

she reads

Joyce Mbaya

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What does your library reveal about you?

That I am a dynamic person with varied interests ranging from business subjects such as branding and project management to motivational topics on life and relationships. I

What are you reading currently?

Dondi Scumaci's *Designed For Success: 10 Commandments For Women In The Workplace*, *Brain Tattoos: Creating Unique Brands That Stick In Your Customers' Minds* by Karen Post and Wilbur Smith's *The Triumph of the Sun*.

Are these books you would recommend to others?

I would recommend *Designed For Success* to anyone who needs tips on how to manage barriers and challenges at work and also wants to learn valuable skills. Other books I would recommend are *The Greatest Salesman in The World* by Og Mandino and *Purple Hibiscus* by Chimamanda Ngozi Adichie.

What is your preferred genre of books?

I read many different genres, both for fun and as a way of learning. I keep an open mind!

What is your best reading habit which you could share with others?

That would be the ability to read different genres and types of books, no matter how unusual they seem. I have read a book by a Japanese author (Kafka on the Shore by Haruki Murakami) that was quite weird and unusual, but interesting. If you open up your mind to different possibilities, books will change your life.

Besides reading, how else do you unwind?

I am quite outgoing and fun-loving so I like to hang out with friends. I am also a talented dancer and choreographer. I work out through dance and teach — when I have the time.

Share with us your experience in *The Apprentice*?

It was amazing! It was a challenging and exciting experience but it was definitely worth it. I made many good friends from different countries and I learnt a lot in a very short time — the best crash course in business I could have ever attended. I also had a chance to learn about Nigerian culture, which is similar to ours in some ways, but also very different in other respects.

How did your participation in *The Apprentice* benefit you?

My network is much stronger, having met talented young professionals from different African countries. As contestants, we also had the opportunity to interact with top CEOs and



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decision-makers in Lagos and learn from them. My professional profile has also gone up. I would say that my personal brand value has doubled, or even tripled!

How much of this do you attribute to books?

I attribute most of this to books. The knowledge I have (apart from formal education) has opened doors for me and a lot of it has come from reading books on various topics. Motivational books have also helped me discover my strengths and taught me to improve my attitude and outlook towards life.

What would you wish people knew about the highly competitive show that they don't?

Reality TV is not always what it seems! I enjoyed it since it was my first time on TV but so much of what we experienced was not shown (time constraints and editing). The contestants know that a lot of creativity and hard work went into the tasks that we carried out but the viewers don't always get to see this. The good thing is that, even though people didn't get to see it all, that did not reduce our learning experience and growth.

What is the one thing you would like people to know about you?

The Apprentice Africa was a good way to "introduce" myself to the world but I view it only as a beginning. I have different projects in the works. I have a strong passion and vision for empowering the youth in Africa and I want to share my learning and experiences so that together, we can transform our nation.

What attributes do you most admire in others?

First, I admire integrity. I believe that we can strive for success without compromising our integrity. I

also admire passion. Many people work hard but I'm always impressed by people who carry out their work with true passion and believe in what they do.

Tell us about your job?

I have just started working as a product developer in Safaricom's Marketing Department. I was working with the company before I left for *The Apprentice* and I am excited to have the opportunity to go back in a capacity that enables me to apply my multiple skills (branding, project management and technical).

What do you consider to be your greatest achievement so far?

I guess being selected as one of the top 18 young professionals in Africa and the Diaspora to participate in *The Apprentice Africa* ranks up there in my list of achievements.

Besides the Bible, which book do you refer to for life's lessons?

For relationships, I have learnt a lot from the book, *Men Are From Mars And Women Are From Venus* by John Gray and I find myself going back to it now and again for reference. I also have a book of quotes that includes some of the most inspiring quotes, which I often refer to. Lastly, I have read a book titled *Life Is Tremendous!* by Charles Jones and I always carry it in my purse because it's simple yet very powerful. I refer to it when I'm feeling low and need motivation to focus.

From where do you draw inspiration?

Apart from books, I get inspired by other people's success stories. Once in a while, I browse Forbes list of the world's top millionaires and this keeps me motivated and driven. I see that all these people have been persistent with their good ideas and I also observe that it's often simple ideas, executed with passion, that have brought them major success.

How would you like to be remembered?

I would like to be remembered as a loving parent (God willing) who was able to provide well for her children and inspire them like my parents have done for me. I would also like to be remembered as an individual who made a positive impact on most people I have met, and especially for playing a major role in empowering youth in Africa.

What is the greatest quote you have read?

"What lies behind us and what lies before us are tiny matters compared to what lies within us" by Oliver Wendell Holmes. This quote was like a ray of sunlight when I first read it. I often repeat it as a reminder that I can achieve anything, regardless of my past, as long as I believe in myself.

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soul+culture

be seen

» Today at Rusty Nail in Karen, don't be left behind as the rest of the fashion world moves the industry a notch higher. The Cat WALK THE WORLD International Campaign consists of high-profile fashion shows around the world, with the biggest and most respected Designers and entertainment artists. Cat WALK THE WORLD use fashion as a platform to raise funds and awareness to stop child hunger. All money raised from ticket sales will be donated to The Friends of Dagoretti Children. Time: from 7.30pm, Tickets: Sh500 minimum per person. For more information, call 0733-640147; ore e-mail severine@miatheo.com.

» Today, the Kenya Anglican Youth Organisation has everything set for your comfort and indulgence at this year's drama festival. The event will be held at St Helen's Church in Githurai. Don't miss out on this battle of talents. Time 9:00 a.m. Entry free.

» Next weekend at Consolata Parish Hall in Westlands, don't miss out on this year's two-day Catholic media festival dubbed "Media, the Third Parent". Activities include songs, games, story reading, drawing, poetry, cartoon movies, presentations on media awareness and media literacy. Time: 9 a.m. Entry is free.

» This is one is for all book lovers, especially the women interested in joining other avid readers in sharing ideas as well as to discuss books? Write to zait.zaituni@gmail.com, including your e-mail and telephone contacts.

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readingroom

Title: *The Motorcycle Diaries: A Journey Around South America*

Author: Che Guevara

Available: Book Villa

Price: Shs. 575

"...We'd look out over the vast sea... There we discovered that our vocation, our true vocation, was to roam the highways and waterways of the world forever. Always curious, investigating everything

we set eyes on, sniffing into nooks and crannies but always detached, not putting down roots anywhere, not staying long enough to discover what lay beneath things: the surface was enough."

These were Ernesto "Che" Guevara's thoughts during his eight-month motorcycle trip around South America with his friend, Alberto Granado, on 'La Poderosa, the powerful one - a 1939 500cc Norton. In this

travelogue, a translation of then 23-year-old Guevara's journals, as well as letters he wrote to his parents during the 1951-1952 adventure, we see a different side of this Marxist revolutionary hero. *The Motorcycle Diaries* offer a glimpse into the life of Guevara, the son, the romantic, the poet, the nature enthusiast. Just an ordinary man out to have some fun, free from "the shackles of civilisation". Guevara and Granado get into

all sorts of trouble, some of them related to wine and women, but manage to emerge unscathed.

When they run out of money and food, they sometimes find work or freeloading, never losing their sense of humor.

Guevara also eulogises the Latin American landscape, scenery and the Inca civilisation before the arrival of the conquistadores, offering a useful travel guide for the region.

This is a light, palatable read, devoid of the usual pomp of self-authored memoirs. *The Motorcycle Diaries* offers a glimpse into the making of the iconic revolutionary, as his perceptiveness quickly uncovers the depths of destitution and dejection amongst the Indians, haunting images that evidently later formed the basis of his convictions.

— Joan Opiyo