

# Guardian News

Volume 13 | May 2023



## *Message From Our Deputy General Manager*

*Dear valued customers,*

I am extremely humbled to address you through this 13th edition of Guardian News, which highlights the activities and performance of the Bank over the last several months. As always, we continuously seek to inform, inspire and empower all our stakeholders.

We remain cognizant of the need to evolve with the changing times in order to meet and exceed the changing expectations of our customers, shareholders and regulators. We launched our Visa Gold Debit cards to give you more benefits and services with access to your money 24/7 across the globe, and we will soon be rolling out our Visa Infinite and Gold Credit cards. We are optimizing our processes to enhance efficiency while continuously making investments in technology. We have revamped our digital banking platforms to

enhance your experience and are in the process of finalizing a mobile money collection platform.

As we keep you at the heart of everything we do, our loyal and dedicated team puts in every effort to innovate products that simplify banking for you, provide hands-on guidance and create customer experiences that are data-driven and consistent across channels. We will always go the extra mile to ensure that we support you by providing advice where needed, flexibility where possible and a range of clear and simple products that meet all your financial needs. We aim to provide the highest level of services that you deserve and always with a smile. Great emphasis has been placed on security of our systems and effectively meeting compliance of all regulatory requirements to ensure adequate transparency and setting of the highest ethical standards of professionalism to protect the best interest of all our stakeholders.

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." - Jane Goodall. Climate change is one of the major challenges of our time and a global emergency that requires all of us to take individual as well as collective responsibility and action to help mitigate its effects. At Guardian Bank, we have aligned our CSR and other activities over the years towards helping in the fight against climate change to make a meaningful impact in the communities and spaces within which we operate. It is up to each and everyone one of us to make a difference and do what we can to protect our planet that provides a home not just for us, but for all life on Earth.

As we look forward to the hope and promises of the second half of this year, we acknowledge and reflect on the many challenges our nation as well as the world is facing. From record inflation levels, rising interest rates and persistent supply chain disruptions to volatility in the markets, ongoing geo-political/social unrest across the globe, the possibility of a global recession and the growing pressure of climate change impacts; challenges seem to be all around us. However, through it all, one thing remains constant - Guardian Bank's continued commitment to serving our customers. Over the years, we have never lost sight of our focus on delivering what our customers need and that same steadfast commitment is unwavering in 2023 and beyond. Together we can chart a path through the current fog of uncertainty to reposition for a brighter future.

Thank you for choosing Guardian Bank as your "Preferred Bank" and for your continued and unwavering support. Wishing you an amazing second half of the year. Leave a sparkle wherever you go!

Enjoy the read and feel free to share your feedback through the email contacts captured on the last page of this newsletter.

Take care and stay safe.

*Lorraine Carneiro Miranda*

"In a world where you can be anything – be kind"

## Board of Directors and Senior Management

Chairman

Executive Director

Non-Executive Director

Independent Non-Executive Director

Independent Non-Executive Director

Independent Non-Executive Director

Independent Non-Executive Director

Independent Non-Executive Director

Chief Executive Officer

General Manager

Deputy General Manager

Mr. Vasant K. Shetty

Mr. Hetul Chandaria

Mr. Bhavnish Chandaria

Mr. Raj Sahi

Dr. Shantilal Shah

Mr. Ajay Shah

Dr. Samson Ndegwa

Brig (Rtd.) Wilson A. C. Boinett

Mr. Narayanamurthi Sabesan

Mr. K.R. Sahasranaman

Ms. Lorraine Carneiro Miranda

## Financial Highlights as at 31<sup>st</sup> March 2023

### UNAUDITED FINANCIALS AS AT 31<sup>st</sup> March 2023

	Kshs. "000"
Total assets	15,589,453
Total liabilities	12,277,013
Gross advances	8,011,521
Total shareholders' funds	3,312,440
Net profit	73,584



## Employee of the Quarter 2022



### Quarter 3 - Mr. Prakash Khethiya of Westlands Branch

Prakash was nominated for excelling under the categories of embracing the Bank's culture, values and habits in his daily work, going the extra mile and general housekeeping as well as having demonstrated initiative and flexibility when approaching new tasks.



### Quarter 4 - Ms. Ramandeep Kaur Matharu of Mombasa Road Branch

Ramandeep was recognized for having demonstrated a positive attitude towards her work and being a team player. It is further notable that she takes initiative and is flexible when approaching new tasks and can handle multiple duties with limited supervision. This is in addition to excelling under three main categories of the awards - embracing the Bank's culture, values and habits in her daily work, going the extra mile and general housekeeping.



## 2022 Annual Awards



**Best Branch**  
Mombasa Road Branch



**Runner - Up Branch**  
Mombasa Road Branch



**Best Manager**  
Ms. Rina Khiroya  
Kisumu Branch



**Head Office Staff Of The Year**  
Ms. Lily Muriuki  
IT Department



**Dream Team Special Award**  
Mr. Jasraj Sehmi  
Manager - Mombasa Road Branch

## 2022 Annual Awards - Special Awards

*Gold Standard Award:* In recognition of their outstanding, dedicated and exemplary service to the Bank.



**Ms. Lorraine Carneiro Miranda**  
Deputy General Manager  
Award presented by Mr. Bhavnish Chandaria (L)



**Mr. K. R. Sahas**  
General Manager  
Award presented by Mr. Amit Chandaria (R)



**Mr. N. Sabesan**  
Chief Executive Officer  
Award presented by Mr. Vasant Shetty (R)

*Special Award:* In recognition of their dedication and commitment in all their duties.



**Ms. Zohreen Jeraj**  
Deputy Manager  
Award presented by Mr. K. R. Sahas (L)



**Ms. Elsie Guga**  
Communication, Brand and Marketing Officer  
Award presented by Ms. Lorraine Carneiro Miranda (R)

# Simplifying Business Payments and Enhancing Customer Experience Through Product Innovation

At Guardian Bank, we are constantly striving to develop products that cater to our customers' needs and add value to their business operations. This year, we are thrilled to announce the upcoming launch of our latest product which is designed specifically to meet the requirements of our esteemed business customers.

As a business owner, you understand the importance of seamless payment collection and streamlined transaction reconciliation. With these paybill codes we aim to make your payment processes as smooth as possible while safeguarding your collections and ensuring hassle-free reconciliation.

This is a cutting-edge collection product that enables businesses to collect payments from mobile money wallets provided by the three major mobile network operators (MNOs) in the country: Safaricom M-Pesa, Airtel Money, and Telkom's T-Kash. Gone are the days of maintaining separate tills or paybills for each MNO. With the solution all you need is a single, easy-to-remember 6-digit shortcode to receive funds from all three MNOs' mobile wallets.

This versatile product can be deployed to service different branches or a single business branch, catering to businesses of all sizes. It ensures real-time transaction notifications for both the merchant and the customer making a purchase, enhancing the overall customer experience.

One of the key benefits is the real-time credit to account feature that ensures the business receives value for goods/services sold immediately. Once a payment is successfully completed, the merchant is protected from fraudulent reversals, as all reversals will be handled by Guardian Bank upon thorough verification, rather than the MNO. This provides our business customers with peace of mind and financial security.

Furthermore, the platform goes the extra mile by providing daily statements to merchants, detailing all transactions completed through their shortcodes. These statements serve as a valuable resource for seamless reconciliation, empowering businesses to stay organized and efficient.

Introducing this product is a testament to our customer-centric approach and unwavering commitment to delivering value-added solutions. We are eagerly preparing for its launch before the end of Q2 2023 and we cannot wait for our esteemed business customers to experience the exceptional features.

Stay tuned for more updates, as we are confident it will revolutionize the way you manage payments and enhance your business operations.

At Guardian Bank, we are dedicated to your success and this is just one more step in that journey.






*Giving You More...*

### GOLDEN ACCOUNT

Account features include:

- Minimum balance - Kes 50,000
- No ledger fees
- Two free cheque books
- 1% p.a bonus interest if balance of Kes 500,000 is maintained
- One free school fees banker cheque per month



### CURRENT ACCOUNT

Features and benefits include:

- Minimum balance - Kes 10,000
- Unlimited number of deposits and withdrawals
- Unlimited check book facility
- Personalized check book on request
- Access to Internet and Mobile Banking App (M-Guardian).



### Chemi Chemi Personal Account

Features and benefits include:

- Minimum balance - Kes 5,000
- Unlimited check book facility
- Personalized check book on request
- Access to Internet and Mobile Banking App (M-Guardian)
- Free Visa Gold Debit Card
- No ledger fees



## Event Sponsorships



On 30<sup>th</sup> September 2022 we sponsored the **Old Starehian Society Annual Golf Tournament** held at Vet Lab Golf Club. The proceeds of which go towards supporting the education of boys and girls from less fortunate backgrounds.

Guardian Bank were part sponsors of the **Diwali Dhamaka 2022** organized by The Shree Cutchi Leva Patel Samaj Trust, held in Nairobi West on 16<sup>th</sup> October 2022.



The Bank was happy to sponsor the **Nairobi Academy Kindergarten Hawaiian Family Fun Day**. Part proceeds of this event went towards educating a girl child in Makueni County and for the education of orphaned children who are being brought up by their grandparents in Senior Chief Gichohi Secondary School.



In line with the Bank's tree planting initiatives, Guardian Bank joined others in sponsoring the **Oshwal Youth League Pedal Kart 2023** event. The proceeds raised from this event go towards various tree planting initiatives.

## GBL Family Achievers Awards

These awards recognize staff of Guardian Bank and their immediate family members for outstanding achievements. In picture are those who were recognized for their accomplishments. Last year, the Bank went a step further and recognized two of our young customers for their success.



Top left: Veer Anup Solanki, son of Mr. Anup Solanki attained 7 A\* grades in the Cambridge Assessment International Education Year 11 exam academic year 2021/2022.

Top centre: Azaan Merchant, son of Ms. Zohreen Jeraj attained 8 A\* grades in the Cambridge Assessment International Education Year 11 exam academic year 2021/2022.

Top right: Manav Devani and Vatsal Shah both customers of our Nyali branch were awarded for their exceptional performance having been part of the Kenya Cricket Team which emerged winners of the ICC World Cup Africa Division Under 19 in Nigeria.

Top right: Brenda Chepkemai Daughter of Geoffrey Korir was awarded in absentia, for excelling in her KCPE exams having attained a total of 417 marks with the leading candidate nationally scoring 428 marks.

Truly outstanding! Congratulations to all.



## Customer Service Week 2022

The celebrations were marked for a week under the theme 'Sustaining Customer Inclusion' which provided an opportunity for the Bank to appreciate and recognise our loyal customers - it was a colorful and vibrant week.



## Tamu Tamu Fun Day December 2022

In December 2022 we held a Christmas Edition of the Tamu Tamu campaign which saw us host a total of 103 children across our branches on the Fun Day. In support of the theme Green Christmas, we encouraged the young savers to design a Christmas tree masterpiece and we were amazed by the display of creativity in their showpieces. The children engaged in various fun activities on the day and all in attendance were presented with Guardian Bank merchandise with messages that will continue to inspire them to care for our planet in line with our efforts in the fight against climate change.





GMW is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware and are gradually acquiring the knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience. The 11<sup>th</sup> edition took place on the 4<sup>th</sup> week of March 2023, coordinated by KBA and CBK in partnership with Light for the World (an institution that empowers people living with disability) and Junior Achievements Kenya (an institution dedicated to inspiring and preparing young people to succeed in a global economy). The Bank hosted 10 students living with a disability at 6 of our branches, in line with the campaign objectives, which aims at ensuring people living with disabilities are included in the society and are not discriminated while the other branches hosted children from local schools in their respective regions.



## International Women's Day

Celebrated in March annually, International Women's Day 2023 celebrated women and girls who are championing the advancement of transformative technology and digital education. Gloria Steinem, world renowned feminist, journalist and activist once explained, "The story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights". We marked the day across the Bank, adorned in purple under the theme "DigitALL: Innovation and technology for gender equality"

Imagine a gender equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality. Collectively we can all #EmbraceEquity.

Celebrate women's achievements. Raise awareness about discrimination. Take action to drive gender parity.





## 2022 CSR initiatives - Theme Quality Education

In line with the 76<sup>th</sup> session of the United Nations General Assembly having proclaimed 2022 as the International Year of Basic Sciences for Sustainable Development, the Bank took the decision to execute the 2022 CSR initiatives under the theme "Quality Education - SDG Goal 4". The Bank further chose to narrow down the focus to improving science education in schools citing the importance of basic sciences for advances in disciplines such as medicine, agriculture, water resources, energy planning and environment. The execution of the CSR initiatives across our different regions worked to ensure inclusive and equitable quality education to promote lifelong learning opportunities for all.

The Head Office team in conjunction with Ngong Road Branch funded the science lab project at Glory Christian Education Center, located in Njathaini, Nairobi. The funds went towards the set-up of the lab foundation which was the initial and most important part of the lab project. The team donated stationery and snacks for the 160 children at the institution, among other items which included books, clothes, shoes and toys.

Mombasa Road Branch in collaboration with Lions Club of Dagoretti and the Sikh Women's Society visited Prosper

Academy in Gachie where they donated a 1,000 litre storage tank for water and sanitation, 12 classroom desks designed to accommodate 3 children each and 30 gift boxes containing books, stationery and a water bottle. The team combined the activity with a tree planting exercise that was conducted at the school on the same day.



Nakuru Branch executed their CSR initiative at Akuisi Secondary School located in the outskirts of Nakuru. They donated lab equipment to the underprivileged institution, a gesture that will see the school be able to offer better learning opportunities to the students.

Biashara Street Branch visited Success Junior School and presented them with science text books, study charts and various food items.

Kisumu Branch joined hands with Nyalenda Young Turks to distribute various science books and donate 101 text books branded with the Guardian Bank logo, to Joyland Special Needs Secondary School. They also participated in the psycho-social and counseling support session hosted on that day, distributed food to the children and further carried out a tree planting exercise at the institution.



Biashara Street Branch at Success Junior School



Nakuru Branch at Akuisi Secondary School



Kisumu Branch visit to Joyland Special Needs Secondary School



Mombasa Road Branch in action at Prosper Academy



Head Office and Ngong Road Branch, accompanied by staff of Nairobi Branches at Glory Christian Education Centre





## A Green Christmas

In line with the Bank's continued commitment in the fight against climate change, the GBL Staff celebrated a green Christmas by purchasing tree seedlings for various tree planting initiatives that were carried out by Head Office and Branches in their respective regions. A total of 225 trees were planted, in the "Christmas Spirit" of giving back to mother earth.



***"Climate change is the defining issue of our time and now is the defining moment to do something about it."***  
**- António Guterres, Secretary-General of the United Nations**

## Celebrating Global Recycling Day

Global Recycling Day is an annual event that aims to raise awareness of the importance of recycling and encourage people to take action to reduce waste and protect our environment. At Guardian Bank, we are passionate about preserving our planet and ensure that we play our part by engaging in monthly recycling initiatives and activities that work towards protecting our environment.



# How To Stay Safe On Our Digital Channels

If this article piqued your interest, then you have possibly interacted with one or more of our digital channels, which include; Mobile Banking, Internet Banking and Visa Cards. If you have transacted using any of these channels at some point, it may have crossed your mind, whether it is completely safe to use a digital channel in a world where we have heard of grim stories of how people's money has been helplessly wiped out clean by fraudsters. Cyber security has been at the center of our Bank's strategy and has been strengthened with the introduction of the additional digital channels.

There has been lots of speculation on social media and other platforms of relatable stories of how unsuspecting people have fallen victim to various kinds of cyber-attacks. In this article we will attempt to cover the theories behind some incidences, in an effort to raise awareness and enlighten you on some precautions you can all take to protect yourselves.

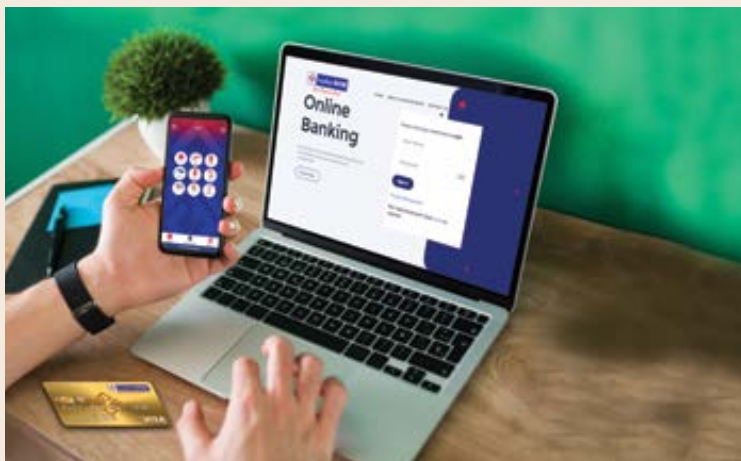
## *Social engineering*

One of the biggest threats to a safe banking environment is social engineering. Social engineering is a type of cyber-attack that involves manipulating people into giving up sensitive information or performing certain actions that benefit the attacker. Fraudsters manipulate human feelings such as curiosity, fear or even greed, to take advantage of their victim's hard earned money. Unfortunately, people are often the most vulnerable link in the security chain.

Some of the social engineering tactics that have been largely applied in Kenya by various conmen include:

### **a) Pretexting:**

This is a form of social engineering where a fraudster obtains information from a customer through a series of cleverly crafted lies. The scam is often initiated by contacting the unsuspecting customer. The fraudster proceeds to establish trust with their victim by impersonating bank staff, government officials or other persons who have right-to-know authority. The fraudster pretends to need sensitive information from a victim so as to perform a critical task. Fraudsters have been known to call customers and inform them that systems are being upgraded, or that the customer's account is about to be closed or frozen



due to some missing information, or that the customer has not fulfilled some requirement of the bank. The main aim is to create a sense of urgency and show that they want to help. Once the customer gains trust, the fraudster goes to the next level.

The fraudster then continues by asking questions that are presumably required to

confirm the victim's identity, through which they gather important personal data.

The fraudster could ask for all sorts of personal information and records that would be necessary to enable him to steal from the victim; such as National ID numbers, passwords and PINs, card number, CVV (3-digit number at the back of the debit/credit card), account balance, bank account numbers, one-time-passwords, e-mail addresses, personal addresses etc.

You have a right to stop the conversation keeping in mind that the bank already has your personal information and does not need to call you to ask for these details. Categorically, the bank will never call to ask for sensitive details such as your secret PIN, password, OTP or log-in details. You should immediately reach out to the bank to inform them of the incident.

### **b) Phishing:**

This is another form of social engineering where fraudsters send e-mails or messages that appear to be from the bank, a government body or other credible sources, to trick the customer into clicking on a malicious link and entering their login credentials or personal data; this data is then available to the fraudsters.

Spear phishing is a more targeted form of phishing where attackers research their victims and send personalized e-mails or messages to trick them into providing personal and sensitive information.

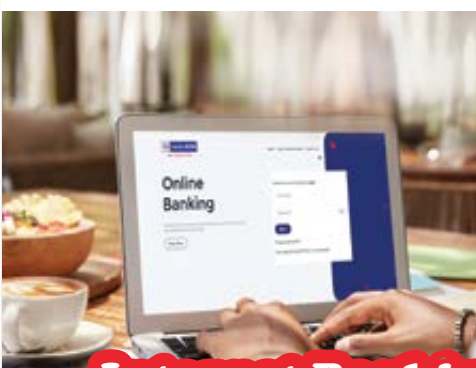
Smishing, another form of phishing is where the fraudster uses text messages and phone calls to trick individuals into an action such as clicking on a link or providing sensitive information, that will benefit the fraudster. For instance, where an unsuspecting customer will receive an SMS purporting that money has been sent to them and requires



to be reversed. A commonly used case is when you receive an SMS from a person claiming to be your child's teacher and asking you to send money for some urgent need.

### *Social engineering prevention*

- a) Confirm with your bank manager regarding any new information received, which you feel unsure about, via the Bank's official telephone numbers 0703005000/020 8693300 or e-mail [headoffice@guardian-bank.com](mailto:headoffice@guardian-bank.com)/[customercare@guardian-bank.com](mailto:customercare@guardian-bank.com). Other sources of credible information are available on the Bank's website [www.guardian-bank.com](http://www.guardian-bank.com).
- b) Use of multifactor authentication – One of the most valuable pieces of information attackers seek are user credentials. Using multifactor authentication helps ensure that even if the password is compromised, the fraudster would still need to provide the other factor(s) to gain access to your online account. Multifactor Authentication (MFA) can be a combination of:
  - Password, PIN, or answer to a security question.
  - Physical device such as a smartphone, token or a smart card.
  - Biometric identifier such as a fingerprint, facial recognition or iris scan.
- c) Do not open e-mails or attachments or click on links from suspicious sources. If you do not know the sender in question, do not forward it to others or respond to the e-mail. In the case you know the sender but are suspicious about the message, cross-check and confirm the information before opening the e-mail. If an e-mail is received from the Bank, you can always call to re-confirm its authenticity. Remember that senders' e-mail addresses can be manipulated; even an e-mail purportedly coming from a trusted source may have actually been initiated by a fraudster.
- d) Your personal details should always be kept a secret, that includes your Visa card number at the front of your card, the CVV number at the back of your card and also your mobile and internet banking log in details. Never leave your machine/mobile phone unattended before signing out of your internet /mobile banking. Memorize your Visa Card PIN and be cautious when inputting the PIN on a terminal. Sometimes the threat is the unsuspecting people within sight.
- e) Always report any suspicious activities on your account immediately to the Bank for further investigation and possibly blocking the account as a precaution.



## **Internet Banking**

**Enjoy a variety of features that will ensure you have a stress free and convenient banking experience. The Internet Banking features include:**

- Checking Balances and Statements
- M-Pesa B2C
- PesaLink Transfers
- Funds Transfers: EFT, Internal Transfers, RTGS, TT
- Bulk Transfers Via M-Pesa
- Bulk Transfers Via EFT
- Utility Payments: DSTV, Startimes, Zuku, GOTV, Nairobi Water, Jamii Telkom
- Airtime purchase: Telkom, Safaricom, Airtel
- Cheque Book Order
- Stop Cheques

## **M-Guardian**

**Banking made easy!  
Banking at your fingertips!**



**Banking has never been easier! With the New and Revamped M-Guardian Mobile App, you can now enjoy exciting banking features from the palm of your hand.**

**Download the App today from the Google Play Store or the Apple App Store to enjoy various features including:**

- ✦ **My Account:** Balance Inquiry, Mini-statement, Full Statement
- ✦ **Mobile Money:** M-Pesa Withdrawals and Deposits, M-Pesa PayBill, M-Pesa Till Number
- ✦ **PesaLink**
- ✦ **Funds Transfers:** Internal transfers and EFT
- ✦ **Utility Payments:** Nairobi Water, Gotv, DSTV, Startimes, Zuku, Jamii Telkom, Access Kenya, Little Merchants
- ✦ **Airtime Purchase:** Safaricom, Telkom, Airtel
- ✦ **Other Services:** Stop Cheques, Internal and External Standing Orders
- ✦ **Improved security features:** Biometric and two factor authentication



## BOOK CORNER



### *5 Life changing lessons from the book "Ikigai"*

*Book Review by Mary Ann Tuquib*

#### **1. Find your purpose**

The book encourages readers to identify their "ikigai" or purpose in life. To find your ikigai, you must find the intersection of what you love, what you are good at, what the world needs and what you can be paid for. This can help you find fulfillment and meaning in your life.

#### **2. Live in the moment**

The book emphasizes the importance of living in the present moment and savoring each experience. By being fully present, you can appreciate the beauty of life and cultivate a sense of gratitude.

#### **3. Cultivate resilience**

Life is full of challenges, but it's important to cultivate resilience and bounce back from setbacks. The book

encourages readers to adopt a growth mindset and view challenges as opportunities to learn and grow.

#### **4. Practice mindfulness**

The book suggests that practicing mindfulness can help you stay focused, calm and centered. By paying attention to your thoughts and emotions, you can gain insight into your inner world and cultivate greater self-awareness.

#### **5. Nurture relationships**

The book highlights the importance of building and nurturing relationships with others. By fostering connections with friends, family and community, you can experience a sense of belonging and deepen your sense of purpose and fulfillment.



### *Inspirational quotes from the book*

*The Boy, The Mole, The Fox, and The Horse written by Charlie Mackesy*

"The greatest illusion," said the mole, "is that life should be perfect."

"Always remember you matter, you're important and you are loved, and you bring to this world things no one else can."

"What's your best discovery?" asked the mole. "That I'm enough as I am," said the boy.

"One of our greatest freedoms is how we react to things."

"We often wait for kindness...but being kind to yourself can start now," said the mole. "Often the hardest person to forgive is yourself." Being kind to yourself is one of the greatest kindnesses," said the mole.

"What do you think is the biggest waste of time?" "Comparing yourself to others" said the mole.

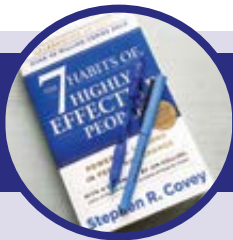
"What is the bravest thing you've ever said?" Asked the boy. "Help" said the horse. "Asking for help isn't giving up," said the horse. "It's refusing to give up."

"Is your glass half empty or half full?" asked the mole. "I think I'm grateful to have a glass," said the boy.

"Sometimes all you hear about is the hate, but there is more love in this world than you could possibly imagine."

"What do you want to be when you grow up?" "Kind" said the boy.





## Highlights of the book *7 Habits of highly effective people* Written by Stephen R. Covey

The 7 habits outlined in the book are:

**1. Be proactive:** This emphasizes the importance of taking control of your life by focusing on what you can control, rather than being reactive to external circumstances. Being proactive means taking responsibility for your choices and actions.

**2. Begin with the end in mind:** This encourages you to set goals and develop a clear vision of what you want to achieve in life. By knowing what your end goal is, you can work towards it with purpose and direction.

**3. Put first things first:** This is all about prioritizing your tasks based on their importance and urgency. By focusing on the most important tasks first, you can ensure that you are making progress towards your goals.

**4. Think win-win:** This emphasizes the importance of finding solutions that benefit both parties in any situation.

By focusing on win-win solutions, you can build better relationships and achieve more long-term success.

**5. Seek first to understand, then to be understood:** This encourages active listening and empathetic communication. By seeking to understand others before trying to make yourself understood, you can build stronger relationships and resolve conflicts more effectively.

**6. Synergize:** This emphasizes the power of collaboration and teamwork. By working together towards a common goal, individuals can achieve more than they could on their own.

**7. Sharpen the saw:** This emphasizes the importance of self-improvement and continuous learning. By taking care of your physical, mental and emotional well-being, you can become more effective in all areas of your life.

## *The Science Behind Procrastination: Why We Delay and How to Overcome It*

Procrastination is a challenge that we have all experienced at some point in our lives. It is putting off tasks or responsibilities until the last minute, despite knowing that it will only cause more stress and anxiety in the long run. Have you ever wondered why we procrastinate and what we can do to overcome it? Let us take a closer look at the science behind this common behavior.

According to research, procrastination is often linked to our brain's ability to process and manage emotions. When we face a task that is overwhelming or stressful, our brain triggers a fight or flight response, which can lead to avoidance and procrastination. Additionally, our brain's reward system may also play a role, as we tend to prioritize immediate pleasure over long-term rewards.

So, how can we overcome procrastination and get things done?



Here are some tips based on research:

*Break tasks into smaller, manageable steps:* In this way we can reduce the feeling of being overwhelmed and make progress towards our goals.

*Set specific, achievable goals:* This will help us stay focused and motivated, while also providing a sense of accomplishment once we achieve them.

*Use positive self-talk:* Our inner dialogue can have a big impact on our behavior. By using positive self-talk and reframing our thoughts, we can

reduce stress and anxiety and increase our confidence in our abilities.

*Eliminate distractions:* With so many distractions in our modern world, it is easy to get sidetracked from our tasks. Take some time to identify the cause of your distractions, then work on solutions for each.

*Reward yourself:* Finally, remember to reward yourself for your hard work and achievements. This can help to reinforce positive behaviours and create a sense of motivation and accomplishment.

Procrastination is a common behaviour, but it does not have to control our lives. By understanding the science behind it and implementing these simple tips, we can overcome it and achieve our goals.

*"My advice is to never do tomorrow, what you can do today - procrastination is the thief of time" - Charles Dickens*

# Overcoming Obstacles and Achieving Greatness

**"Believe you can and you're halfway there."**  
- Theodore Roosevelt

When you think about a story that inspires, undoubtedly a list of names of people who have inspired you in different aspects of your life comes to mind. Does Lionel Messi come to mind? If not, this is why we think you would want to add his name to your list.

Lionel Messi is widely regarded as one of the greatest soccer players of all time, having been named the best player at the 2022 FIFA World Cup, after leading his team to victory. But his path to success was not an easy one. Looking at his story, there are some very notable lessons we can all learn from his inspiring journey. They include:

**Believing in yourself:** Messi was diagnosed with a growth hormone deficiency at a young age, though he never let this hold him back. Despite his physical limitations, his talent on the soccer field was undeniable. He chose to believe in his abilities and worked hard to overcome his limitations.

**Embracing your failures:** Messi faced numerous challenges and setbacks throughout his career, including injuries and criticism from skeptics who doubted his abilities. But he refused to let these obstacles hold him back. Instead, he used them as motivation to work even harder and become even better.

**Setting goals:** Messi had a clear goal in mind from a young age - to become a professional soccer player. He

worked tirelessly to achieve this goal, never losing sight of his dreams. He quickly rose through the ranks of the club's youth academy and made his professional debut for FC Barcelona at the age of 17. Over the years, Messi has racked up an impressive list of achievements, including becoming the all-time top scorer for Barcelona and the top scorer in the history of La Liga.



**Working hard:** Nothing comes easy. Messi's success is a result of his dedication and hard work. Despite all the success and fame, Messi continues to train tirelessly to improve his skills and is always striving to become even better.

**Being humble:** Even with all his great achievements, Messi remains humble and grounded. He is known for his humility and generosity, both on and off the soccer field.

**Giving back:** Messi's impact extends beyond the soccer field. He is known for his charitable work, including his support for UNICEF and his own foundation which provides healthcare and education to children in need. He not only uses his platform to give back but also to show that success is not just about personal achievements, it is also about making a positive impact in the world.

Messi's story is truly a great testimony of the power of hard work, determination and perseverance. Despite the challenges he faced, he never gave up on his dream of becoming a professional soccer player. Through his life story, he continues to inspire countless others to do the same, showing that with enough dedication and passion, anything is possible.

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## Things I Wish I Knew About Money Management In My Younger Days

Money management is a vital life skill that everyone should learn, regardless of age. As we grow older, we often realize that we could have made better financial decisions in our younger days. Looking back, here are 7 of some of the most important lessons I wish I had learnt earlier:

### 1. I wish I had learnt about budgeting many years ago.

When I was younger, I used to spend money on things I wanted without really considering the long-term impact on my finances. I did not have a budget and I did not track my expenses. As a result, I often found myself struggling to make ends meet towards the end of the month. If I had learnt how to budget earlier, I would have been able to plan my expenses better and avoid overspending.

*"A budget is more than just a series of numbers on a page; it is an embodiment of our values." - Barack Obama*

### 2. Closely related to having a budget, I wish I had learnt the importance of the concept of 'living within your means'.

It is easy to get caught up in the idea of living a certain lifestyle, but it is important to live within your means. Do not overspend on things you do not need or cannot afford. This will only lead to financial stress and problems. Before making any purchase, ask yourself if you really need it, how you will pay for it and if it can wait.

*"Just because you can afford it, doesn't mean you should buy it." - Suze Orman*

3. I wish I had learnt about the importance of saving. I used to think that saving was something that only adults did and it was not really relevant to me as a teenager or a young adult. However, now I realize that saving is crucial for building a strong financial foundation. I wish I had started saving earlier, even if it was just a small amount each month. This would have helped me to develop good saving habits and accumulate a decent amount of money over time. Make sure you always have money saved up for emergencies. The earlier you start saving, the better.

*"Do not save what is left after spending; instead spend what is left after saving." - Warren Buffet*

4. I wish I had learnt about investing. When I was younger, I thought investing was something that only wealthy people did and that it was not relevant to me. Investing can seem intimidating, however, I now realize that anyone can do it and it is a great way to build wealth over time. Had I learnt about this earlier, I would have been able to start building my investment portfolio earlier and perhaps taken

advantage of the power of compounding. Also important to note, is that diversification is key when it comes to investing. Do not put all your money in one investment or asset class, spread them across different types of assets. Start investing early, but do your research before you make your final decisions on the kind of investments to settle for.

Create a vision for the life you want in the future – save and invest towards this vision.

5. Remember it is also important to invest in yourself. Your education and skills are your most valuable assets. Take some time out of every day and build your financial literacy by learning about earning, saving, investing, borrowing money etc. Further to this, invest in yourself by taking classes, learning new skills and developing your talents.

This will pay off in the long run, both financially and personally.

*"An investment in self-development pays the highest dividends." – Debasish Mridha*



### 6. On a lighter but important note; learn to cook and save.

In my younger days I could not even make a sandwich. I loved to eat and so I always bought breakfast, lunch and dinner in addition to my snacks. If I knew, I would have worked

on my cooking skills much earlier. The minute I started making my own meals, I began to realize the huge amount of savings I was making and that I was able to invest it for future requirements.

7. Avoid the burning urge to take up unnecessary loans just because you can - this most often turns into a cycle where the following month you will have to repay the debt and take another loan. As the debts keep piling due to high-interest rates, saving and investing become a far off dream and you could plunge into perpetual financial distress. Further you should always beware and cautious of lucrative deals. Before you take up any kind of loan, have a clear plan on how you can make the money work for you - a plan to grow the money.

*"Remember this: debt is a form of bondage. It is a financial termite." - Joseph P. Wirthlin*

Money management is an essential life skill and there are many things I wish I had known about money in my younger days. Following the 7 steps elaborated above would have helped me to build a better or sound financial foundation to avoid some of the mistakes I made. Do not wait until it is too late. Start building your financial future today.

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