

Transcript 2 (coded)

04/09/2020

Respondent: One of the great revelations for me has always been **the incredible productivity and power of women in Africa**, which is still to be properly released, but you know, in almost all the businesses I've run and worked in, **I've mainly employed African women, because they seem to have a greater sense of responsibility, when you train, develop, and promote them they continue to grow like this ...**

Interviewer: Oh, interesting.

Respondent: ... whereas often you find that **men plateau and need to be remotivated**, or plateau and need to be exited, and there's an interesting observation for you which you may not pick up anywhere, most of the young ladies I know in Kenya, in business, are single parents, so that says two things, that says one, one thing is, you know, again it **reinforces their needs to be dependable, responsible, and they need to take advantage of every possible growth opportunity**, and it does possibly also say something about the other gender.

Interviewer: Are you talking about this as a trait that you see in Kenyan women in particular, or are we talking African women. The reason that I'm asking is because this gender dimension is something that we're looking at in the research.

Respondent: Absolutely **across Africa**. So, I think that's a very important message, and the fact that **women are coming to the fore in work, in the workplace, certainly in the retail service office workplace, it gives us an opportunity to build a better, a more nurturing environment inside work**. I may have gone slightly off topic, sorry.

Interviewer: From your own business operations, do you tend to employ women for particular roles?

Respondent: **All roles ... the administration, the coaching, all women.**

Interviewer: How many staff do you have?

Respondent: Oh, huge, **four**.

Interviewer: Okay.

Respondent: Four, and we're active across all those geographies I told you about. How do we do it? I don't know. We work, we move through wormholes in space to do it.

Interviewer: Ha. So, you are covering a lot of ground with a few people.

Respondent: Yes, yes we are, and we ... the model I'm developing now is one of, I don't want to build a huge empire with lots of full time employees, **I would rather build a collaborative model, and see where that takes us, and it seems to work very well and it's**

administratively much less onerous, and to be honest with you, another feature of people who want to get on and do things in Africa, is people like to do different things, they don't like to have to do one job.

Interviewer: What are the proportions of foreigners to Kenyans and perhaps why you employ particular people for particular roles?

Respondent: Well, I think only four people, it's a very easy question to answer, but they're all Kenyans.