



Free Ebook



# **Rediscovering Our Core Values**

*A Path to Prosperity*  
**Rose Kimotho, MBS**



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# INTRODUCTION

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What if the key to transforming our society lies not in resources, politics, or technology, but in values we've neglected over time?

In many thriving nations today, prosperity stems not just from economic growth but from a deep commitment to timeless principles like integrity, discipline, and mutual respect.

In traditional African societies, values like honesty, generosity, justice, and diligence were instilled in every child, shaping cohesive communities. However, as we moved forward, many of us—leaders and citizens alike—began discarding these values. Today, we face challenges ranging from rampant corruption to societal breakdown and economic stagnation. But history and global examples show that change is possible when a society realigns itself with core principles.

This eBook explores how we can rediscover these values to foster personal growth and societal rebirth.



By holding ourselves and our leaders accountable and reintroducing these teachings in our education system, we can create a prosperous future rooted in integrity.

If you're ready to take these principles from theory to practice, the Etiquette and Image Building Course led by Ms. Rose Kimotho is the perfect place to start.

A successful media professional and entrepreneur, Rose has conducted Image Building & Media Skills training as well as Cultural Awareness courses for leaders in the corporate and public sectors since 2006.

# LESSONS FROM GLOBAL SUCCESS STORIES

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Consider Singapore and South Korea—two countries that were economically behind Kenya just 60 years ago. These nations transformed by embedding core values into every level of governance and education. Leaders like Singapore’s Lee Kuan Yew and South Korea’s General Park Chung-hee prioritized the public good over personal gain. Neither leader amassed wealth despite being in power for 30 years and 18 years respectively. Their countries’ remarkable growth wasn’t merely a result of economic policy but of a cultural revolution driven by integrity, discipline, and a focus on collective well-being.

What if we could achieve the same transformation by embracing these values today?

In Japan, moral education is a cornerstone of the curriculum, starting from early childhood. Before children are taught to read or do arithmetic, they learn about respect, cleanliness, empathy, and responsibility.

*“General Park Chung-hee believed that, in order for Korea to break free from extreme poverty, it was crucial for its people to dispose of the self-destructive beliefs that had been ingrained in their minds through their colonial history, and replace those old dispositions with the new ethos of confidence and striving for betterment.”*

*Music & Politics by Jung Min Mina Lee*

The results are evident in Japan’s orderliness, respect for the environment, and overall societal success. If our education system prioritized values like these from an early age, we, too, could lay the foundation for a more cohesive and thriving society.

Learning these values is a central focus of Ms. Kimotho’s course, where practical exercises help participants apply these principles in real-world situations.

# THE PILLARS OF A STRONG SOCIETY

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In the traditional African compound, values were passed down around the 3 stones of the family fireplace. It was around the fire that children were nurtured, schooled and imbued with the community's core values and moral lessons. Through story-telling, children learned about the consequences of greed, dishonesty, and arrogance—lessons that are just as relevant today.

Stories carried a moral lesson, and most revolved around animals. There was the crafty monkey who didn't hesitate to lie for personal gain, the rabbit that was too clever by half, the greedy hyena that split in half when he came to a fork on the road and couldn't make up his mind which road to take, the persistent tortoise that won the race in the end, as well as monsters and ogres that were deceptively charming but had a hidden second mouth at the back of the head. To revive these teachings on morals, we need to reintroduce values-based education in our schools.

Imagine a curriculum where, for the first three years of primary school, children learn about honesty, respect, and responsibility before learning the alphabet and math.

*Like a tree that cannot stand without strong roots, no society can prosper without a solid foundation of ethics.*

If we instill values at a young age, we shall end up with a society that values respect, cleanliness, care for the environment, independence and empathy. And a society that is ultimately prosperous.

Much like the 3 stones hold up the “nyungu” or cooking pot, the strength and stability of any society rests upon the firm foundation of these fundamental values. The Etiquette and Image Building Course equips you with the tools to cultivate these values within yourself and those around you, turning principles into everyday habits

# THE POWER OF CLEANLINESS

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Cleanliness isn't just about hygiene; it's a reflection of discipline and respect for our environment. Cleanliness also promotes mental performance. Our forefathers understood this connection, emphasizing cleanliness both in personal grooming and community spaces. In thriving cities like Tokyo, Seoul, and even Kigali, cleanliness is intertwined with order, mental well-being, and societal success.

Closer to home, we've witnessed the decline of once-pristine cities like Nairobi and Nakuru —once crowned as the cleanest town in Kenya, now plagued by chaos and neglect. Yet, the example of Rwanda's Kigali exemplifies what can be achieved through the right leadership and community mindset.

The culture of uncleanliness has permeated the chaotic public transport system. Passengers in overcrowded matatus are subjected to dilapidated and dusty interiors, as well as the discomfort of putting up with bad breath and unwashed bodies when touts, and, on occasion,

fellow passengers, lean in too close.

*When we prioritize cleanliness, we create environments where opportunities flourish and dignity is upheld.*

The time has come for our current crop of leaders to emulate the courage and foresight displayed by the late Minister for Transport, John Michuki who introduced the now discarded "Michuki Rules". During his short reign as Minister for Transport, sanity, cleanliness and order reigned in the transport sector giving the country a glimpse of what can be achieved when leaders with courage, commitment, and a focus on public good are at the helm.

It's time to reclaim the culture of cleanliness—starting from our homes and extending to public spaces.

The Etiquette and Image Building Course dives deeper into how small actions, like personal grooming and environmental care, can create larger societal shifts. Participants leave the course with practical strategies to maintain cleanliness and order in both personal and public spaces.

# REVIVING COMMON COURTESY

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*Today, education appears to be pursued purely for grades and academic awards, rather than for instilling both values and knowledge. This has fueled corruption as people pay to have academic accolades bestowed upon them.*

Mutual respect and empathy were cornerstones of traditional African societies. Unfortunately, this has eroded, giving way to a culture of rudeness and entitlement. The “matatu culture” of loud, aggressive, and disrespectful behavior has permeated into every level of society, including public spaces and buildings. Interestingly, this is not the case in neighbouring Uganda or Tanzania, where citizens demand to be treated with dignity. However, we can turn this around by reintroducing common courtesy into our daily interactions.

Consider the Japanese education system, where students are taught politeness and punctuality as part of the curriculum. In Japanese schools, students clean their classrooms, learning responsibility and respect. Embracing similar practices in our schools could transform societal interactions and significantly reduce the aggressive and dismissive behaviour that has become all too common.

Learning the importance of courtesy and respect is a core aspect of the Etiquette and Image Building Course. By teaching practical approaches to empathy and politeness, the course empowers you to model these behaviors and spread them within your community.





## Courtesy

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*Rebuilding a culture of politeness and consideration starts with each of us. It's not just about how we greet elders or conduct ourselves in public, but how we teach these values to the next generation. A society built on respect and empathy is one where opportunities thrive, and leaders serve the public with integrity.*

# MASTERING ETIQUETTE

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We reflect the values we hold, such as kindness, integrity and consideration for others, through the way we conduct ourselves. Practicing etiquette demonstrates self-control, discipline, maturity, and an awareness of how our actions impact on others. It enables us to avoid offence or conflict through inappropriate behaviour.

Etiquette is important because it promotes respect, consideration and positive interactions between people.

In countries such as Japan and South Korea, where etiquette is highly valued, public order and social interactions run more smoothly, making life more comfortable for everyone.

The chaos we regularly witness on Kenyan roads caused by disdain for traffic regulation and fellow road users, could become a thing of the past if etiquette was taught to both adults and children. Over speeding, overlapping in traffic and discourteous conduct by drivers are traits that reflect

*“Your mood should not dictate your manners.”*

*Unknown*

impatience, a lack of discipline and disregard for fellow citizens.

Similarly, the absence of orderly queues while boarding public transport or using lifts in public buildings demonstrates a lack of awareness that displaying courtesy benefits everyone.

Maintaining personal hygiene and cleanliness of one's surroundings are also important aspects of etiquette.

Drivers and passengers alike frequently throw trash out of car windows, while pedestrians and street food vendors use pavements and storm drains to dispose of waste.

Another unwelcome sight is piles of garbage in residential areas.

This not only degrades the environment, but also endangers everyone's health.



# BUSINESS & DINING ETIQUETTE

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Although the rules of Business etiquette have evolved with the advent of the internet and social media, some principles remain timeless. Appropriate language, professional appearance, conduct at meetings, active listening, the muting of the microphone while on on-line calls, avoidance of constant interruptions, eye contact, and appropriate use of mobile phones, all convey professionalism and respect.

Netiquette, or online etiquette, is also crucial. Respect for other people's privacy and time is essential, as is the use of proper language and tone in emails and on social media.

The Etiquette and Image Building course will prepare you for professional business interactions and will provide clear and precise guidelines on business and social etiquette practices.

*"The true greatness of a person, in my view, is evident in the way he or she treats those with whom courtesy and kindness are not required"*

*Joseph B. Wirthlin*

Dining etiquette has evolved and changed over time. It also varies from culture to culture as diverse cultures relate differently to food and entertaining for business. Understanding the various rules can enhance one's professional presence and instill the confidence to dine at formal business functions, and at social occasions.

Many people become overwhelmed when confronted with a plethora of eating tools at the formal dinner table. Others are unfamiliar with fundamental table manners such as not chewing with your mouth open or using a cell phone or toothpicks at the dinner table.

Failure to appreciate basic table manners might jeopardise business and personal advancement. The Etiquette and Image Building course teaches where various items on a dining table belong and for what purpose each is used, as well as how to move through a business or social dinner event with grace and poise. The course also explores unique customs from various cultures and clarifies the distinct responsibilities of hosts and guests.

# CULTURAL AWARENESS

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Many cultures have specific etiquette around the way they behave and communicate. We should therefore be sensitive to the similarities and differences that exist between cultures, and interact with people from different cultures without prejudice or judgement. A lack of cultural awareness can cause misunderstandings and costly business mistakes.

The ability to read and navigate a culture other than one's own, fosters effective communication and helps business and social relationships thrive. Cultural awareness encompasses all areas of interaction including culture-specific gestures, acceptable personal space, time-management, seating arrangements at meetings, body language, forms of address, responsibilities of guests, and gift-giving customs among others.

*"Strength lies in differences, not in similarities."*

*Stephen R. Covey*

Many societies around the world including the Maasai in Kenya, observe cultural norms when interacting with people of different ages, gender, social standing and seniority.

On trips to Nyeri as a child, I remember learning the proper greetings for various elders. It was considered improper to extend one's hand and say the equivalent of "hello" in Gikuyu.

The Etiquette and Image Building course will give you an understanding of how to navigate across major cultures for effective communication.



# DRESS FOR SUCCESS

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People are initially judged based on their physical appearance. Learning a few rules about how to dress appropriately for various business or social settings will promote credibility, self-confidence, and help define one's personal and professional brand.

What is acceptable and appropriate dressing for business varies depending on regions, climate, and nature of work. However, there are universal standards that apply regarding professional appearance for both men and women.

The Etiquette and Image Building course will teach you how to identify appropriate and inappropriate attire for various positions and workplaces, as well as define the meaning of 'traditional' business attire and the limitations of the term 'business casual', which many people mistake for 'careless'.

*"You can have anything you want in life if you dress for it."*

*Edith Head*

Participants will discover how body language, speech, gestures, eye contact, and certain behaviours can either establish credibility and authority, or undermine their professional image.

In addition, the training will go over grooming and how even the slightest details, such as dirty nails, may ruin a professional appearance. It will also assist participants in assessing their shapes, sizes, and physical characteristics in order to select suitable styles, fabrics, colours, and accessories that are both flattering to them and appropriate for a business environment.

Ready to take the next step? Spots are filling fast—don't miss out on this opportunity to invest in yourself and contribute to your personal success and the rebirth of our society.

Reserve your space today:

# RULES FOR THE PERFECT HOST

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Being a good host entails exhibiting qualities and behaviours that make guests feel welcomed, comfortable, and respected. A competent host is aware of their guests' wants and preferences, and is observant and proactive in anticipating what they may require.

The host sets the tone that determines whether guests have a positive and enjoyable experience during a visit. A warm greeting and a demonstration of genuine interest in a guest's well-being create a relaxing and friendly atmosphere.

It is impolite for a host to neglect a guest by making themselves absent to attend to other matters, or to behave as a guest in one's own home. Some hosts make the mistake of diverting their attention to the television or smartphone screen in the presence of a guest.

Providing food and beverages to guests, while considering their needs and preferences, is essential. This should be done in a clean, well-organised environment. A host should also ensure that used plates and silverware are removed promptly.

Engaging in conversation, which may include introductions, is also essential. The topics of discussion should focus primarily on the guests; their status, what they do, and their interests.

To learn more about all of the Rules for the Perfect Host, sign up for Rose Kimotho's Etiquette and Image Building course.

*“People will forget what you said, forget what you did, but people will never forget how you made them feel.”*

*Maya Angelou*



# UNSPOKEN RULES FOR GUESTS

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If you are a guest in someone's home, you must follow some unwritten rules to guarantee that you and your host have a memorable time. One significant requirement is to always respond to an invitation to an event or someone's home, and to arrive on time. This exhibits proper etiquette and respect for the host.

Another rule for guests is you should never go someone's home empty-handed. Take a food item such as fruits, or flowers as a gesture.

Respect your host's home and do not touch personal objects, stroll around private rooms without permission, or make negative comments about the host's belongings.

Do not compare or boast about your assets and accomplishments; this is disrespectful to your hosts.

Engage in conversation with your hosts and other guests, and excuse yourself if you need to take phone calls.

Make sure to express gratitude and reciprocate the invitation.

Enrol in the Etiquette and Image Building course today to learn about all of the unspoken rules for guests.

*“No guest is so welcome in a friend's house that he will not become a nuisance after three days.”*

*Plautus*



# YOUR HOME IS YOUR CASTLE – KEEP IT CLEAN

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A clean environment promotes healthy living, and a clean home benefits your psyche. Keeping your home tidy can provide you with a sense of accomplishment, contentment, calmness, and mental clarity.

Cleaning is an important aspect of our life. We cleanse our body, brush our teeth, and keep our nails clean. Similarly, we should maintain our living and working environments clean. This involves cleaning the floors and windows, wiping down surfaces to remove dirt and dust, and paying special attention to the cleanliness of the kitchen and bathroom areas.

It's also vital to keep the space directly outside your front door tidy because it is a reflection of the state of your home. Keeping the area outside your home clean reduces the amount of dirt and debris people bring inside with them. Also, do not allow garbage and dirty laundry to pile up.

We should strive to live in a clean and tidy environment that is orderly and free of clutter. Paying attention to detail and cleaning up as you go will make achieving this task easier.

To learn more on how you can keep your home and environment sparkling clean and orderly, enroll for the Etiquette and Image Building course today.

*“Cleanliness and order are not a matter of instinct; they are a matter of education, and like most great things, you must cultivate a taste for them.”*

*Benjamin Disraeli*



# MAKING A POSITIVE PERSONAL IMPACT

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*Everything that you do and say influences other peoples' perception of you.*

In both our professional and personal lives, how we carry ourselves, from body language to etiquette, shapes our opportunities and relationships. Whether it's a firm handshake, maintaining respectful personal space, or communicating clearly, these small actions can significantly impact how others perceive us and the success we achieve.

In a multicultural world, understanding different norms and being adaptable is crucial. What is considered acceptable or inappropriate behaviour varies across cultures.

Unfortunately, many people still act on instinct, unaware of how their behavior may be perceived in different contexts. By equipping ourselves with the knowledge and skills to navigate these differences, we enhance our personal and professional growth.

The Etiquette and Image Building Course fills this gap by teaching participants how to navigate diverse social and cultural environments with grace and confidence. Whether you're attending a business meeting or social event, you'll learn how to present yourself in a way that commands respect and opens doors to new opportunities.



# WHO IS THIS COURSE FOR?

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*“Good manners will open doors that the best education cannot.”*

*Clarence Thomas*

The Etiquette and Image Building course is for all individuals seeking personal development. These include;

- Business Executives and Managers
- Professionals across all industries
- Entrepreneurs and small business owners
- Recent graduates and entry-level professionals
- Sales and Customer Service staff
- Job seekers and students

A Certificate of completion will be issued at the completion of the course



# CULTIVATE LASTING VALUES FOR SUCCESS

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*You only get one chance to make a first impression*

If we truly want to see a rebirth in our society, we must first rediscover and recommit to the core values that once defined us. It's time to reintroduce value-based education in our schools, encourage cleanliness as a form of respect, and revive common courtesy in our interactions.

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Embark on a transformative journey by enrolling in the Etiquette and Image Building Course led by Ms. Rose Kimotho, MBS.

Additional courses available include;

Conducting Successful Media Interviews, Presentation skills, and Public Speaking.

The course will equip you with the poise, presence, and interpersonal skills needed to make a lasting impact on your business and social life.

Start today—embrace values that not only shape personal success but contribute to the rebirth of our society.

To reserve a space, contact:

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