTINA WERE, HR MANAGER, THE NAIROBI HOSPITAL**



## SUNNY'S TOPICS

**LEADERSHIP UNUSUAL** What drives great leaders and makes them stand out? Learn what differentiates truly effective leaders - the ability to make their followers improve themselves.

**BOARDS THAT WORK** Sunny shares his long experience of advising boards of directors - and tells you what works and what just doesn't in the 21st-century board.

**'WOW' YOUR CUSTOMERS** Does your business press the 'wow' button and give customers an experience others can't replicate? Learn how to glue your customers to your company, through thick and thin.

**DEMYSTIFYING STRATEGY** Sunny shows you how to strip away jargon and unnecessary complexity, and understand strategy for what it really is - a powerful tool that can propel your organisation to new heights.

**STRATEGY HEALTH-CHECK** So you have a strategy - but is it any good? Let Sunny use his decades of worldwide experience of strategies good and bad to add value to your strategy. This high-impact seminar will subject your strategy to a systematic health-check, and make it stronger and more meaningful.

**THE ART OF EXECUTION** Nothing matters until it actually gets DONE. Sunny shares the secrets of great execution with your team - what blocks fast and effective action, and what unlocks it.

**IMAGINING YOUR ORGANIZATION'S FUTURE** What lies ahead for your business - do you know? Predicting and forecasting no longer work - there are too many imponderables. Sunny will use a lively and fun-filled format to show your team how to envision a range of scenarios, to help it deal with ANY future before it arrives.

**BUSINESS EVOLUTION** Learn what you must do to your business at every stage to make it fit for the next level of performance - or watch it wither away into irrelevance.

**CAN YOUR COMPANY COLLAPSE?** Even the mightiest can fall; are you sowing the seeds of future failure now? A sobering session on avoiding complacency and building a sustainable organization.

**INSPIRING AND MOTIVATING YOUR PEOPLE** A primer on how to use psychological tools and insights to get the most out of your people and inspire them to outperform.

**MANAGING CHANGE WITHOUT MANAGING IT** Change is necessary in today's turbo-charged world, but most 'managed' change programmes fail. Sunny guides you on how to focus on the real, hidden, drivers of change to transform your corporate culture.

**COACHING & MENTORING** Do you coach your people - or just train them? One-on-one interventions are known to maximize the potential of your employees. Sunny demonstrates the power of coaching and helps you design a systematic programme for your organization.

**HIGH-IMPACT COMMUNICATION** Most executives fail the communication test - their reports and presentations are tedious and forgettable. Sunny shares his own secrets - how to write and present for maximum impact on your audience.

A WIDE RANGE OF OTHER TOPICS CAN BE DISCUSSED

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## FORMATS AND FEES

**SHORT TALK:** A 1-3 hour session with Sunny - a topical presentation followed by an interactive Q&A discussion.

FEE: Nairobi KShs 265,000; out of Nairobi KShs 315,000

**ONE-DAY SEMINAR:** A full-day session with Sunny - a comprehensive series of presentations and interactive discussions and breakouts, resulting in a tailored action blueprint for your organization.

FEE: Nairobi KShs 595,000; out of Nairobi KShs 695,000

ALL FEES ARE EXCLUSIVE OF VAT AND EXPENSES. SPECIAL RATES ARE AVAILABLE FOR PACKAGES OF 3 OR MORE SEMINARS. OUT-OF-COUNTRY RATES ARE AVAILABLE ON REQUEST.

TO BOOK YOUR EVENT PLEASE CONTACT **LUCY MIRUKA** AT **EVENTFUL** ([lm@eventfulkenya.com](mailto:lm@eventfulkenya.com) or 0733939567)



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