

Strategic Brand Plan and Focus

This will be driven by a set of smart objectives which

Based on the brand focus, members of the management committee shall

Put in place a timely reconciliation system for all payment for the various Sacco related products and activities from members

Disseminate timely and accurate information on the Viscon Sacco product portfolio, features and benefits accruing to members at all times

Clearly outline all the features and benefits of each product and service offered to members

Develop and strictly adhere to and observe a periodic intensive and extensive monitoring and evaluation system on all Sacco functions and activities

The realization of the set objectives will be driven by ensuring

The Sacco products relevance to members

The Sacco delivery of products and services consistency

The Sacco products and services consistent quality

The Sacco agenda is driven by passionate people

The Sacco tagline being connect your vision; the approach is to create a Sacco that has one corporate culture.

We should make individual members feel and realize that the Sacco would not be a great and inspiring place if it were not for each one individual member

Therefore, continuously reinventing ourselves over time is vital if we are going to sustain a well-managed, respected and successful Sacco into the future and beyond

We should spend a great deal of time and effort looking closely at our systems, processes and procedures against the dynamic world around our business so that we can adapt and adjust our Sacco accordingly to keep up with the global pace.

We have to continuously rejuvenate our products and services in order to stay at the forefront in the sector.

This has to be done with one voice when it comes to presenting the Sacco to the world and to fellow members.

We have to start by sharing our purpose, the Sacco should exist to achieve a singular purpose for all members.

This means that the Sacco should be about the most essential part of the life of our members, customers and service providers.

This is because they are our core inspiration and as we go about our daily activities we should strive to inspire a love of life in everything we do to our members

This can be achieved once all members of the Sacco are inspired each day to make the most out of their lives

This means as members, we should take the Sacco like our soul, the Sacco essence of existence should be at the very core of member's priority and purpose

This is because if passionate members are at the heart and soul of everything the Sacco does, expected deliverables should not be developed in isolation and then handed down to members like a rule book to be followed, instead time should be spent developing the Sacco purpose together as a collective responsibility by members

This is because unity of purpose of members is the strength of the Sacco and so our purpose should make all members United so that everyone can embrace the Sacco idea, feel a sense of belonging and not excluded

This involves adherence to the Sacco mission, vision, values and quality assurance statements

The ambitious strategic plan and focus can only be achieved by embracing the unity of purpose and collectively sharing in its achievement

This is why it's the intention of the Viscon Sacco Society limited management committee to bring every member of the Sacco together and create true team spirit that will result in an admirable Sacco and its products and services in order to realize the Sacco vision and strategic objectives

The management committee will therefore strive to create a one Sacco one culture attitude.

However, this should not mean that we intend to have every member to become the same, we shall aim to celebrate and embrace our diversity, culture, strength, different ways of problem solving but at the same time strive to unite every member by embracing the idea of a unique Sacco culture in which we all belong.

This will make our Sacco products and services stronger in the competitive sector

Members should therefore be concerned with the Sacco brand positioning and what we would want the public to think when they interact with the Sacco products and services

Members should at all times reflect on the following

What values are at the heart of the Viscon Sacco society limited

Are we as members passionate about the Sacco products and services

Does our curiosity, consumer and customer insights drive our Sacco growth

Do we as members cherish the Sacco products and services, are we courageous in pursuing their full potential

Are we as members innovative by constantly searching for new growth ideas, products and services

Do we seek to benefit from the diverse membership and perspective?

Do we strive to create mutually fulfilling business relationships and partnerships?

Do we as Sacco members give ourselves the freedom to succeed

Do we as members trust each other

Are we open to challenges and respond swiftly to exploit the opportunities created?

Are we as Sacco members proud of what we do and how we do it

Do we behave responsibly and with the highest level of integrity?

Do we strive to be the best, always learning and improving our overall performance?

Do we set high individual and collective standards?

Do we then stretch our resolve individually or collectively to meet, surpass and exceed the set objectives and celebrate the achievement?

As members, we therefore need to develop a positive mindset which we need to build a Sacco that inspires life and passionately delivers on the promises to members

The positive mindset should enable all members of the Sacco to work in collaboration in a vibrant and inspiring environment

The positive mindset is exhibited through

Leadership, a spirit of celebrating individual or collective achievement, having great products and services and being visionary

This is about success through timely delivery of set objectives

This means all members of the Sacco must perform in order for the Sacco to be among the best in the sector

Members therefore need to adopt a sense of individual and collective responsibility for the Sacco

Celebrating achievement involves embracing our collective or individual success

This should be about all what we do because our products and services should be at the center of a cause for Joy and celebration, this is about members being passionate, vibrant and just having pure and simple fun regularly

Great products and services can only be developed through constantly engaging with members of Viscon Sacco society limited, this is because without members the Sacco products and services will serve no purpose.

This is why we should strive to really understand our members and push for consistent and high quality products and services by investing in our expertise and taking pride in everything we do either individually or collectively

Being visionary is the ability of members to shape the future of Viscon Sacco society limited

It's about being innovative and always looking for that new and exciting edge

It's being ambitious and always wanting to be the best, passionate and going beyond the expected or obvious results

It's about agility and mental capacity to respond swiftly and appropriately to situations arising during the Sacco operations

With the right quality of empowering leadership, a sense of celebrating achievement, consistently delivering great products and services to our members and having a visionary approach to the Sacco by always remaining innovative, the Sacco shall have products and services that truly inspire life

In order to live up to the Sacco mission and vision, members need individual and collective discipline, after all the Sacco will work well when members are well versed at skills of working together while every member is working in different positions to the best of their ability with minds and hearts of the membership focused towards achieving a common goal

The Sacco members should feel free to embrace the purpose and inspire life by being holistic, balanced, progressive, aware, professional, consistent and not narrow minded and hypocritical

This means if all members have the discipline, the Sacco will become a truly inspiring place to belong.

Members should always be saying... the time to reinvent and transform the Sacco products and services is now...

Members should therefore want to change from a Sacco based on a hierarchy into a Sacco of shared responsibility, pride and success.

In other words, members should not support rank and power based conduct in the Sacco management but develop some Sacco rich in true empowerment and mutual respect

Members should change their mindset of the Sacco and see every day as an opportunity to experience and learn something new.

Members should aspire to engage in continuous learning and be driven by innovation and continuous improvement

Members should not be passive when they have the ability to actively create opportunities and take charge of their exploitation

Members should collectively transform the Sacco into one full of passion, inspiration and belief in one another

Members being professional is absolutely key to fulfilling the Sacco purpose and realization of its mission and vision

This is because professional members are efficient, believe in being informed, respect each other and focus on creating great products and services, this should be the back bone of Viscon Sacco society limited

On the other hand, passion is the motivational force behind successful members, efficiency combined with passion is an incredibly constructive combination, passion is the key to being inspirational, it's the energy behind being inspired to work towards continuous innovation, the motivation to be dedicated to always go beyond the set objectives, passion helps us to deliver great products and services to members and being the best in the sector

Pride is about confidence, with confidence it's easy for a member of the Sacco to stand firm and be accountable for their own actions, voice, thoughts and opinions.

This means members should have the necessary power, skills, resources or required qualifications to perform and execute tasks effectively

Members should have unusual or superior capability to gather intelligence from the market about the Sacco products and services overall performance

Members should confidently demonstrate their talent and knowledge in the products and services portfolio offered by the Sacco

Members should feel empowered, qualified and free to use their ability towards achieving the Sacco objectives

Members of Viscon Sacco society limited should be unique individuals who easily embrace unity of purpose and Share in the common Sacco mission and vision

This means that member actions are not influenced by anyone else but themselves

This is what will make members accountable and committed to the Sacco success

Members should therefore aspire to empower themselves to a great extent in order to achieve exceptional results

This means members should be able to demonstrate their ability, be responsible, respectable, reasonable, teachable and measurable

Members should be able to inspire others and in turn be inspired by the ability and greatness in the other members

Members should be willing to share their abilities by being dependable, unstoppable, approachable and sociable

This is because when members take pride in what they do, they do it so well because pride empowers a member of the Sacco to be accountable, valuable, reliable and commendable

It's the hope of the Viscon Sacco society limited management committee that members shall work towards creating an enabling environment for the Sacco to realize the set objectives within the efficient, accountable and responsive structures, systems, processes and procedures aimed at unlocking and realizing the full potential of the members with the sole aim of being a market leader in the sector Viscon Sacco society limited operates in

Thank you for believing in Viscon Sacco Society limited