



COMPANY  
PROFILE

## COMPANY OVERVIEW

Zaridi Afrika, with its Headquarters in Nairobi-Kenya, is an institution that offers unique and personalized life-skills training to children, teens and the youth with the aim of helping them realize their innate potential.

The first of its kind, Zaridi Afrika saw the need and urgency of creating a stimulating and interactive learning environment for young people, and an opportunity to attain the necessary knowledge, confidence, character, mindset and skills required to thrive in our rapidly changing post-modern and globalized world.

### OUR VISION

We aspire to provide a comprehensive program that builds on the self-confidence, independence and life-management skills of our children, teens and youth.

### OUR MISSION

We aim to grow, nurture and develop well-rounded, responsible and globally exposed citizens.

## OUR GOALS & OBJECTIVES

- Instill functional independence in children, teens and the youth;
- Nurture constructive attitudes and behavior;
- Build skills that set up children, teens and youth for success as a team, in family, school and beyond;
- To steer them to become productive, innovative, responsible, ethical and compassionate members of society;
- Improving their quality of life through life management skills, instilling a sense of awareness, discipline and direction for the future;
- To cultivate leadership, character, integrity and resilience.

## OUR PROGRAM CLUSTERS

### JUNIOR CLUSTER (9-14 YRS.)

#### COGNITIVE BRACKET

- VOL 1: ANALYTICAL SKILLS
- VOL 2: RETAINED ATTENTION
- VOL 3: INFORMATION PROCESSING
- VOL 4: TEAMWORK

#### SELF-MANAGEMENT BRACKET

- VOL 1: ETIQUETTE
- VOL 2: NUTRITION & FITNESS
- VOL 3: FINANCIAL LITERACY
- VOL 4: NEGOTIATION SKILLS

### JUVE CLUSTER (15-20 YRS.)

#### SAFETY BRACKET

- VOL 1: FIRST AID, EMERGENCY PREPAREDNESS & RESPONSE
- VOL 2: WATER SAFETY PROCEDURES
- VOL 3: SELF-DEFENSE
- VOL 4: SURVIVAL SKILLS

#### INTRAPERSONAL BRACKET

- VOL 1: RESPONSIBILITY
- VOL 2: COMMUNICATION SKILLS
- VOL 3: EMOTIONAL INTELLIGENCE
- VOL 4: STRESS MANAGEMENT

#### CO-CURRICULAR BRACKET

- VOL 1: TALENT MANAGEMENT
- VOL 2: CAREER DEVELOPMENT
- VOL 3: LEADERSHIP SKILLS
- VOL 4: SOCIAL SERVICES

**NOTE:** We issue a **CERTIFICATE OF PARTICIPATION (COP)** to trainees once through with all **four (4) Volumes** of a particular bracket and a **Certificate of Achievement (COA)** after completing all **four (4) Brackets** of a particular cluster.

## CORE VALUES

- Safety
- Confidence
- Independence
- Resilience
- Productivity
- Excellence
- Efficiency

## CLUSTER BREAKDOWN

Zaridi Afrika's mantle is to equip children and teens of the 21st century with crucial skills and the technical know-how to becoming independent, productive, innovative, responsible and ethical members of society. Our well-thought-out clusters prime these vibrant kids to be confident decision makers ready to make a positive contribution in their local communities and society at large.

The various volumes offered under each bracket utilizes a personal development approach designed to address a balance in three main areas:

- Knowledge
- Attitude
- Skills



## OUR TEAM OF EXPERTS

By utilizing professional facilitators, coaches, counsellors and mentors, Zaridi Afrika ensures credibility of the information and trainings we offer. Listed below are the various department heads:

1. Mr. Ian Mwathi Njau – Safety Bracket
2. Madam Florence Kanjiru & Miss Imelda Nyangate – Self-Management Bracket
3. Mrs. Lucy Gachenia – Intrapersonal Bracket
4. Miss. Caroline Nyakio & Miss Jedida Chepngetich – Cognitive Bracket
5. Mr. Elly Gona & Mr. Brian Mutuma – Co-Curricular Bracket

## COGNITIVE BRACKET (9 – 14 YEARS)

The first few years of a child's life is critical to their overall development, that's why many parents are concerned with making sure their child develops the cognitive abilities they need early on.

As we get older, our brain's ability to adapt to change reduces, making the first few years of a child's life critical to their development and success in the future. This bracket involves training on the following:

- **Analytical Skills** – Analytical skills refer to the ability to collect and analyze information, problem-solve, and make decisions based on insights drawn from the collected information. Zaridi Afrika gives children the ability to define or identify a problem, how to generate alternatives or potential solutions, how to evaluate and choose between these and finally how to implement the chosen solution.



Our CEO Mr. Michael Wanyaga enjoying a game of monopoly with the kids

- **Retained Attention** – Active attention is a multidimensional cognitive process that includes the ability to select and focus on what is important at any given moment, the ability to consistently maintain mental effort while performing tasks that require mental energy and the ability to inhibit action or thought while previewing alternative actions or thoughts. Being one of our main volumes, we believe retained attention is the first step in the learning process for kids since it allows them to plan, monitor and regulate their thoughts and actions.
- **Information Processing** – Information processing refers to how we deal with the vast amount of information that is available to us when we are performing skills. In line with the information processing theory, Zaridi Afrika trains children on the ability to process and respond to information received through their senses.
- **Team Work** – Childhood is a wonderful time of life when the desire and opportunity to learn are both endless and uninterrupted. Thus, when it comes to training the young minds and inculcating life lessons in them, we, at Zaridi Afrika, have always believed in the axiom of ‘catch them young.’ The earlier we teach them the skills, the more prepared they are in using those skills all through their lives. And, out of the multitude of skills and lessons that our children learn during their time at Zaridi Afrika, one of the most important abilities they develop is that of working with others and being a part of a team.

Generally, teamwork helps kids to be more welcoming to diversities, communicate better with others, increase their social skills and self-confidence, and helps them develop into happier adults.



As Zaridi Afrika, we strongly believe it is essential to think about not “what” children think or learn, but how they are thinking and learning. **Why is cognitive development important?**

- a) Cognitive development provides children with the means of paying attention.
- b) Cognitive development encompasses a child’s working memory, attention, as well as a child’s ability to manage and respond to the experiences and information they experience on a daily basis.
- c) Cognitive development can be compared to a child’s air traffic control tower – taking in information and processing it on a daily basis with intent and purpose.



**Zaridi Afrika kids participating in a game of chess which strongly builds on their cognitive skills**

When young children are provided an environment rich in knowledge development, skills, problem solving and dispositions, they begin to acquire essential building blocks that set them up to be the leaders and innovators of tomorrow.

## SELF-MANAGEMENT BRACKET

The relevance and importance of ensuring children and teens are well educated and trained on self-management skills is often ignored by parents. Self-management skills allow you to maximize your productivity, improve your general performance and efficiently achieve set goals.



### Table Etiquette – Home & Family Management

The following volumes fall under self-management bracket:

- **Etiquette** – This involves training on personal etiquette (discipline, time management, grooming & dressing), private etiquette (home & family), public etiquette (social conduct) and professional etiquette (future workspace & business etiquette)
- **Negotiation Skills** – Zaridi Afrika coaches' children and young people on the art of negotiation which holds the key to getting ahead in their future workspace, resolving conflicts and creating value in personal relationships. Through learning such negotiation techniques, the kids are able to improve on their informal day-to-day interactions as well as grasp the skill of formal transactions.



- **Nutrition & Fitness** – Zaridi Afrika ensures all children and teens understand that good dietary habits and fitness established while young are often carried into adulthood, thus helping them stay healthy throughout their life. We also coach them on simple workouts they can perform while at home.



### **Participants Practicing Some Simple Physical Exercises**

- **Financial Literacy** – Zaridi Afrika considers financial literacy as one of our principal programs and considers it an important, life-long skill which could be key to the success of a child/teen in their later life. By starting young, we help them discover the relationship between earning money, spending it and saving it, giving them knowledge about the value currency holds.

### **SAFETY BRACKET**

Teaching safety-related practices to children, teens and youth extend beyond the obvious. Considering emergencies can happen anywhere and at any time, we train our participants how to think clearly under pressure, how to recognize risks, how to contact emergency services, how to pack an emergency “go-bag,” and how to make a quick evacuation plan, which consequently instills a sense of confidence in them enabling them react better regardless of the situation.

Zaridi Afrika works with professional, well-trained instructors who have extensive experience in coaching young people in such sensitive procedures and we are of the opinion that such skills build confidence, works on balance, helps develop self-discipline, improves physical conditioning, develops a fighter’s reflex, teaches self-respect and helps with goal setting.



### **A demonstration on how to correctly execute cardiopulmonary resuscitation - CPR**

#### **The Safety Bracket involves training on:**

- **First Aid, Emergency Preparedness & Response** – Since emergencies will occur, preplanning is essential. At the onset of an emergency, a lot of decisions need to be made in a short period of time. Zaridi Afrika therefore developed a program which aim is to instill a sense of confidence in children and teens that they learn how to respond to the various emergencies.
- **Water Safety Procedures** – Each year a substantial number of kids in Kenya are admitted to Accident and Emergency as a result of non-fatal drowning incidents also known as 'near drowning'. Teaching water safety procedures from a young age is very important because it is key for children to understand the dangers in the water and therefore how to behave while in it.



**Baraka Mwenda (18) and Teddy Onsongo (13) part of a drill on drowning**

- **Self Defense** – Self-defense skills not only allows children to tangibly defend themselves against physical attacks, it also sparks various benefits to them in everyday life. it helps them prepare for unexpected situations and also helps develop increased mental and physical health.



- **Survival Skills** – Young people poses a natural yearning to learn how to survive since it's exciting, exhilarating and fun. Considering we live in very uncertain times; it is crucial to acquire techniques that one may use to sustain life in any type of natural or built environment. These practices are meant to provide basic necessities for human life which include water, food, and shelter.

## CO-CURRICULAR BRACKET

Co-curricular activities have many advantages some of them being: stimulating creative thought, improving social and organizational skills, leadership qualities and developing interests and talents.

Zaridi Afrika has recognized the fact that it is necessary for our programs to develop scholastic as well as co-scholastic areas, and hence, has made this bracket a compulsory element of what we do.

The volumes below fall under the co-curricular bracket:

- **Talent Management** – Talent is a natural aptitude, an inner quality that emerges effortlessly. In this day and age, the utilization of talent has proved to be worthwhile but we as Zaridi Afrika believe it's not about realizing your talent rather how a child or teen inputs hard work to the point of success. As Albert Einstein once stated, "Genius is 1% talent and 99% percent hard work"
- **Leadership** – Leadership skills allow children to have control of their lives and the ability to make things happen. Leadership instills confidence, and helps children solve problems creatively, work in a team, and work collaboratively with others. At Zaridi Afrika we teach the skills necessary for children to take on leadership roles now and in the future.
- **Social Work** – Social work does not only have positive effects in society, but it brings benefits to the life of your child or teen and personal development. One of the benefits of social work is that it provides young people with the chance to improve skills important for their future workplace, such as communication and organizational skills, teamwork, planning, problem-solving and task management.
- **Career Development** – Every child dreams about what they will be when they grow up and the roots of career development begin early in a child's life. Through matching skills, interests and utilizing psychometric tests, it is our goal as Zaridi Afrika to ensure career planning is simplified and to guide young people in developing a healthy sense of self, thus enabling them to reach their full potential.



**Pictured is Precious Neema, an eleven (11) year old girl who longs to be a pilot in future. Through our career development program, she was able to learn a lot about Aviation and enjoy the Cessna-172 cockpit. Despite it being a male dominated career, it's Zaridi Afrika's goal to build on the confidence of such girls and ensure they grow up believing it's very much achievable**

“Ignoring the process of career development occurring in childhood is similar to a gardener disregarding the quality of the soil in which a garden will be planted.” — **Niles & Harris-Bowlsbey**

## INTRAPERSONAL BRACKET (15 – 20 YEARS)

Intrapersonal (“within the self”) skills are the internal abilities and behaviors that help you manage emotions, cope with challenges, and learn new information.

These skills, which largely relate to emotional intelligence include:

1. **Responsibility**
2. **Self-Confidence**
3. **Resilience**
4. **Self-Discipline**
5. **Persistence**
6. **Openness to new ideas**
7. **The ability to overcome stress**
8. **Time management**

You may have noticed these skills all have something to do with your ability to self-regulate. People with strong self-regulation abilities often have an easier time:

1. Managing behavior and emotions
2. Weathering challenges
3. Working toward goals in spite of distractions

This bracket involves training on the following:

- **Responsibility** – Responsibility means you do the things you are supposed to do and accept the results of your actions. An individual with a highly developed sense of personal responsibility is more likely to succeed in school, in the workplace, and in society at large.
- **Communication Skills** – Never underestimate the importance of communication skills. The ability to communicate information accurately, clearly and as intended, is perhaps the most important of all life-skills. It’s our priority as Zaridi Afrika to improve on the ability to speak, listen, question and write with clarity and conciseness of all our participants.
- **Emotional Intelligence** – Emotional intelligence is a set of skills associated with monitoring one’s own and others’ emotions, and the ability to use emotions to guide one’s thinking and actions. Emotions impact our attention, memory, and learning; our ability to build relationships with others; and our physical and mental health. Teens with higher emotional intelligence manage emotions effectively, are better able to pay attention, are more engaged in school, have more positive relationships, and are more empathic.

Through research, Zaridi Afrika has identified five skills that we teach to increase emotional intelligence:

- a) Recognizing emotions in oneself and others;
- b) Understanding the causes and consequences of emotions;
- c) Labeling emotions accurately;
- d) Expressing emotions in ways that are appropriate for the time, place, and culture; and regulating emotions.

• **Stress Management** – Childhood isn't all fun and games. Even young children can feel worried and stressed. Just like adults, children may expect too much of themselves and then feel stressed when they feel that they have failed. Effective stress management helps a child break the hold stress has on his/her life, to ensure they can be happier, healthier, and more productive. Our ultimate goal under this volume is to train young people on how to balance life, with time for school work, relationships, relaxation, fun, and the resilience to hold up under pressure and meet challenges head on.

Stress management is not one-size-fits-all, that's why Zaridi Afrika strictly makes use of professional counsellors who can guide kids on the various ways of coping with stress.



**Playing fun and captivating games is a great way of helping the kids unwind**

Zaridi Afrika firmly believes in equality and ensuring even the less fortunate children, teens and young people benefit from our programs. This has given rise to partnerships with a couple of orphaned and vulnerable children (OVC) foundations, community-based organizations and other non-profits such as **Keeping a girl in school and The Parrain Foundation.**

As a result of such great alliances, many vulnerable kids have been privileged to attend and benefit from our projects.



**Girls from New-Beginning Children's Home in Embakasi during one of our projects**





# CERTIFICATE

## OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

*Mark Jeremy*

FOR SUCCESSFULLY COMPLETING THE COGNITIVE BRACKET

- ◆ ANALYTICAL SKILLS
- ◆ RETAINED ATTENTION
- ◆ INFORMATION PROCESSING
- ◆ TEAMWORK

  
C.E.O

01. 07. 2021

DATE



WE ARE THE FUTURE



# CERTIFICATE

## OF ACHIEVEMENT

THIS CERTIFICATE IS PRESENTED TO

*Baraka Mwenda*

FOR SUCCESSFULLY COMPLETING THE JUVE CLUSTER

- ◆ SAFETY BRACKET
- ◆ INTRAPERSONAL BRACKET
- ◆ CO - CURRICULAR BRACKET
- ◆ SELF - MANAGEMENT BRACKET

  
C.E.O

01. 07. 2021

DATE



WE ARE THE FUTURE



**Pictured is Captain Kariuki Ikuu training Perceptual Zawadi (13) on how to execute a pre-flight check, one of the most crucial procedures performed before flight**

**CONCLUSION:**

As we continue working tirelessly to mold the next generation of smart, independent, productive, innovative, responsible and ethical members of society, we assure all parents, guardians and the general public of our utmost professionalism and integrity. Zaridi Afrika – We Are The Future!

**CONTACT INFORMATION**

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