

## **EPISODE 1: "Motivation"**

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### **Characters / Episode 1:**

Narrator

Daniel Huba (Man, 29 years old, english)

### **Scene 1:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

### **Scene 2:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

### **Scene 3:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

**Mrs. SAGONDA:** (Woman, 53 years old)

**Mr. MASINGA:** (Man, 57 years old)

**INTRO****Host:**

Hello everybody and welcome to a new Learning by Ear series all about setting up a business. In the next 10 episodes, we'll find out what the main steps are if you want to start your own business. Daniel Huba, a lecturer at the Regional Center for Enterprise Development at Kenya's Inoorero University will give us detailed advice on what has to be done. Also, we'll follow the story of Abbas, Mariam and Kossi who have just left school and have no choice but to throw themselves into real life. This is our first episode, about motivation.

**Scene 1: On the street**  
**ABBAS, MARIAM, KOSSI**

<b>1. SFX : Atmo from outside, daytime. Traffic noise, motorbikes.</b>
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**2. MARIAM:**                   **(Arrives and is ecstatic)** Yiiiiipie! It's all good, my friends – I even got a distinction!

**3. KOSSI:**                   **(happy)** Well, that was predictable, my dear. Congratulations! Let's get a drink and toast your results!

**4. ABBAS:**                   **(In a killjoy manner)** Yes, but now it's not qualifications that are the problem, it's the future. Getting a job!

**5. MARIAM:**                   **(Interrupts, reassuringly)** Don't worry! We'll find some way of making a living.

- 6. KOSSI:** **(Replies, dryly)** I hope so! Especially as we now have to help support our parents financially.
- 7. MARIAM:** **(Still enthusiastic)** Come on, friends. Let's go for a drink... And we'll carry on talking about this there.
- 8. Narrator:** Things are getting serious for the three friends, who can't afford to carry on studying - at least, not yet. As you'll hear, for them self-employment is also an option. But they have a long way to go, as our expert Daniel Huba knows.
- 9. Daniel Huba : 1'07"**

*The first thing you need is an idea. We all have ideas, goals, we want to get into a particular school or university, or when we're young we want to join a theater club or start practicing a certain sport. The idea is crucial when it comes to setting up a business. And if you have an idea and say that's what you want to do this becomes your motivation. But once you've started a business you also have to make sure you have revenues. It's different from being employed. It's good to be employed, to go to school and get a job afterwards. But even people who are employed should ask themselves what they can do to earn a living on their own.*

*The first step is to have a business idea. And it's important to know that a business does not only put a new product or service on the market but can also make a profit – it's very important to understand that.*

- 10. Narrator:** The first hurdle is finding an idea that's promising enough to ensure that you stay motivated over the long term. Will our friends understand this? Let's join them in the middle of a lively discussion at a café.

**Scene 2: ABBAS, MARIAM, KOSSI**

**11. SFX : Bar atmo. Background music. Traffic noise.**

**12. SFX: liquid being poured into glasses**

- 13. MARIAM:** **(Drinks and talks)** Right, guys! Let's recap. We don't have a choice. We've been talking about this for over an hour, just going round in circles!
- 14. KOSSI:** Ok! Let's see.... Neither state organizations nor private firms are employing people because of the financial crisis...
- 15. ABBAS:** Even many of our elders are unemployed!
- 16. MARIAM:** We could apply for a paid internship with a state organization!
- 17. ABBAS:** **(Mocking)** Listen my sweet, they've also been hit by the crisis, none of them want to pay interns anymore. **(to KOSSI)** Your big brother knows all about that, doesn't he, Kossi?

18. **KOSSI:** Yep, he does! Two years of interning and not a penny to be seen. Our parents always have to cough up!
19. **MARIAM :** **(Suddenly)** Wait! What about the charity sector?
20. **ABBAS:** It's not as easy as you think. The sector is already completely saturated and it's not very efficient. We've got millions of NGOs and charities.
21. **KOSSI:** And they're here to cash in on funds from the West, to the great delight of the NGO leaders.
22. **MARIAM:** **(Slightly annoyed)** Ok! Ok! Ok! I get the picture. But what can we do? We can't just sit around without doing something. We need work!
23. **KOSSI:** Work, yes, but right now we need beer! **(He shouts to the waitress)** Three beers please.
24. **ABBAS:** **(Suddenly enthusiastic)** Hey, we've got no other choice, so why don't we start our own business?
25. **MARIAM:** **(Surprised)** What do you mean?
26. **ABBAS :** **(Convincingly)** You heard. Let's do it, let's be bold. We can set up our own company, our own business. If there are no other options, we can start a business ourselves.

27. **KOSSI:** That's not easy either, my friend. First you have to have a good idea, a good plan, otherwise it's a nightmare! And you need money for that!
28. **ABBAS:** Oh, don't be so defeatist. It doesn't hurt to try, does it?
29. **MARIAM:** **(Happy again)** Listen, it can't be that hard... We could open a bar like this one for instance...
30. **KOSSI:** **(Ironically)** Or we could open a new funeral parlor – with all the wars and famines, people die quickly here!... **(Silence)** Pffff, I can't picture it!
31. **ABBAS and MARIAM: (In chorus)** I can picture it!
32. **Narrator:** They have different opinions. Is their adventure over before it's even begun? They need to be persistent, says our expert Daniel.
33. **Daniel Huba: 30''**

*Often if we have a new idea or decide to do something unusual, there are plenty of people around to act dissuasively. That's why you need motivation to carry on. Motivation is directly linked to what I would call "passion". Business people succeed because of their motivation, because of their passion. It's an inner force that tells people to go on regardless of what other people think.*

**34. Narrator:** Let's see if our friends are passionate. Two weeks have passed and after long discussions they've agreed to set up shop together, but they still don't know what area to focus on. Moreover, not everybody thinks their plans are a good idea.

**Scene 4 : At Mrs. SAGONDA's**

**MARIAM, ABBAS, KOSSI, Mrs. SAGONDA, Mr. MASINGA**

**35. SFX : Inner courtyard, calm, birds in background**

**36. SFX : Sounds of table, cutlery, dishes, water being poured into glasses**

**37. KOSSI:** Thank you, Mrs. Sagonda, thank you very much. A very filling meal. It's a shame you don't have another daughter! **(bursts out laughing)**

**38. Mrs. SAGONDA:** I only have my daughter Mariam. But you know my boys well, don't you? Why don't you give them your sisters?! **(laughter)**

**39. MARIAM:** **(Embarrassed)** Mom!

**40. ABBAS and KOSSI: (In chorus)** Why not? **(general hysterics)**

- 41. MARIAM:** **(Peremptorily)** Right, let's move on to serious matters. Don't forget you're here so that we can go over what we've talked about, our ideas for the future, and to make a decision about what sector we want to work in.
- 42. Mrs. SAGONDA:** **(With a reproachful tone)** What, you're still thinking about this crazy idea of setting up something on your own? Of spreading your wings. My daughter wants to open a bar! You'll be ruined! My poor things!
- 43. MARIAM:** **(Annoyed)** Mom!
- 44. ABBAS:** **(Promptly)** It's not crazy, Mrs. Sagonda. We want to take responsibility for our own lives. Things have changed. Private initiative is what's most lucrative these days, and it's good for the development of our country...
- 45. SFX :** Car approaches and parks.
- 46. SFX :** A gate opens and shuts.
- 47. SFX :** Steps approach.



- 48. Mrs. SAGONDA: (Insistent)** No, my children, no! Stop all this dreaming! If we were rich, we'd pay for your studies. You all left school with good grades. **(Sighing deeply)** I know, children, you'll tell me that unemployment is rampant and the few jobs there are pay badly. But even that would be better than nothing. We'll help you. Abbas, Kossi, your parents must have contacts. Don't worry, we'll find something for you, a job that's more secure...
- 49. MARIAM:** But Mom...
- 50. SFX: PERSON GETS UP FROM A PLASTIC CHAIR**
- 51. Mrs. SAGONDA: (Gets up. Vehemently)** That's enough. I don't want to hear any more. What you want is not going to happen here; and you know your dad...
- 52. MARIAM:** **(In the same vehement tone)** But we want to be independent!
- 53. KOSSI :** Yes, ma'am. We want to create, to innovate.
- 54. Mr. MASINGA:** **(Silent until now; in an encouraging tone)** That's good to hear, my dear children!
- 55. Mrs. SAGONDA: (Surprised, as is everyone)** Ah ha, cousin! How long have you been here?

**56. Mr. MASINGA:** I've been here a few minutes, and I heard everything. Why do you want to stop them from spreading their wings?

**57. Mrs. SAGONDA:** These children will be the death of us!

**58. Mr. MASINGA:** **(Reassuringly)** Of course they won't! Come on, let's sit down again.

<b>59. SFX : Sound of plastic chairs</b>
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**60. Mr. MASINGA:** Dear cousin, it's true that things have changed. The children are right.

**61. MARIAM:** **(Very happy)** It is true, isn't it, uncle?

**62. Mr. MASINGA:** Yes, daughter. And I support you. I would encourage you to start your own projects. As you said, only private enterprise is prospering today. It's what our nations need if they're going to be successful. Agathe, my dear cousin, look at me. Am I not a source of pride for my family and my country today? But 30 years ago, when I wanted to do something on my own, to set up LIFE WATER Limited, you all thought I was a fool. Everyone made fun of me. People shouted: How can you set up a factory to collect waste water, treat it, and turn it into drinking water, put it in bags and distribute it...

- 63. Mrs. SAGONDA: (Disarmed)** You're right...
- 64. Mr. MASINGA:** Today, my dear children, all the supermarkets in the sub-continent want LIFE WATER, which is now a popular brand. I've become a success!
- 65. ABBAS:** You resisted those who wanted to discourage you?
- 66. Mr. MASINGA:** Exactly! Resist and insist. Insist and resist. To be successful, you have to have a lot of courage and patience. When you start your own business, success doesn't happen overnight. On top of that you have to be passionate. Nothing big or bold ever came about without passion. Then you have to prove that you're ingenious by constantly innovating, seeking and finding new ideas, good ideas. Specialists call them *sellable ideas*...
- 67. Mrs. SAGONDA: (Worried)** Well, let's hope it will all work out...
- 68. Mr. MASINGA:** It *will* work out... Come on, my friends – if you want my support, you need to find an original idea. What do you want to do? In what field? Who's your target audience?
- 69. KOSSI:** So, Mister Masinga, you'll help us if we come up with the perfect idea?

**70. Mr. MASINGA:** Yes, children! I'm behind you all the way....

**71. Mrs. SAGONDA: (Defeated)** OK, OK. Leave him alone now. Henri, did you come to talk about Uncle Bozana's funeral? Come on; let's go in. My husband will join us later, he's gone out shopping. **(To her daughter)** Mariam! Please clear the table!

<b>72. SFX : sound of plates and other things</b>
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## **OUTRO**

### **Host:**

That was the first episode of our Learning by Ear series about setting up a business, featuring our expert Daniel Huba from Inoorero University in Nairobi. What will our heroes do to realize their dream? Tune in to the next episode to find out.

If you'd like to hear this episode again, or any other Learning by Ear series, go to [dwworld.de/lbe](http://dwworld.de/lbe)

Bye for now and don't forget to tune in next time!

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