

**Subject: - Motivation Letter for Division Head, Broadcast and Digital Media
Division - Media and Communications Directorate**

I have known Development Bank of Ethiopia for close to twenty years. In those years, I have also seen the Bank trying to transform itself and bring about changes in its service delivery attempts at different times. In my believe, none of these attempts for change and reform have brought about real and tangible changes as aspired. Instead, the type of process and change attempts made the Bank vulnerable for malfunctioning and corruption that largely demonized the Bank and its long years service among the general public.

Contrary to this, I believe, the current reform which is being implemented for the last few years will transform it for real and transform it holistically and motivate its employees and management group to stretch and perform their level best which ultimately be able the Bank deliver its services and assistances timely and with better quality as what is expected of a given development bank.

The other major change area I observed is the attention given and arrangements made in communication and media relation tasks. I believe that over the years the Bank has been under promoted and publicized and less talked about institution at it deserves because of the less attention given in the area. Now that a management group that understands the relevance and muscle of communication is in place, I bet things will change meaningfully with regard to communication and media related issues.

As a professional who served for more than twenty years in the areas of communication , publication and media here in the DBE and at different media outlets , I believe I will find myself easily fit to the areas I am applying for. Also , I believe that I will play essential role in clearly communicating and promoting the Bank itself and the varied services it is rendering to the general public, stakeholders and customers using different communication techniques if I am given the chance to rejoin the communication and media team of the Bank .

Respectfully

Mulugeta Ayalew