



Growing a Business: A Case of NWSC

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Monitor Thought Leaders Forum
Serena Hotel, December 2019, Kampala

Dimensions of Business Growth

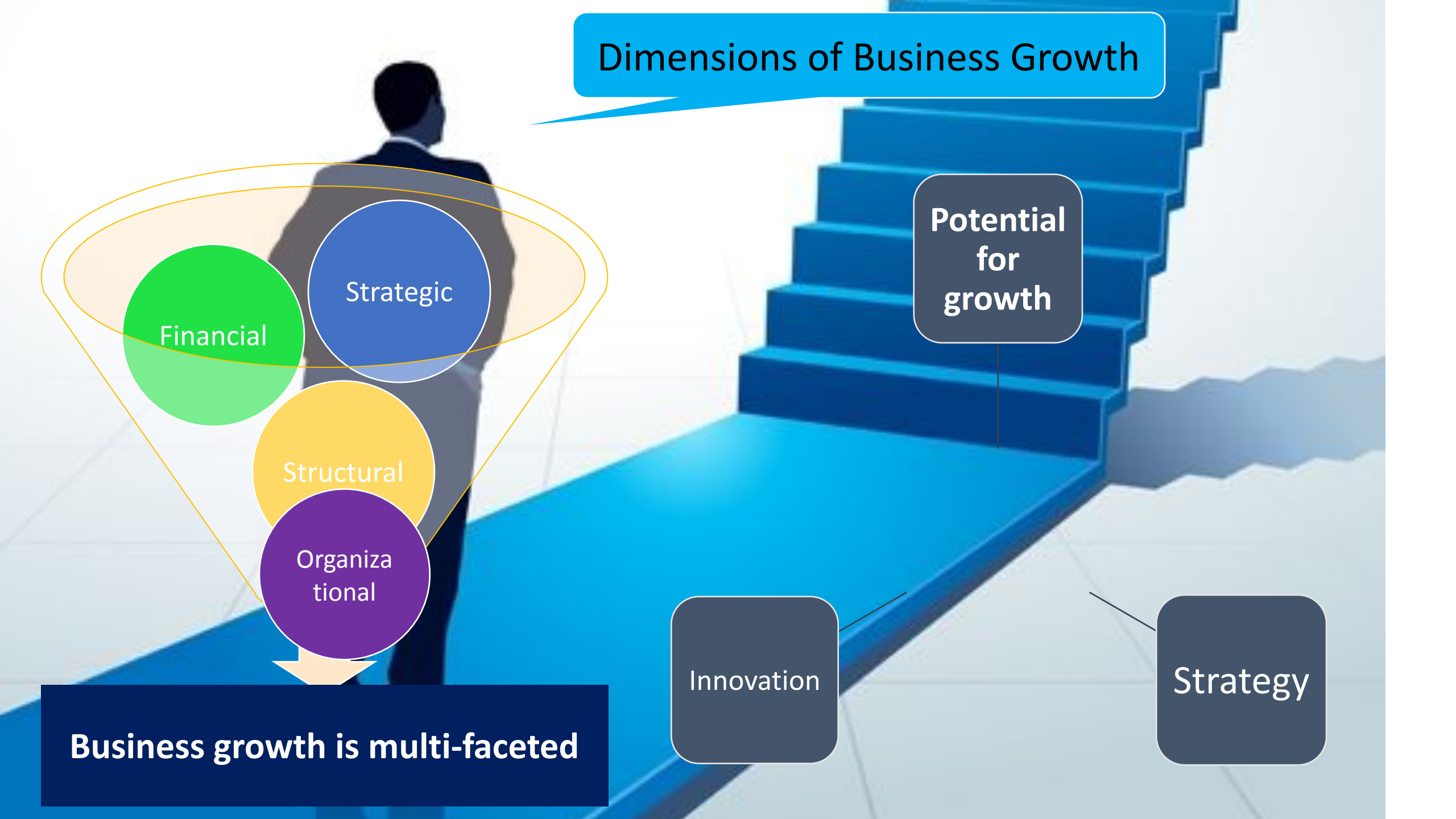


Business growth is multi-faceted

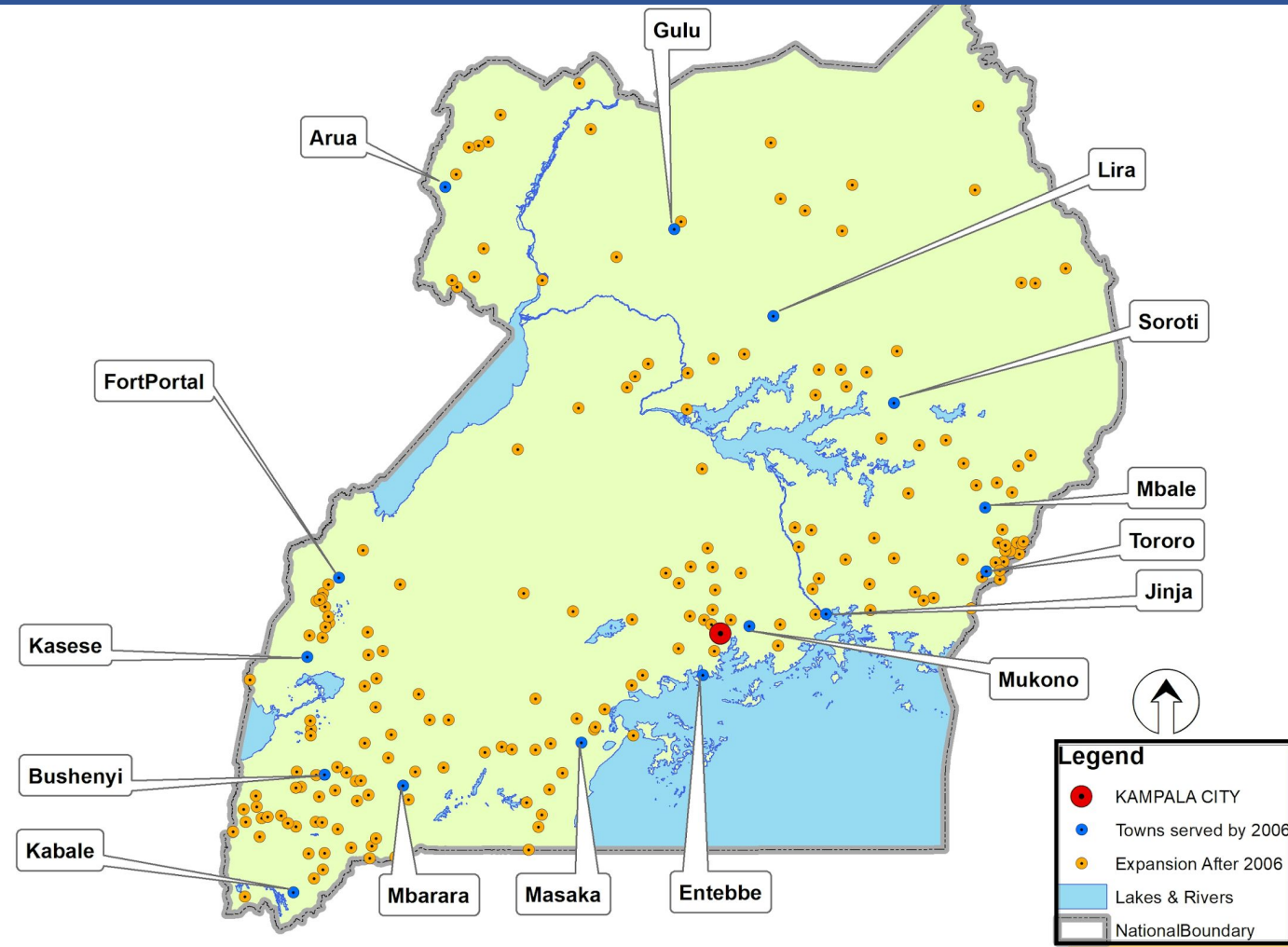
Potential
for
growth

Innovation

Strategy



What NWSC and it's Growth Snapshot?



Its a Public Corporation wholly owned by the Government of Uganda, established in 1972



Mandate: provide water and sewerage services in Urban Areas on commercial and financially viable basis



NWSC operates in 253 towns/urban centers in Uganda



Vision: To be the Leading Customer Service Oriented Utility in the World

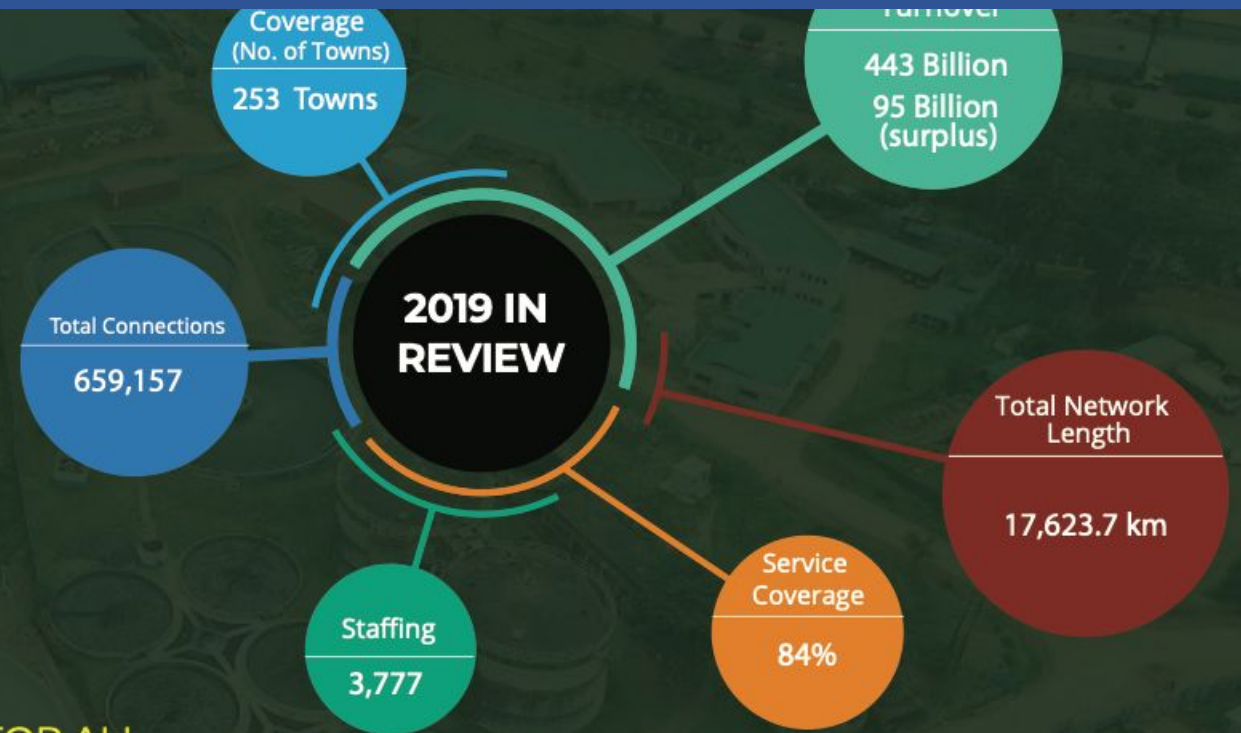


Mission: To Sustainably and Equitably provide Cost Effective, Quality Water and Sewerage Services to the Delight of All Stakeholders, while Conserving the Environment

What NWSC and it's Growth Snapshot? ...



COMMITTED TO WATER FOR ALL



FIVE YEAR STRATEGIC DIRECTION

2016 - 2021

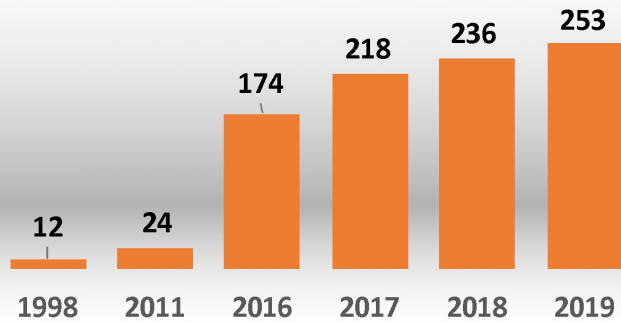
Where do I pay my water bills from?

Ease your Transactions with **E-Services**

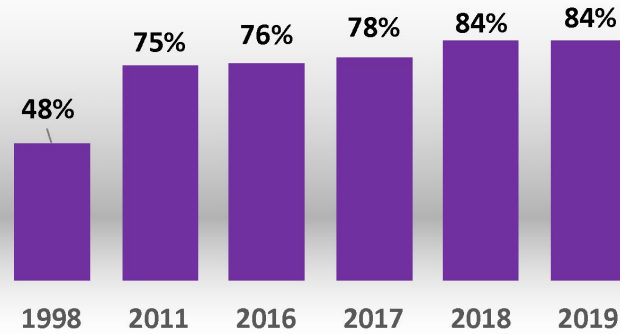


What NWSC and it's Growth Snapshot? ...

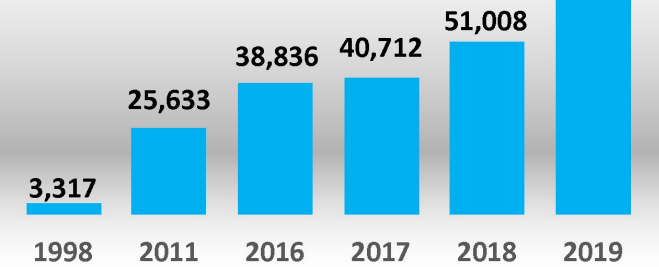
Growth in Number of NWSC towns



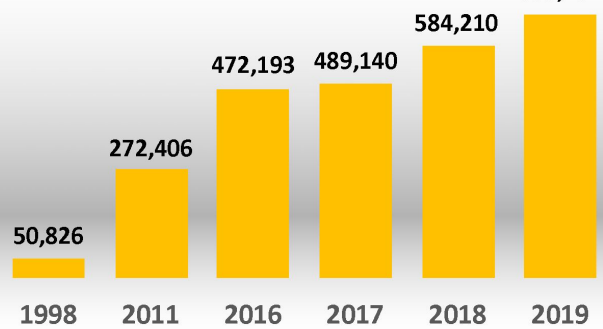
Growth in Service Coverage



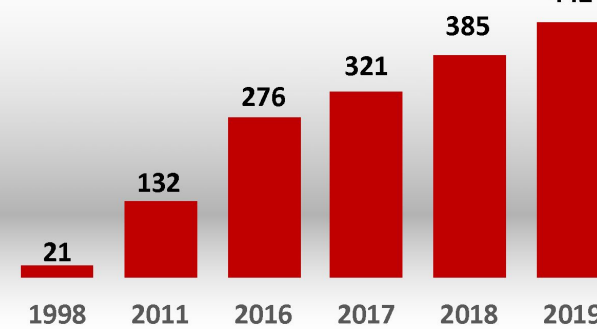
Growth in new customers per year



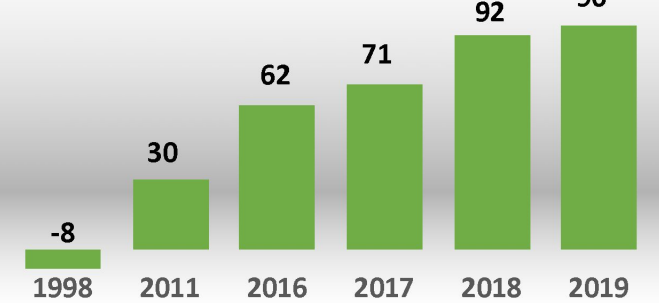
Growth in Customer Base

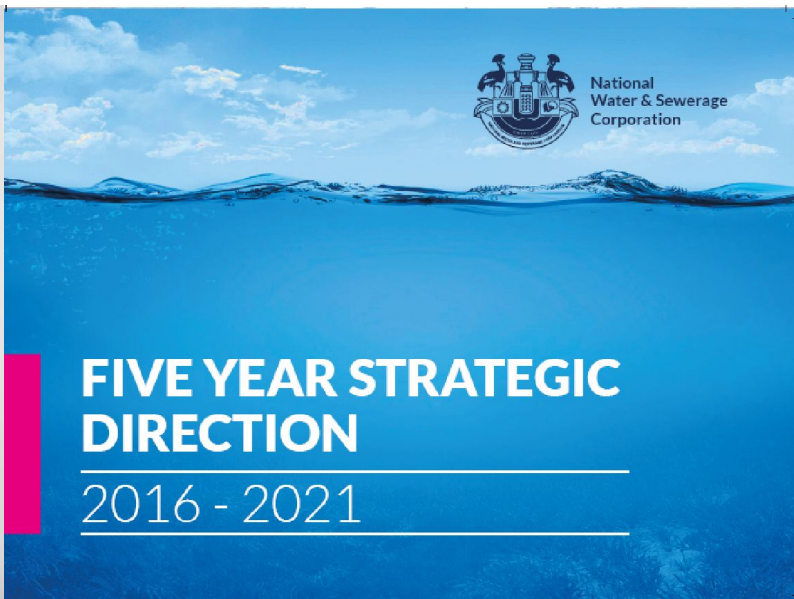


Growth in Turnover UGX Billions



Growth in Operating Surplus - UGX Billion





Overarching Focus Areas - 1

Mobilizing Right Mindsets (hate the status quo, continuous learning, emphasis on do it yourself/collaborating on ideas, etc)





Doing things in a Business-like manner (customer centric, value for money, social equity, use of emotional intelligence)

Overarching
Focus Areas - 2





Overarching Focus Areas - 3

Benchmarking ideas that make companies great: situational leadership that keeps pace with emerging competitive challenges/propensity to turn them into opportunities)

Key Lessons (1)



**Reinforcing
collective leadership**

**Putting Strong focus
on Action**



Key Lessons (2)



**Putting an emphasis
on service for all**

**Economic principles
remain relevant**

**COSTS
DOWN**



EFFICIENCY UP

Key Lessons (3)



Emphasis on smart staff engagement

Employee buy-in through incentive plans

Performance Based Incentive Formula

$$B_{IF} * (P/N) + X_{SM} * (COM_A - COM_M) * (a * WR_{pa} + b * WS_{pa} + c * NRW_{pa} + d * DA_{pa}) + X_{ST} * (COM_A - COM_S) * [0.5 + 0.5 * WS_{pa}]$$

Key Lessons (4)

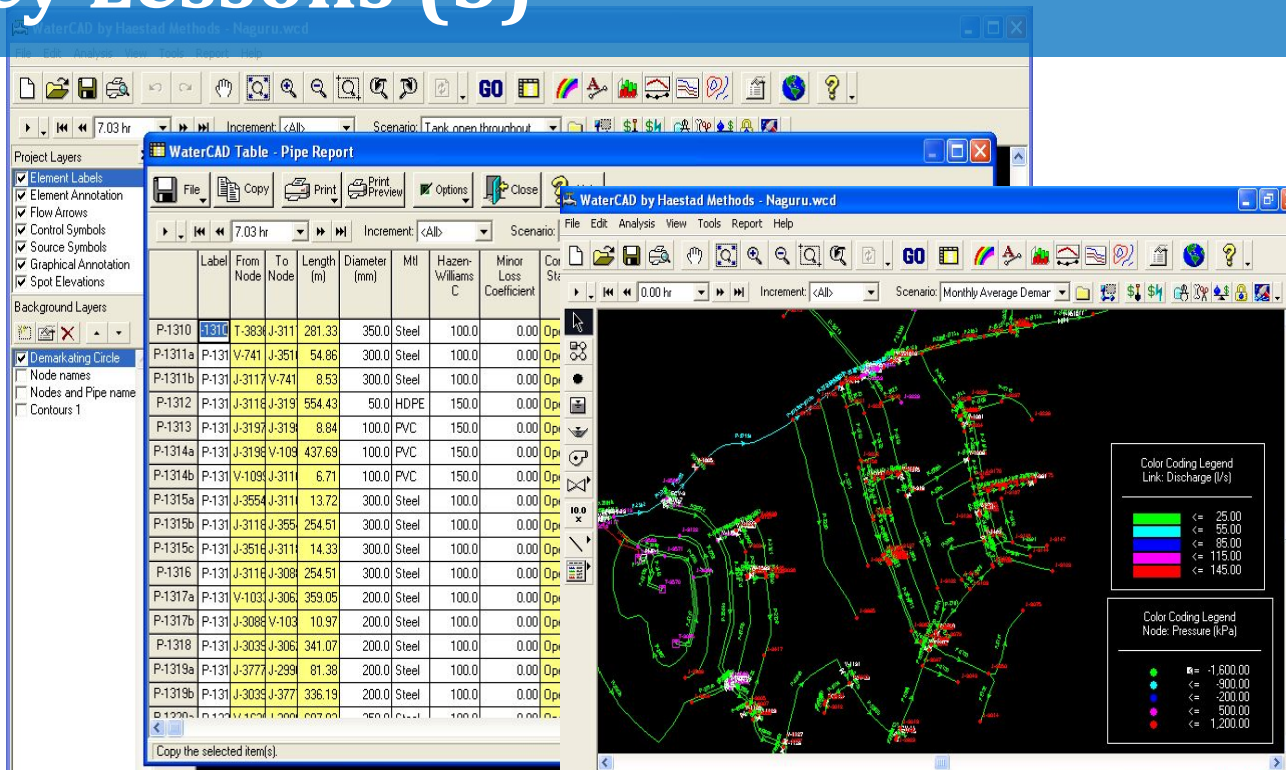


**Putting and emphasis
on career paths and
professional growth**

**Enhancing individual
and team
accountability**



Key Lessons (5)



Emphasizing external stakeholder engagement and networking

leveraging Technology



20TH AFWA INTERNATIONAL WATER CONGRESS AND EXHIBITION

- ❖ **Biggest Water Event in Africa**
- ❖ **To be held at Serena on- 24th to 27th February 2020**
- ❖ **It marks the 40th Anniversary of AfWA**
- ❖ **Official Launch of the African Water and Sanitation Academy to be hosted in Uganda**
- ❖ **10 years since the last Congress in Kampala**
- ❖ **Biggest Exhibition – Over 100 international, regional and in country companies**
- ❖ **Over 50 CEOs , 15 Ministers, Financing Institutions & Development Partners**



**Expect over 3,000 Delegates
from across the world**

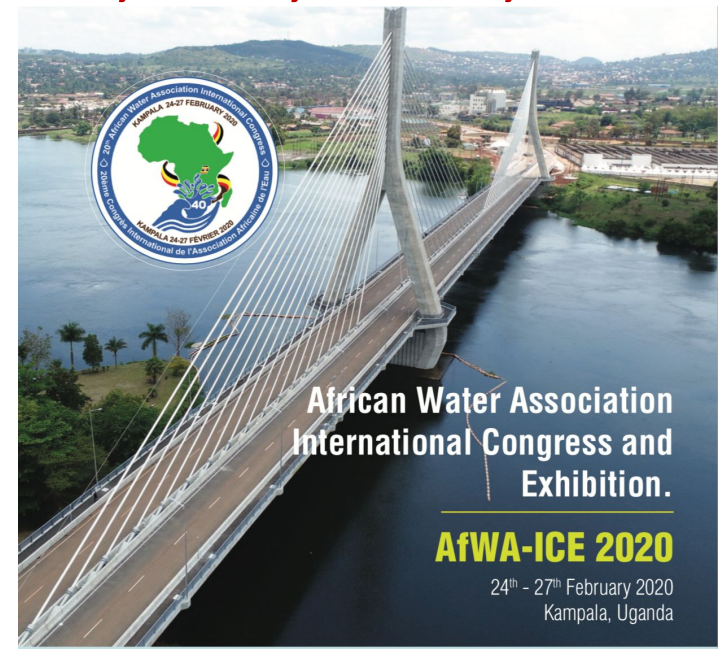


How can you participate

- ◆ **Congress Sponsor – (Platinum, Gold, Silver, Bronze, Gala Dinner, etc)**
- ◆ **Congress Exhibitor**
- ◆ **Congress Delegate**
- ◆ **Convening a Session**



www.afwa2020.org



African Water Association
International Congress and
Exhibition.

AfWA-ICE 2020

24th - 27th February 2020
Kampala, Uganda



Breaking new grounds to accelerate access to water and sanitation for all in Africa



**“Champions keep
playing until they
get it right.”**

Billie Jean King

Tennis champion

digital.com

**“I never dreamed
about success.
I worked for it.”**

Estée Lauder

Entrepreneur

digital.com

Young boy in Iganga district smiles with excitement after water was brought closer to his home.

SafeWaterbringsSMILES!



National Sewerage

@nwscug

www.nwsc.co.ug



ABYA
DUAL

S
SOCIA
UC

Photo by Allan Mwe...