

May Newsletter

IS YOUR ORGANIZATION THE BEST PLACE TO WORK IN KENYA?

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BUSINESS INSIGHTS

BY JANTA

DEAR JANTA COMMUNITY,

Welcome to the latest edition of Janta Kenya's newsletter, where we delve into the topic of "Is Your Organization the Best Place to Work in Kenya?" We are dedicated to providing you with the insights and guidance you need to navigate your financial decisions effectively.



Is Your Organization the Best Place to Work in Kenya?

In today's competitive job market, being a good employer is no longer enough – you must strive to be the best. Kenyan professionals are increasingly prioritizing more than just salary when choosing where to work. They're looking for purpose, growth, flexibility, and culture. So, the burning question becomes: Is your organization one of the best places to work in Kenya?

Let's unpack what truly sets apart top workplaces – and how Janta Kenya, a leading HR and business advisory firm, can help you get there.

1. It Starts With Culture

A great workplace begins with a great culture. And no, culture isn't about free snacks or casual Fridays. It's about how people treat one another, how decisions are made, and whether employees feel respected and heard.

In Kenya's dynamic workforce, where younger generations value inclusion and transparency, organizations must be intentional about fostering environments where diverse voices are not just heard, but valued.

Ask yourself:

- Do your employees feel safe sharing their opinions?
- Are your team leaders approachable and empathetic?
- Are values like integrity, innovation, and accountability more than just words on your website?

At Janta Kenya, we support companies in conducting culture audits, identifying gaps, and realigning internal practices with desired values. This is how great cultures are built – and maintained.

2. Employees Want Growth – Are You Providing It?

Kenyan professionals are ambitious. According to multiple regional studies, career growth opportunities are among the top reasons employees stay or leave.

- Companies that lead as “Best Places to Work” prioritize:
- Continuous learning programs
- Clear career paths
- Leadership development initiatives
- Cross-functional training

If your team has been stuck in the same roles for years with no visible promotion structure, chances are they're either disengaged – or actively job hunting.



3. Work-Life Balance is No Longer a Luxury

Gone are the days when burnout was worn like a badge of honour. Employees today, especially in urban hubs like Nairobi, want to work hard – but also live well.

If your organization:

- Expects 12-hour days regularly
- Penalizes time off
- Doesn't offer mental wellness support

...then you're likely falling behind.

Top employers embrace flexible work models, mental health support, and policies that help employees manage both professional and personal lives. Hybrid work, paid mental health days, parental support, and counselling services are now expected, not exceptional.

4. Inclusion Isn't Optional

Kenya is a richly diverse nation – by ethnicity, gender, age, and background. Yet many workplaces still struggle with inclusivity, whether through unconscious bias in hiring or lack of representation in leadership.

Being the best means building a workplace where everyone feels they belong. That's where inclusive recruitment, unbiased training, and equitable promotion practices come in.

At Janta Kenya, we go beyond just hiring. Our inclusive headhunting services ensure organizations access diverse talent pools, and we provide training to eliminate bias and foster inclusive leadership.

5. Feedback Drives Excellence

The best places to work aren't afraid of feedback. In fact, they invite it – regularly.

Whether through anonymous surveys, open forums, or one-on-one reviews, top employers actively listen and adapt based on employee insight. This builds trust, engagement, and loyalty.

Is your leadership team open to constructive criticism? Do you regularly check employee satisfaction levels?

Janta Kenya provides employee engagement assessments and 360-degree feedback tools to help organizations measure and improve internal experiences.

6. Your Reputation Precedes You

In the digital age, your employer brand is public. From Glassdoor reviews to LinkedIn comments, people are talking about your organization. Is it positive?

Top organizations invest in employer branding. They showcase their team culture, celebrate wins, and communicate values clearly – both online and offline.



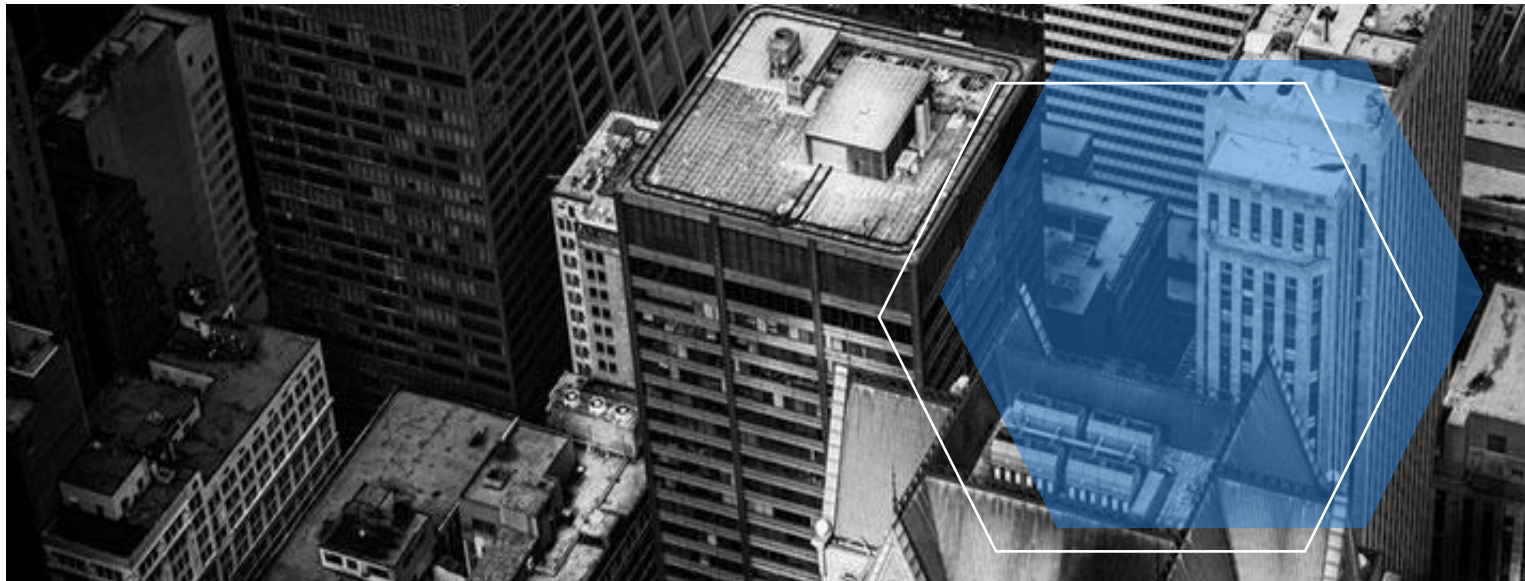
BUSINESS NEWS HEADLINES

The Trump administration has suspended all new student and exchange visa appointments (F, M, and J visas) at U.S. embassies worldwide, citing plans to roll out stricter social media screening for applicants. While existing appointments will proceed, unclaimed slots are being withdrawn as consular sections shift focus to U.S. citizen services and fraud prevention. This move, part of broader immigration reforms targeting foreign nationals, has sparked criticism over ideological profiling—particularly of students expressing pro-Palestinian views. Kenya, which ranked third in sub-Saharan Africa for student enrollment in U.S. institutions with 4,507 students in 2023-24, could face setbacks under these new policies. The crackdown has already impacted institutions like Harvard, prompting legal challenges and nationwide campus protests defending international students.

The World Bank has proposed a series of reforms to enhance Kenya's revenue collection and promote economic sustainability. In its latest Public Finance Review, the Bank highlights inefficiencies in the current tax system, such as a narrow tax base, excessive exemptions, and limited progressivity, which hinder equitable growth and fiscal resilience.

It urges Kenya to broaden income and corporate tax bases, make personal and payroll taxes more progressive, and reform VAT by removing poorly targeted exemptions. The report also advocates for better utilization of property and land taxes, raising leasehold rents, and introducing corrective taxes like carbon and excise taxes. These changes, the Bank argues, could collectively boost revenue by several percentage points of GDP and help avoid harmful austerity, while supporting job creation and long-term debt sustainability.

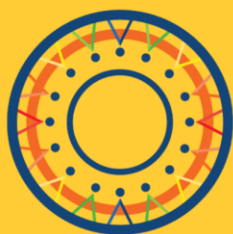
Kenya has surged to 58th globally in the 2025 Startup Blink rankings, reclaiming its position as Africa's second-leading startup ecosystem after South Africa. Nairobi, the capital, continues to dominate as a regional innovation hub, jumping six spots to rank 107th worldwide, while Mombasa made a strong comeback into the top 1,000 at position 916, posting a 104% growth rate. Kenya's entrepreneurial rise is credited to favorable government policies, including the Startup Bill, improved infrastructure, and strategic partnerships with international entities like the UK's FCDO. Initiatives such as Konza Technopolis and the digital nomad visa are attracting both talent and investment. Despite challenges like mentorship gaps and limited scale-up funding, Kenya's startup scene is diversifying beyond fintech into climate tech and agri-tech. This growth positions Kenya as a key innovation gateway to Africa, even with its smaller population compared to Nigeria.



KEEPING YOU INFORMED AND CONNECTED TO THE LATEST BUSINESS NEWS

In this edition of Janta Kenya's newsletter, Is Your Organization the Best Place to Work in Kenya? Kenya is brimming with talent. To attract, retain, and grow that talent, your organization must step up and stand out. Creating a workplace that's not just good – but great – requires commitment, expertise, and a people-first mindset.

Thank you for joining us in this edition. Stay tuned for more updates and expert insights to help you navigate your financial journey and stay informed on key developments shaping Kenya's economic landscape.



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