

Lessons from the Political Campaigns

By Auscar Wambiya

The just ended campaigns taught all of us different lessons depending on where you were participating from among the various political divides that emerged from the competition. Like John Maxwell, American Televangelist opines, in every protracted contest, “you either win or you learn, but you never lose.” For me, the first lessons was that, “enhanced chests are key when physical fights arise as a result of political disagreements but athletic skills are fundamental. I learnt the bitter way that speed will always beat strength any day and every day when some well-built individuals accosted me during the campaigns and only my speed saved me from the chaos.

Support by the incumbent is a double edged sword. While it comes with largesse & goodwill, it has the burdens of unfulfilled promises too.

While huge crowds are great, ideas for turning them into actual votes on voting day are fundamental. Use of structures like polling station delegates, village administrators and organized polling station adopters to maximize real voter turnout based on IEBC register will beat large campaign rallies any day.

Without agents who are well fed & paid, vigilant, witty, technology savvy, experienced & properly trained in the elections process and with enhanced chests in all polling stations, monkey games will be played on you at some stage of the process.

In the pursuit of power, loyalty is almost as rare as the phoenix. Manifestos are great, but propaganda will rule any day. A lie repeated enough will send truth scampering for safety speedily. Campaigns need money. But money is not all. A lot of money is treated suspiciously. And no money is disdained. Find the balance

Politics is a great means to an end, but not an end in itself. Use proceeds from politics to buy books and READ, cultivate farmland and sell proceeds, buy sports shoes and run daily and pay tithe in your local mosque. These are ends in themselves and the returns are humongous.

Sell hope, even if you know the truth. Only tell people what they want to hear and conforms to their thinking or you will be jeered. This is politics, not religion. Popular truth is the truth. "Giniwasekawo" will beat "Ukawe nadi?" any day. Don't be beaten for no reason

Focus on being the King of The Jungle and all animals will bow to you, no matter their kingdom. Power attracts everything. Do not be distracted by the squirrels. Aim at the antelope, with all your arsenal, energy, might and height. Seek yee the main price and the rest shall be added unto you. This lesson is not about animals.

The Writer is a Masters Graduate in Political Science from The Catholic University of Science and Technology