

BUSINESS DAY
WEEKENDER
EDITION 5 | 29 AUGUST 2020



11 FUN PLACES TO TAKE YOUR KIDS AFTER LOCKDOWN



My struggle with **Impostor Syndrome** and how I overcame it



ENERGY ROUNDUP

Nigerian Energy Sector experts celebrated at **the African Power, Energy & Water Industry Awards**



Editorial

Editor's Note

By **Lehlé Balde** | AUG 2020

I hope you are all doing well and staying as safe as you possibly can. The thought of the week for me is 'new beginnings. Can you believe we are already almost in September? Where has this year gone? I swear New Year's Day feels like it was just yesterday. I know many of us had several of plans for the year 2020 but as we enter the fourth quarter of this very peculiar year, I am of the opinion that we should give thanks to be alive and well. This year has been a roller coaster to say the least and being I invite you all to welcome new beginning into your life.

Here is a bit of what you can expect in our news roundup:

During the lockdown the world reacted as we heard the heartbreaking news of the killing of 100 level University of Benin Student, Vera Uwaila Omozuwa who was raped and killed inside her church where she had gone to read. 6 suspects have now been arrested in Edo state by the Edo state police command. My thoughts and prayers remain with the family and all the victims of sexual and physical crimes. Uwa's life was full of promise and was unjustly taken too soon.

Social Media and the nation reacted as a viral video, which showed a former Minister of Aviation, Femi Fani- Kayode threatening to deal with Eyo Charles, a Daily Trust correspondent in Cross River State. Eyo Charles had on Thursday, August 20, 2020, during a roundtable with invited journalists in Calabar, asked Fani-Kayode to explain who is sponsoring his trips from one state to another "to supervise projects". This video has made many ponder about press freedom in the country. As a media house we have had several discussions on the significance of the video. More inside our carefully curated round up. Lagos State government during the week announced that the state's commissioner for Health, Akin Abayomi has tested positive to the coronavirus disease. We wish a speedy recovery.

In happier news...

Dr. Akinwumi A. Adesina has been re-elected to serve a second five-year term as President of the African Development Bank Group. During Adesina's first term, the Bank achieved impactful results on the lives of 335 million Africans, including: 18 million people with access to electricity; 141 million people benefiting from improved agricultural technologies for food security; 15 million people benefiting from access to finance from private investments; 101 million people provided with access to improved transport; and 60 million people gaining access to water and sanitation. The Bank has maintained its AAA-ratings by all major global credit rating agencies for five years in a row. The Board of Governors of the Bank Group approved a 125% increase in the General Capital of the Bank, raising its capital from \$93 billion to \$208 billion, the largest in the history of the Bank. Dr Snowy Khoza has made the list of 100 influential African women. Khoza, a dynamic trailblazer and CEO, Bigen Group, shares this honour with 11 other South African women achievers, with the balance of the entries coming from 33 other African countries.

As students start to go back to school in different parts of the world, it dawned on us that many children did not have a summer holiday in 2020. Poor babies! Our lead story explores places you can take your children in Lagos for a little bit of well-deserved fun after it is deemed safe to do so. In this weekend's edition if the weekender, enjoy carefully curated content from BusinessDay and some of Africa's brightest young professionals. Inside we have an interview with DJ Cuppy, articles on mental health, the business of employment, homeschooling, effective business planning, 5 discoveries of the week, wealth and money and much much more.

Have a restful weekend and Happy September. Thank you for reading

With gratitude,

Lehlé Balde



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News Roundup



By Olufikayo Owoeye

Edo-State Police command on Wednesday paraded six persons believed to have been involved in the killing of 100 level University of Benin Student, Vera Uwaila Omozuwa. She was attacked in a church in May where she had gone to read. She later died in the hospital.

Johnson Kokumo, commissioner of police, Identified the suspects as Nelson Ogbebor, Akato Valentine, Tina Samuel, Mary Ade, Nosa Osabohien and Collins Ulegbe.



He said “The matter was a great concern to the Inspector General of Police, IGP, Muhammed Adamu who sent us here in Benin, Homicide experts to work with our policemen at the state criminal investigation department.

“What we are seeing today, is a result of the uniting efforts of the police to get at the root of the crime and today, I announce to you and making public through this medium that the perpetrators have been arrested. “The postmortem results had actually confirmed that she was raped”, he said.



Dr. Akinwumi A. Adesina has been re-elected to serve a second five-year term as

President of the African Development Bank Group on Thursday, August 27, 2020 by the Board of Governors of the Bank.

Adesina, a globally renowned development economist and a World Food Prize Laureate and Sunhak Peace Prize Laureate, has distinguished himself in driving a bold agenda to reform the Bank and accelerate Africa’s development. He was first elected as President of the Bank on May 28, 2015.

As newly re-elected President, Dr Adesina, a former Nigerian Minister of Agriculture, will begin his new term on September 1, 2020.

The election result, which gave him a hundred percent of votes of all regional and non-regional members of the Bank, was announced by the Chairperson of the Board of Governors of the Bank, Mrs. Niale Kaba, Minister of National Planning of Côte d’Ivoire.

The election took place on the final day of the 2020 Annual Meetings of the African Development Bank Group, which was held virtually for the first time in the Bank’s history.

Adesina’s first term focused on the bold new agenda for the Bank Group based on five development priorities known as the High 5s: Light up and Power Africa; Feed Africa; Industrialize Africa; Integrate Africa; and Improve the Quality of Life for the People of Africa.

During Adesina’s first term, the Bank achieved impactful results on the lives of 335 million Africans, including: 18 million people with access to electricity; 141 million people benefiting from improved agricultural technologies for food security; 15 million people benefiting from access to finance from private investments; 101 million people provided with access to improved transport; and 60 million people gaining access to water and sanitation.

The Bank has maintained its AAA-ratings by all major global credit rating agencies for five years in a row. The Board of Governors of the Bank Group approved a 125% increase in the General Capital of the Bank, raising its capital from \$93 billion to \$208 billion, the largest in the history of the Bank.



There has been nationwide condemnation following a viral video, which showed a former Minister of Aviation, Femi Fani- Kayode threatening to deal with Eyo Charles.

A Daily Trust correspondent in Cross River State. Eyo Charles had on Thursday, August 20, 2020, during a roundtable with invited journalists in Calabar, asked Fani-Kayode to explain who is sponsoring his trips from one state to another “to supervise projects.” The question stemmed from the fact that Fani-Kayode is not holding any public office either at the state or national level, but had recently embarked on “official visits” to states to assess the performance of governors.

In the viral video which lasted for some minutes, Fani-Kayode called Eyo Charles “stupid” saying “Don’t ever try that with me. I have a short fuse, I will hit you hard.”

In the meantime, the Nigerian Union of Journalists (NUJ), the Nigerian Press Council (NPC), SERAP and prominent personalities have expressed disgust over the former minister’s verbal attack on Charles.

“The Nigeria Union of Journalists- NUJ condemns the gangster-like outburst by Chief Femi Fani- Kayode against the Cross-River State Correspondent of the Daily Trust Newspaper, Eyo Charles who asked him a simple question, which he felt was embarrassing,” Chris Isiguzo, the union’s national president said in a statement yesterday.

“In his reaction, Kayode assaulted the journalist and threatened him for daring to ask such a question. By denigrating the journalist, Fani- Kayode has exposed himself the more as an intolerant and unstable person who will not want his activities closely scrutinised by the media



Nigeria has postponed the resumption of international flights earlier scheduled to commence August 29th to September 5th. Director-General of the Nigerian Civil Aviation Authority, Musa Shuaibu Nuhu, disclosed this at the Presidential Task Force COVID-19 briefing in Abuja.

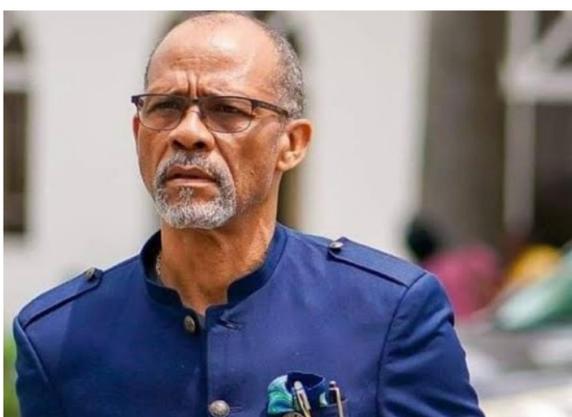
Nuhu said airlines and airports were ready to operate, other non-aviation logistics prompted the one-week extension.

"We have other non-aviation logistics we are still working on, mostly the COVID-19 protocol tests and online platform," he said. "We need to get these ready."

Nuhu described September 5 as a "sacrosanct date", noting that "the initial announcement was anytime from the 29th."

"In due course, we will be announcing the protocols for the resumptions and we will be giving further details," he said. "Hopefully early next week, we will release these."

The country ordered a restriction on international flights in March as part of efforts to restrict the spread of the coronavirus.



Lagos State government during the week announced that the state's commissioner for Health, Akin Abayomi has tested positive to the coronavirus disease. Abayomi who is the Deputy Incident Commander of the Incident Command System for COVID-19 contracted the disease after close contact with persons feeling unwell and testing positive to the coronavirus disease. The statement from the Lagos State Government reads, "Subsequent to close contact with



persons feeling unwell and testing positive for the Covid-19 infection, the Honorable Commissioner for Health, Prof. Akin Abayomi, has tested positive for the virus." Abayomi is expected to continue to discharge his duties both as the Deputy Incident Commander of the Incident Command System for Covid-19 and as the Honorable Commissioner for Health.



Dr Snowy Khoza has made the list of 100 influential African women. Khoza, a dynamic trailblazer and CEO, Bigen Group, shares this honour with 11 other South African women achievers, with the balance of the entries coming from 33 other African countries. The women were selected by Avance Media, a leading African public relations and rating firm. Nominees are exceptional candidates in the fields of diplomacy, politics, activism, entrepreneurship, business leadership and entertainment

Dr Khoza's passion for uplifting the disadvantaged is also expressed in her private life, where she has worked tirelessly to create sustainable support systems for children and families in need of care, poor and disabled people, youth at risk as well as women living in marginalised black communities.

Jacob Blake, a 29-year-old African American man who was shot by police in August 2020. He was hit by four of seven shots fired at his back during an arrest by police officer Rusten Sheskey. The incident occurred in Kenosha, Wisconsin.

Jacob Blake, who remains hospitalized after sustaining multiple injuries, is now handcuffed to his bed, his family said.

Blake's uncle told CNN that Blake's father visited the Wauwatosa, Wisconsin hospital where his son is recovering from at least one surgery. He was "heartbroken" to see that his son was handcuffed.

"This is an insult to injury," Justin Blake, the uncle of the victim, said. "He is paralyzed and can't walk and they have him cuffed to the bed. Why?"

Kenosha police and sheriff's department, as well as the district attorney's office, did not immediately respond to a request for comment. CNN has reached out to the Blake family's attorneys.

A spokesperson with the Froedtert Hospital, where Blake is being treated, deferred CNN's questions to the Wisconsin Department of Justice.



Is coup making back in Africa?

The coup is back in Africa. Last week, soldiers in Mali overthrew the unpopular president, Ibrahim Boubacar Keita, completing the west African country's second coup in eight years. In Sudan, in April last year, after months of massive protests, the Sudanese military toppled the 30-year dictatorship of Omar al-Bashir.

In 2017, a faction of Zimbabwe's military ousted Robert Mugabe, who had ruled and misruled the former southern African breadbasket for 37 years. This is not a return to the past. Before a wave of African democratisation in the 1990s, coups were as common as military dark glasses. Now they are far less frequent, and no longer acceptable in polite circles. Coups are routinely condemned by elected leaders (who rather fancy staying in power) and by institutions such as the African Union. That is why, in all three recent "military assisted transitions" — as the perpetrators would have them — soldiers have bent over backwards to deny that a coup has taken place at all.

In Zimbabwe, the spokesman for the generals who toppled Mugabe proclaimed on television: "We wish to make it absolutely clear that this is not a military takeover" — a statement somewhat undermined by the armoured vehicles on the streets.

Instead of executing Mugabe or bundling him on a plane into exile, he was placed under house arrest until he saw the wisdom of resignation. Something similar happened this month in Mali. The president was arrested and persuaded to resign. As he put it in a broadcast: "Do I really have a choice?" With a gun to your head, the answer is generally no.

In Sudan, the no-coup fiction was more convincing. The toppling of Bashir was preceded by waves of protests in which millions of Sudanese in dozens of cities took to the streets demanding he must go. The generals who shoved Bashir out, many of them former close allies, presented their actions as the culmination of a popular revolution. That is a second feature of recent coups.

They are popular, at least initially. Last week's putsch in Mali was foreshadowed by demonstrations, including by impoverished widows of soldiers who died fighting the jihadist insurgency. The president had been elected by a

landslide in 2013. But by 2020, most Malians were weary of a government that had failed to bring either economic progress or peace.

In Zimbabwe, the overthrow of Mugabe was more popular still. As he tendered his "resignation", hundreds of thousands took to the streets of Harare to celebrate, albeit sanctioned by the generals and supplied with anti-Mugabe placards.

In Sudan, in scenes of jubilation, huge crowds chanted the praises of their "people's uprising". Paradoxically, the return of the coup is the flipside of more entrenched democratic norms. Across the continent, regular elections are now standard. But leaders have become adept at manipulating the democratic process and at tweaking the constitution to extend their rule.

Nic Cheeseman, a political scientist at the University of Birmingham, wrote the manual in 2018, *How To Rig an Election*. Both Mugabe and Bashir were experts. Four years before he was dragged away in handcuffs, 94 per cent of Sudanese voters supposedly endorsed Bashir's presidency.

Many of the continent's "longest-serving" leaders, including Uganda's Yoweri Museveni (34 years in power) and Cameroon's Paul Biya (45 years and counting) have been periodically, if dubiously, endorsed at the ballot box. When democracy is so blatantly fixed, it becomes plausible for soldiers to seize power in the name of restoring — not rupturing — the democratic contract. Recent coups come amid a strengthening of civil society. An increasingly urban, social-media savvy and politicised young population has come into conflict with often ageing leaders who cannot meet their aspirations.

Protests have sometimes catalysed peaceful change. In Ethiopia, years of demonstrations forced the resignation of one prime minister in 2018 and the selection by an embattled ruling elite of Abiy Ahmed, the Nobel Peace Prize-winner, as a hoped-for acceptable alternative.

But protests have also emboldened the military to act. Popular unrest formed the backdrop to army-controlled transitions in Algeria last year, as well as in Mali and Sudan.

It must be acknowledged that coups in Africa are now rare. Many countries have robust democracies.

Ghana, once used to military rule, has held seven back-to-back democratic elections since 1992. Nations from Senegal to South Africa have no history of military takeover. Even Nigeria, once a byword for coups, has been democratic for more than two decades. Still, there are dangers.

One coup tends to lead to another. Mali is on its second and there are already rumours of disgruntled army officers gunning for Mugabe's brutal and ineffective successor, Emmerson Mnangagwa.

And, once in power, soldiers may get a taste for it. Ominously, Mali's putschists are talking about a three-year transition. In Sudan, civilians are part of a sovereign council that is supposed to organise multi-party elections in 2022.

But the leadership includes generals with unsavoury pasts, and there can be many a slip between cup and lip. "We have to call a spade a spade," says Mr Cheeseman. "If the military takes over, even if they don't shoot the leader, that's still a coup."



Energy Roundup



By Ujunwa Ojemeni



SparkMeter has completed \$12 Million Series A Funding Round to increase energy access in emerging markets.

SparkMeter is a provider of grid management services, equipment, and software solutions that increases access to reliable electricity in underserved communities across Africa, Asia and the Americas. The company is currently operating in over 25 countries with over 100,000 meters sold.

Their simple plug-and-play solution enables microgrids and distribution utilities operating in remote locations to access a range of features – flexible billing, customer communications, and remote monitoring and control – that improve their operations and help them achieve financial sustainability.

The funding round was led by Breakthrough Energy Ventures, Clean Energy Ventures and Goodwell Investments partnering with Alitheia Capital, Total Energy Ventures, and other notable investors.

Nigerian Energy Sector experts celebrated at the African Power, Energy & Water Industry Awards. The seventh edition of the African Power, Energy & Water Industry Awards, was held digitally on Tuesday and honoured the most remarkable and inspiring energy projects and power pioneers on the continent.

Ifeoma Malo, of Clean Tech Hub Nigeria, Sanusi Ohiare of the Rural Electrification Fund, Sosai Renewable Energies Company and Kano Electricity

WINNERS

Lifetime Achievement Award
Andrew Herscowitz
 Chief Development Officer
 U.S. International Development Finance Corporation, USA

Young Leader of the Year
Dr. Sanusi Ohaire
 Executive Director, Rural Electrification Fund, Rural Electrification Agency, Nigeria

Power Industry Leader of the Year
Ifeoma Malo
 Co-founder, Clean Tech Hub Nigeria

Small Scale Power Project of the Year
Sosai Renewable Energies Company

Transmission and Distribution Project of the Year
Kano Electricity Distribution Company (Kedco)

Distribution Company Plc KEDCO – all Nigerian – won in their respective categories for their significant contributions to the industry.

Andrew Herscowitz, Former Coordinator of Power Africa, USAID's programme was awarded the Lifetime Achievement Award. He is currently the Chief Development Officer at the U.S. International Development Finance Corporation.



President Muhammadu Buhari is reported to have approved the much-anticipated electricity tariff increase effective from September 1st, 2020. The Nigerian Electricity Regulatory Commission (NERC) had approved service reflected tariffs for the electricity sector which was due to commence on July 1, 2020 after it was initially postponed from April 1, 2020. However, this was postponed till the first quarter of 2021 reportedly based on interventions by the Federal House of

Assembly, and indications that the key Electricity sector players still needed time to come to an agreement on some key terms. We will have to wait to see if this tariff increase takes effect on September 1st.



Uganda has launched the first Electric Bus Plant in Africa to industrialize the country and fight pollution. Pollution is a major problem in Kampala and most of the capital's 3 million citizens travel on 14-seater minibuses or motorbikes that run on diesel and gas. Ugandan-owned Kiira Motors Corp's new e-bus factory is bringing roads, power lines and water service to a rural area.

The government is hoping that 90% of the e-bus parts could eventually be made in Uganda. Initially, the lithium-ion batteries that power the electric vehicles will be produced in China, while some other parts of the bus can already be made locally, including the windows, air filters, frame, and the batteries that power the radio.



President Muhammadu Buhari has approved a one-year deferment of the 35 per cent import adjustment tax (levy) imposed on fully-built unit (FBU) electricity meters. This is in accordance with the 2019 fiscal policy measures for the implementation of the Economic Community of West African States (ECOWAS) Common External Tariff (CET) 2017 – 2022.



Energy+, an off-grid supplier based in Mali, has recently obtained \$1 million to facilitate the distribution of its solutions in Mali. The company has received the money in various forms from VentureBuilder, Cordaid Investment Management (Cordaid), and the US Foundation for African Development (USADF).



MAX.ng in partnership with Rubitec Nigeria Limited launches fleet of electric motorcycles in Nigeria. MAX.ng, the motorcycle-hailing and delivery service provider, has introduced its made in Nigeria MAX Series M1 fleet of electric motorcycles. Launched in Ogun State, it is expected to ease transportation and boost economic activities in the state.

Rubitec Nigeria Limited, a renewable energy company, will provide the charging stations for the motorcycles. The electric motorcycles use a battery-swap model that allows riders replace their depleted batteries.

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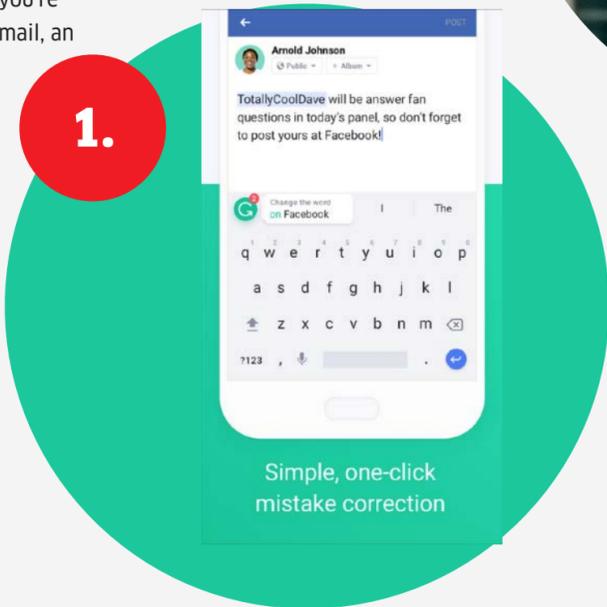
Ujunwa Ojemeni is an energy expert, a development finance executive and gender inclusion advocate in the energy sector with an aim to help Africa achieve SDG 7 by 2030. At the Office of the Honourable Commissioner for Energy & Mineral Resources Lagos State, she drives policies, investments opportunities and implementation strategies to deliver reliable energy to the citizens of the State. She is also an Advisor with the Private Finance Advisory Network (PFAN) and has coordinated several gas and power development opportunities as well as energy funds worth over \$400 Million. She was selected as one of 60 young African Clean Energy Leaders by Enel Foundation, and a finalist at the IFC Sustainability Exchange Contest in 2019. Ujunwa is the founder of African Women in Energy Development Initiative (AWEDI Network). She has spoken on several regional and international platforms and her articles have been published both locally and internationally by Forbes, Devex and Business Day.

5 things we discovered this week

This list is curated by Lehlé Balde

Grammarly App.

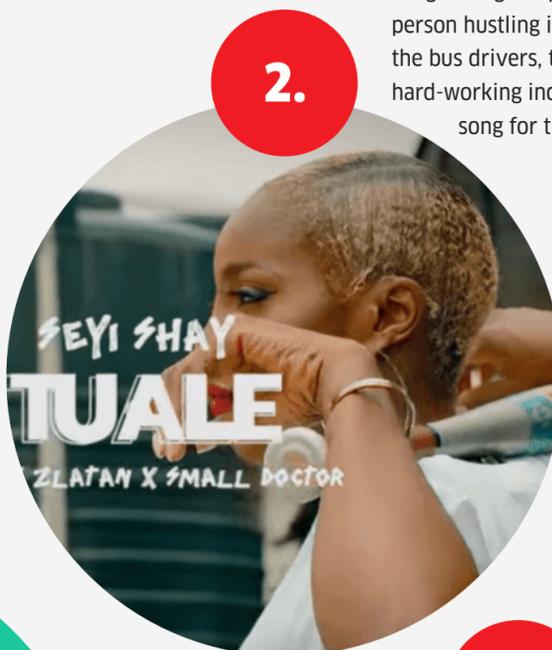
The Grammarly app is one of the apps I use the most. It is essentially a grammar and word corrector that lives in your phone, laptop and devices. The keyboard goes where you go to make sure your writing always looks great. Whether you're typing up an urgent email, an important LinkedIn message, or an essential social media post, Grammarly lets you write from your mobile device with confidence. Download the plug-ins in on your computers or download the app on your app store. Click the image to download.



Simple, one-click mistake correction

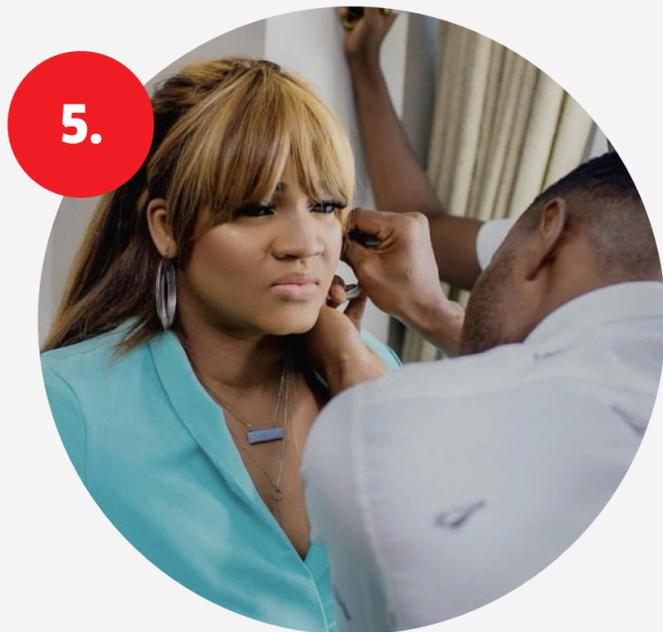
Listening to Seyi Shay's new song Tuale ft Ycee, Zlatan and Small Doctor.

Click to listen. I absolutely love this song. Seyi Shay wrote this song during the pandemic as she was inspired by the everyday person hustling in the streets. The street sellers, market women, the bus drivers, the food seller, street cleaners and the amazing hard-working individuals that make up our society. Definitely a song for the people. I love the song and the visuals.



Cake Cake cake.. Crumbs Bakery

Cake is life. Yes, I said it. I absolutely love cake especially good quality cake. One of the most delicious cakes I ever received last year during my birthday was a cake for Crumbs bakery. I absolutely have a sweet tooth and I remember eating this cake all week and being in cake heaven after each bite. I was finally able to track down the bakery and ordered a cake from them during the lockdown. Not only are their cakes delicious and made of quality ingredients, they are also aesthetically pleasing and honestly sometimes, there's nothing better than a beautiful cake. Please do yourself a favour and order for yourself or a loved one. Call +2348135590508



Nigeria's first mobile salon Ferdinand's Hair

When my friend Adeswa told me about Nigeria's first mobile hair salon, I didn't need hear anymore. I was sold on the innovation alone and knew I had to try it out. The salon is owned by celebrity hair stylist Orji Odina Ferdinand. I have to say I was extremely impressed with the service. I got a treatment and blow dry and I was feeling my look. The van pulled up at the house and I liked that they didn't have to come inside the house and I could do everything in the comfort of their van. It is a comfortable mobile salon that comes fully equipped with a working sink, salon chair and is fully equipped with AC, TV and COVID-19 spread preventative measures. Ferdinand is also an absolute joy to be around and a very talented hair stylist that has been in the industry for 15 years. Ferdinand has styled the hair of many fabulous women including actress Omotola Jalada Ekeinde and supermodel Naomi Campbell. Call him on and book your mobile salon experience now +234 803083486 Instagram @ferdinandshair



Munching on White and Brie Made in Nigeria Greek yogurt

This is the best yogurt I have had in my life and I have had a lot of yogurt in my years on earth. I find it amazing that the best Greek yogurt I have had is made in Nigeria. While traveling through Turkey, Zara cofounder experienced rich, delectable and extremely indulging yogurt, the kind she knew she couldn't find on the shelves back home, and at that moment, it became apparent that something had to be done about that. And Zara did just that with White & Brie. White & Brie strives to deliver perfection in every spoonful. My favourite flavours are cookies and cream mango and vanilla. SO smooth delicious and tasty. All made in Nigeria. White & Brie was launched May 2019. An artisanal, creatively audacious greek yogurt brand, produced under strict greek guidelines for independent thinkers who are foodies at heart and curious by DNA. You can purchase from their website or Hartley's in Victoria and/Ikoyi. Click the image and enjoy.



Diary of a Young Executive



OLUWATOYIN BAYAGBON

Team Lead, Corporate Communications & CSR
C&I Leasing Plc

Can you take us through your career journey?

My career journey post university is quite an interesting one which has taken me across various industries including media and communications, travel and tourism as well as finance. As a graduate of Economics, I strongly eyed a career in investment banking and had a brief stint in a finance institution during my NYSC days. However, immediately after service, I took an opportunity in the communication industry and developed a love for it. I have not looked back since then.

How do you define Success?

True success for me must be linked to sound ethical principles and a noble purpose in life- things that do not depend on fame, fortune, or power. Success to me is finding fulfilment in whatever you do that has a positive impact on yourself and those around you. True success is based on proper values such as honesty, hard work and personal contentment and a strong relationship with God.

First thing you do in the morning?

I take a few minutes to pray, meditate and plan for the day ahead.

How have you been able to balance work and life?

The importance of planning cannot be over-emphasized. I plan and prioritize tasks both at work and at the home front. Then I try to simplify my life such that I don't become overwhelmed and filled with anxiety. When I'm swamped at work, I delegate responsibilities to my team members but not without the needed support and guidance. This gives them the opportunity to learn and scale up on their capabilities. And of course, sometimes I just "unplug" and "unwind." There is need to block out the noise renew oneself from time to time while spending valuable time with my family. A simple weekend trip to the beach or a dining out can do a whole lot of good.

How has the new normal affected the way you work?

For about five months now, it has become the new normal to work remotely and on the go. I've had to learn how to work with or without distractions. Video conferencing tools have become the "go to" option for handling events and having important meetings (both internal and external). I've had more time to learn a few new skills that are helping me execute tasks smartly. In general, I will say the quality of my work has improved greatly.

There has been debates around adoption of Work from Home even post-covid. Do you agree with this?

Sure! Remote work has been credibly reported to enable business productivity and boost employee well being in organizations. At C&I Leasing where I work, our IT team was well prepared to handle the transition to remote work for the majority of employees who are now working from home or other locations. All necessary tools were provided to help us work seamlessly, of course with laid down guidelines to ensure accountability and excellence at all times.

Where do you see your career in the next 5-10 years?

Looking back over the past ten years, I would never have predicted that at this point in my life I'd be doing the kind of work I'm currently doing. But given the unprecedented rate at which automation, artificial Intelligence (AI) and other mega trends are transforming the workplace, I would like to take up an exciting career challenge- one that would see me partner with smart and committed people in attaining a shared goal. Entrepreneurship is another path I will pursue at some point.

What app do you use the most?

For work, obviously Microsoft Outlook. Google and Instagram for information search and leisure, respectively.

Who's your guru (mentor) and why?

It may surprise people to know that my Husband is my mentor. In the many years I've known him, he has taught me to strive to be a better version of myself each day. I learn from him on spiritual matters. I've applied many of the learnings/lessons gleaned from him in various aspects of my career journey, and this has helped me navigate some really tough challenges.

What's the biggest challenge you ever faced and how were you able to surmount it?

I'll consider my foray into journalism as a lifetime experience which threw up many challenges. One that I won't forget in a hurry was when I had to do an investigative report and travel around parts of Lagos and Ogun state. To carry out that assignment successfully, I had to improvise and adapt my approach to fit the prevailing circumstance. I also got useful advice and support from my boss and colleagues who had gone one similar assignment and had overcome even tougher obstacles. In all, that period of my career remains one of the most rewarding when I look back at it.

Which one do you prefer Reading books or movies on Netflix. Share with us the best book or movie?

I love both. My best book yet is Ken Follet's The Third Twin, a techno-thriller that uncovers a perplexing mystery of an FBI

“I try to simplify my life such that I don’t become overwhelmed and filled with anxiety. When I’m swamped at work, I delegate responsibilities to my team members but not without the needed support and guidance.”

agent investigating the behavior of identical twin brothers born to different mothers in a story that climaxes into a conspiracy involving genetic experiments.

My best movie is The Count of Monte Cristo. A classic for me.

What do you think is the biggest challenge facing the girl-child in our society?

Education still remains the biggest challenge facing the girl-child. In Nigeria, for example, the family’s socio-economic status is a major factor that determines whether a child is enrolled in school or not, further leading to discrimination when the choice has to be made between the girl child and her male counterpart.

The girl-child accounts for about 60% of out-of-school children in the country an alarming statistic that doesn’t seem to be trending downward anytime soon.

In recent times, there has been an increase in the number of rape cases and domestic violence. How can we tackle this challenge in our society?

Rape and domestic violence are terrible acts that speak to the level of moral depravity in the world today. It is becoming a scourge.

There should be tougher penalties for offenders. The bill to bill to amend the Criminal Code Act Cap C38 Laws of the Federation of Nigeria, 2004, should be passed into law and strictly enforced.

On the other hand, there should be an increase in special purpose centers even at community level, to give women a voice to speak up promptly and get the needed help both physically and emotionally.

Tell us some of your guiding principles?

Love, I believe transcends all and guides everything I say and do. I am big fan of honesty. It takes one very far and establishes a high level of trust in various settings. Modesty helps me realize my limitations and determine ways to conquer these limitations.

What advise do you have for new entrants into the corporate world?

Work hard, learn a new thing daily that you can apply on the job or in life generally. Most importantly, don’t be afraid to start from the bottom. Every work experience, no matter how irrelevant it may seem, paves the way for better opportunities. Some of the corporate giants we see today have very interesting stories to tell about their rise to the top.

**DON'T
OCCUPY
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Taking a STAND

Oge Funlola Modie AUG 2020

We are about ending the third quarter of the year and given the way 2020 has been, we are probably wondering about goals unmet and routes not taken however, in the face of any delays or disappointments seen this year, this is my charge to you as we edge toward the fourth quarter of the 2020. **STAND!**

STAND: “an action of staying upright or standing on one’s feet” as defined by the Oxford dictionary.

Take a Stand:

S- Strength

T- Tenacity

A – Adaptation

N- Never Quit

D – Develop a thankful attitude

STRENGTH

Strength is defined as “the quality or state of being physically strong” or “the capacity of an object or substance to withstand great force or pressure” by Oxford dictionary.com.

Key ways to create and sustain strength; **Healthy Living:** Eat healthy, exercise regularly and meditate daily (quiet time). Eating right, exercising appropriately and finding time to mediate builds strength that helps you withstand daily stressors. **Keep nurturing relationships:** This is the time to keep healthy relationships around you. God, Family, Friends, - you must nurture and be nurtured. Relationships are designed to bring out the best in you at all times. Sustain your healthy relationships and let go of unhealthy ones. **Hope:** Be a hope monger. Believe and hold fast to what you believe. Surround yourself with hope. **Self-love:** Pamper and treat yourself well. Be kind to yourself. Allow mistakes and learn from them. Love yourself.

TENACITY

Being tenacious comes out of a place of strength; one flows

from another, a determination to survive and thrive in spite of whatever circumstances are out there; tough economic conditions and unhealthy social relations. Tenacity is the currency of now for everyone. Go against all odds, win and achieve your dreams.

ADAPTABILITY

With the current trends in the workplace globally, adaptability is key to being successful. Adaptability as a skill refers to the ability of a person to change actions, course or approach to doing things in order to suit a new situation. With the onset of the fourth revolution; the constant threat of job losses with new technologies being developed faces the professional daily, also with the recent boom in the development of applications, coding and other technological innovations being spearheaded by the millennials, one needs to adapt to these new innovations and adopt the necessary needed technologies in order to be relevant in the workforce and marketplace. As you take a stand, you ought to also keep up with the trends by learning new skills that would grow your knowledge base and ability to compete.

NEVER QUIT

It has become common practice in this new age to give up at the very first sign of resistance. We are being taught to not fix it if it’s broken, however what if it is fixable? Learn to build strength through persistence and having an attitude of a champion. Champions may fall now and then but they never quit. They keep at it till they win. A winner uses failure as a learning opportunity to do better. Failure is good. It all adds up to experiences you can share. This is good as long as you are not a heart surgeon!

DEVELOP A THANKFUL ATTITUDE

Being thankful is an antidote to worry. Counting your blessings daily and just being grateful for each passing moment is essential for strength building. Do things that make you happy and thankful for life. Take out time during your day to just reflect and be thankful for the good. Positive vibes only!!

Despite what 2020 has thrown at us. Let’s **STAND.**



Oge is a published author, writer and speaker. She is the Editor and writer of GetFearlessly Authentic™ Newsletter, a personal leadership newsletter that chronicles her life as a professional. She is involved in causes for women, young people and the vulnerable. She loves to read comics, watch comedy flicks, listen to music and play golf. Shares her love threefold- Love for God, Love for People, Love for Country.

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Boomerang

The secret weapon to a thriving career..

Vumile Msweli | AUG 2020

In growing your career from where you are to where you want to be in your career relationships are going to be critical artillery in your arsenal. These relationships consist of 3 pillars namely, a mentor, a sponsor and a coach.

The role of a mentor in all spheres of life cannot be underplayed. A mentor plays a critical role of being a trusted advisor to their mentee. The mentor must have experience; characteristics; exposure or achievements that the mentee wishes to emulate. The key to a successful mentor and mentee relationship is chemistry. It has been my experience that for it to work well, like any other relationship, it must be organic. I know the current trend of asking strangers to mentor is rife. However, we don't walk up to people we don't know or write them laborious direct texts as to how we think they are amazing and we would love to befriend them. Yet somehow this has become socially acceptable when we ask for mentorship. We often think that mentors must be at an aspirational position and far removed from our level; we would only be doing ourselves a disservice by thinking that, because, there are mentors for various stages in our careers. And a good starting point is to get a mentor who can help guide you to your next career stage.

When looking for a mentor, one needs honesty in intentions and outlooks. You have to keep your expectations realistic, as we often have delusions that by entering into mentorship, the mentor's expertise, experience and networks will transfer via osmosis to the mentee. As a mentee, the onus is on you to drive the engagement; be clear about the lessons and skills you would like to acquire; leveraging your mentor's experience to leapfrog your growth; and be open to the process of mentorship. It is imperative you select someone whom you respect, trust and whose point of view will greatly enrich your career.

A sponsor relationship is fundamentally unique in that it cannot be solicited - it is earned. A sponsor is an ambassador for your career. In your absence your sponsor will actively advocate for you; invest in your growth; they will put your name forward for opportunities and sing your praises. Most sponsors are seniors in your organization and industry. A sponsor relationship is one of the most challenging connections to cultivate. This relationship is built on rapport you establish with your sponsor, the reputation earned by your work ethic and the ability to connect. Your sponsor may not guide you or share their personal experiences to fast track the steep learning curve that is associated with growing your career. However, a great sponsor can identify good opportunities that will lead to promotion, exposure and the expanded growth of your career. After identifying these, your sponsor works to not only connect you with these opportunities but advocate for you to be given those. To be able to develop a relationship that could bud into sponsorship, it is critical to network within your organization and industry. You must endeavour to set a level of excellence in your work, integrity in your brand and develop a widely respected reputation.

A coach unlike a sponsor or mentor ordinarily has no relationship with you prior to you seeking out their professional services. They are an objective expert in their field who aid people in achieving their goals through psychological techniques, inner reflection and training. So a coach has often helped many people in a specific industry or career level and unlike a mentor doesn't solely draw on their experience. A coach in essence allows for the sharing of best practice with you as a client and helps you achieve a set goal through a series of coaching sessions.

A mentor, a sponsor and a coach are the secret weapon to a thriving career...



Vumile Msweli is a multi-award winning career coach, international speaker and the Chief Executive officer for Hesed Consulting. Hesed is a consulting firm specializing in; career coaching; leadership acceleration; facilitation and training with presence in South Africa; Rwanda; Botswana and Nigeria. She has previously worked for reputable multi-national institutions such as Barclays, Investec, Nedbank, First National Bank and Vodafone and led global teams in Africa (Nigeria; Kenya; Democratic Republic of Congo; Zambia; Lesotho; Ghana; Tanzania; Mozambique and South Africa); and Europe (Scotland; Isle of Man and England). Vumile is an international speaker having spoken in conferences; expos; workshops around the globe on topics such as leadership; women empowerment; finance matters and conducting business in Africa. She is the host of Vumi and Veuve host Women in Commerce as well as has her own regular radio slot in Botswana's Duma FM and South Africa's Kaya FM.

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Interview

THE LUXURY NETWORK
CREATING UNIQUE PARTNERSHIPS

The COVID Hero LEKKI Food Bank

The Luxury Network AUG 2020

The Covid Hero campaign by The Luxury Network Nigeria, in partnership with Business Day, Robert Taylor Media and The Seattle Residences and Spa aims to applaud outstanding individuals and organisations, whose work is critical to the survival of Nigeria in these unprecedented and challenging times. It's driven by the company's ethos of partnership and collaboration for greater impact - especially in the ongoing fight against the coronavirus.

The next hero under the spotlight is DJ Cuppy. A world-renowned Disc Jockey and artist who recently released her highly-anticipated debut album, Original Copy, on 21st of August 2020, Cuppy is a multi-talented individual with a plethora of interests. Philanthropy is one of such, and she is especially passionate about the African child. She founded the Cuppy Foundation in July 2018, and over the months since the coronavirus pandemic, the Foundation's commitment to keeping the fight against Covid - 19 has been relentless and focused. In partnership with some global partners such as Save the children, the Foundation has supplied PPE and PPC to Lagos State Government, the Ministry of Health in Abuja and the Red Cross Society of Nigeria.

Read the interview with Cas Ojo, MD of The Luxury Network Nigeria below:

Please tell us a bit about yourself

My name is Florence Ifeoluwa Otedola globally known as Cuppy. I am a professional Disc Jockey, creative, producer and philanthropist. I am very passionate about protecting and empowering the minorities in the society and that is why I founded the Cuppy Foundation. I strongly believe that we all have a part to contribute in making the world better. I'm committed to using my platform and resources to help provide the much needed health care, facilities and education especially for our African children and people living with disabilities so they are equipped to live comfortably and compete on a global level.

Please share some of your career highlights to-date, to give us a picture about your professional background

I've had quite a number of career highlights for which I feel truly blessed that my hard work has met with success. I'm so proud of my African heritage and always have a sense of fulfillment when I'm given the opportunity to serve. In 2015, I had the honor of DJing at President Buhari's inauguration; It was a very fantastic opportunity and I felt really patriotic. In whatever I do I want to always be an advocate of Africa. So when I got the opportunity to host my own radio show, Africa Now on Apple Music, I was beyond elated about being the host of such a phenomenal show created by Africans for Africans that celebrates our unique sound and culture. Also, in 2019 when my foundation, the Cuppy foundation held a gold gala, attracting dignitaries from within and outside Nigeria and they made wholesome donations to the foundation. It was humbling to see people I look up to key into my dreams and visions for the African child.

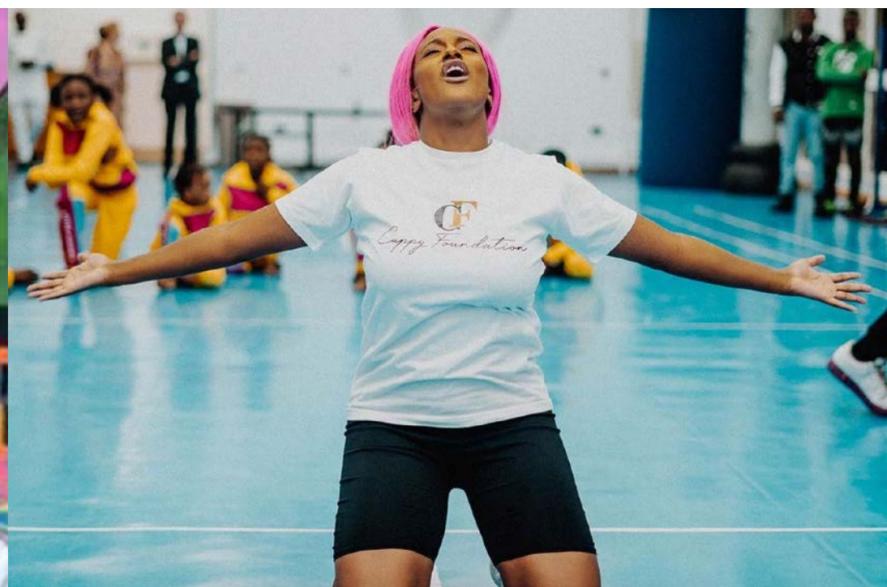
because I am an extrovert. I really thrive on social interactions as a creative. My job as a DJ has me traveling a lot, interacting physically and exchanging energies. So having to stay home for such a long period of time has been really hard and took a lot of getting used to. I really miss live performances and can't wait for it to be safe once again to spread happiness doing what I love.

How has the viral outbreak impacted your business/career/work?

Definitely! I had bookings that had to be cancelled, my album release was postponed and a number of other projects put on hold. Being one to always make the most of my time, I had to be proactive and get things moving. I started working on projects with some partners of the Cuppy Foundation and began working on finding ways to aid the fight against the pandemic and better protect the front line workers. I finished my debut album which would be out globally soon and started my radio show. Not bad for staying at work home!

In what ways has your organization adapted to this season?

The Cuppy Foundation has had to adapt to functioning virtually whilst ensuring that we still make the desired impact. We've been able to execute major projects following all safety measures for our staff and beneficiaries. In partnership with Save the Children International and Stallion Empowerment Initiative, we were able to distribute PPEs, face masks, sanitizers, hand washing bowls and stands to state governments and the Nigerian Red Cross society. It's so fulfilling to be able to still work on our vision during this season.



How have you been affected by the COVID-19 crisis?

Covid-19 definitely threw a wrench in plans made for 2020. Nobody envisaged a pandemic of this magnitude when setting goals for the year. The need to limit all forms of physical contact has definitely shifted the perspective. We've had to adjust to the current reality and shift solely to virtual gatherings. I really miss live performances but being optimistic about the near future has helped get through it. I've had to stay focused and still work on my plans for the year as much as possible. I've definitely grown significantly since the beginning of the pandemic and found ways to stay productive. It's been an opportunity for me to self reflect, learn new things like playing the guitar, finish my debut album whilst still making an impact within the vulnerable communities. Also, I got to start my new radio show, Africa Now

What challenges have you faced personally during this pandemic?

It's not been easy adjusting to the present reality especially

What inspired your covid-19 response?

The need to protect the front line workers. Here were people making the sacrifice to help curb the spread of the virus while we stayed safe at home. I made the decision to allocate 50 million naira as a commitment to the relentless fight against the virus. Beyond spreading awareness, we had to take actions and I'm happy that we were able to make a contribution.

What is your daily motivation and the driving force that keeps you going?

I'm immensely grateful for the opportunities I've gotten and never take any of it for granted. I've grown from being a young girl with dreams to a woman with a global vision. My talent is a platform for more things to come and everyday the Cuppy mission gets even bigger. I have the most supportive fans, friends and family rooting for me and I'm very determined not to let them down. Their love spurs me on and motivates me to keep pushing no matter how rough or tough things get.

Brand lessons from the COVID-19 pandemic

Tosin Omowole AUG 2020

C COVID-19 has really changed our world, most especially the way we work. Brands across the globe have had to make some of the toughest changes in order to suit their customers in this “new normal”.

Here are some brand lessons from the pandemic:

The importance of contingency plans

I believe that the most important lesson we have learned from the COVID-19 pandemic is that anything can happen so you have to always be prepared to tackle the problems when they come. This means that only businesses who were flexible and had contingency plans in place were able to adapt as quickly as possible to the changes that came as a result of the crisis. For example, airlines who were able to offer free changes, quick refunds or vouchers for canceled flights, restaurants who pivoted to delivery and/or recipe boxes and gyms who offered online classes when their physical spaces closed down.

The importance of communication and transparency

The pandemic has also shown the importance of communication and transparency, most especially with customers, stakeholders such as investors, and even staff within a company, in order to build and maintain brand loyalty. Stores such as Tesco and Boots in the UK began sending daily/weekly communications from the CEO to make sure everyone was up to date with all the closures, as well as new measures being put in place at their various outlets. Even airlines communicated future travel, to give customers a sense of calm, that the crisis will be over soon.

The importance of technology

Technology has also proven to be extremely important, especially as most of us have been forced to work from

home, making platforms like Zoom, Microsoft Teams, Slack and Google Meet, the go to for connecting with colleagues and clients. This has also caused more people to be online, meaning that brands who wanted to connect with consumers now had to shift their marketing efforts towards online platforms, causing a lot of key messaging to be updated or completely changed. An example is Nike who released a campaign encouraging people to “Play Inside” during the lockdowns.

We have also seen a lot of innovation come from the crisis - as people continue with social distancing measures, a lot of activities have now become virtual - eg conferences, fashion shows and even weddings, etc.

The impact on hiring and office space

The pandemic has definitely impacted hiring. More jobseekers will demand remote working or more flexible working conditions. Video conference interviews will become even more popular, and onboarding processes will be done online.

Now a lot of companies are rethinking office spaces. If most people can work from home, what really is the point of paying for office space, especially in multiple locations. Will offices become obsolete? I highly doubt this, however flexible working will increase which will mean less people in an office in the same period.

As the world begins to slowly re-open and pivot into the new normal, brands who have shown the most resilience during this crisis, will most likely be able to stand the test of time.



Tosin Omowole is a London based PR professional working with some of the fastest growing businesses in the African technology ecosystem, such as Kobo360 and Jobberman. Previously, she worked with brands in the Fashion and Lifestyle sector, creating digital PR strategies for established brands such as Lagos Fashion Week and Mitsubishi Nigeria.



The Business of Employment

Funemployment: Creating work while finding it

Vivian Ojo AUG 2020

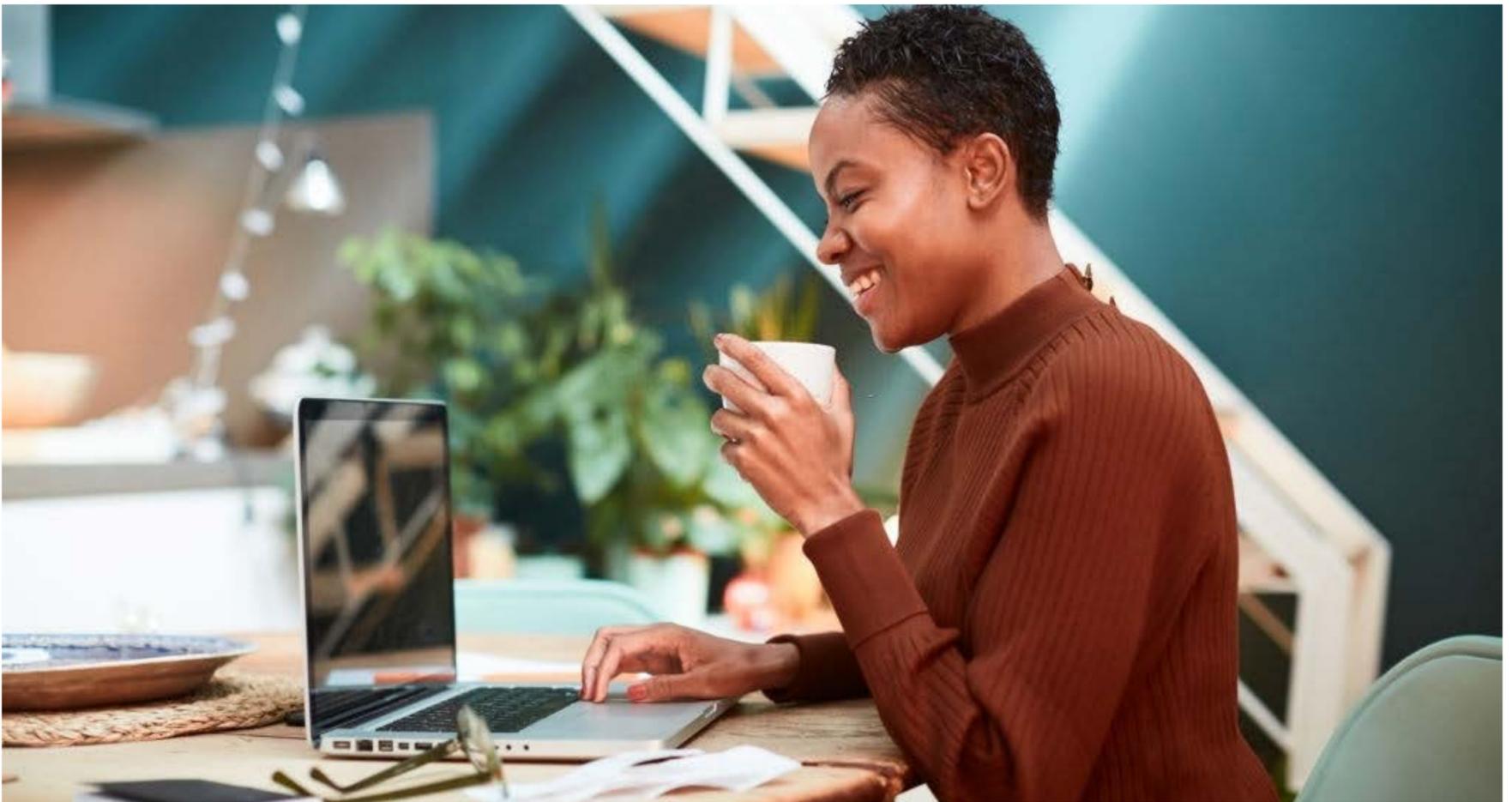
The traditional view of employment is that it is an opportunity granted to an individual to perform his or her best to advance the organization in exchange for returns and rewards that tend to come in the form of a bank alert. While employment is among the earliest forms of trade, a broader definition of it shows there are actually more goods being exchanged than just labour for profits. Classical economists such as Ricardo believe that a time will come when the price of labour will be so diminished by technology that “it will be injurious to the labouring class, as some...will become redundant.” (Ricardo, 1821) Ricardo is correct that the labouring class will diminish and there is no clearer time to see this than the global pandemic and looming recession we face. However, this diminishing is most applicable when our definition of employment is too closely tied to our definition of labour. The two are fortunately not the same. Employment is at its core about value creation and as populations and organizations grow in their needs and complexities, there is an expanding scope for the creation of value. And along with it, there is expanding scope for work.

If you are unemployed, even in this tough market you must rid yourself of the scarcity mentality. It is true that a good job is hard to find and that on the continent, unemployment is dangerously high with rates upwards up to 30% in places like South Africa in March 2020 according to [Trading Economics data](#). Yet the skills mismatch and changing demands of the job market also means that finding the right talent is not simple. The scarcity mentality can not only prevent you from performing well at interviews but it can also stifle your creativity in finding and executing roles. An abundance mindset to the job search is not just “feel good” jargon, it can actually help you find work. Scarcity often mandates or encourages trade offs. In markets where there is imperfect information about what each party in the trade wants and what each party can give, there can be value left behind when applicants do not bring their full self to the table. In practical terms what this means is rather than focusing on what you lack, start from what you have to give the organization. This does not mean the organizations’ wants are irrelevant but it means that **it is from the abundance of things you could be doing with your intellect, time, experience, creativity and networks that you are offering services to an employer.**

It may be true that you cannot work in any organization in the world but you can create value almost anywhere, when you leverage a toolkit that is uniquely yours. It is this toolkit that you are investing in the organization and like any good investment, due diligence and a survey of all options is critical to avoid rushing into the wrong one.

The fact that you have hundred percent shares in your own professional toolkit means that you can create roles for yourself to thrive in other peoples’ organizations and it also means that you can create work while finding it. Last edition, we discussed finding your fun and growing it and I asked you to make and then put away the list of all your concerns about the financial, career and other implications of joblessness. Today, you should bring the list back because those concerns do not simply disappear by closing your eyes very tight. When I began my funemployment journey I had a plan in mind of what I would do with my time and how I would prepare myself for the next role. COVID19, the Nigerian economy and other factors outside of my control had their own plans. We battled it out and the lesson from that for me was this- always make a plan you expect to revise. The plans were important and they will be for any season out of work in the future. But **while thinking about the plan for the future do not neglect the resources of the past and present, because you will use those if and when the plan changes.** In the transition from unemployment to funemployment I found a treasure trove of resources I already had that would position me for success. I know it sounds cliché but it is often true- YOU already have everything you need for your next best job.

When I worked as a fulltime strategy consultant, seeing myself as an actual product in the job market was quite simple. When I was employed full time, I would conduct research, build models and make presentations to clients. But fundamentally, I was being paid to think. The great part is, paid me to think and my thoughts were just as much mine the day I left my job as they were the day after. In fact, my thoughts had become better structured, better networked and even better researched thoughts, and they were all at my disposal to invest in my season of funemployment. Majority of Nigerians work in manual labour with almost half of working Nigerians being small holder farmers according to the World Bank 2020 reports



calling for More and better jobs for Nigerians, so it is easy to render some of these principles irrelevant. Yet at the core of it, most employees are actually hired to think- to apply their minds to solving a problem - be it laying a brick, marketing a product or unblocking a system or process. Armed with this professional toolkit, you have a number of things that you can do to build your career with or without full time employment. You can decide to pour your toolkit into three things: securing finances, securing your next job or finding your fun. I believe that the third of these objectives can most easily achieve the first two.

When leaving work for unemployment, well meaning individuals will always advise you to secure your next job before leaving a current one. They are not wrong to advise you to make contingencies to ensure you are financially stable in the transitions, but if you can secure sufficient revenue and or savings to take a risk on yourself, funemployment is a good way to start. Last edition, we discussed the fun finding process and how you can begin marrying function and fun to identify what to do. For me, I had always wanted to start a business- to move something from concept to operation. The initial months of my season of funemployment were marked by starting an agribusiness with friends that rewarded me in lessons and income. I also wanted to improve my writing, provide pro bono services to small businesses and explore completely uncharted territory like column writing and even television journalism. For you, your fun and function may meet at learning a new skill, or expressing some creative art that sparks your interest. Whatever the activity, taking the space to explore your self defined “fun” can be your most precious gift to your professional career. Perhaps for the first time in your professional career, you are allowed to not be singular minded.

You can try several combinations of fun activities to identify what works best for you. Many young professionals moving jobs report fear that spending too much time doing too many different things risks making them unspecialized and somehow “less capable”. To those afraid of becoming generalists I always say that specialization comes with time and the changing nature of the employment market shows the need for more versatility than ever before. The fear of becoming a generalist and the need to feel as though you are progressing even at the expense of genuine progress drives brilliant individuals to remain in unhappy working situations for decades. If you are not obliged to marry the first individual you lay eyes on, you are equally free to “explore” the employment market with the intention to find the right fit for you. Because hopping from one role to another can be frowned upon, funemployment provides a non-committal avenue to understanding your own preferences and developing your future plans. When done intentionally, I have come to find funemployment can become somewhat of a lifestyle that runs harmoniously in parallel with your day job- a consistent investment in the business of YOU.

With gratitude,

Viv

P.S: Next week's edition will discuss how you can emerge from funemployment to a new role regardless of what new role you are seeking. In the meantime check out www.thewritewritingcoach.com to engage with myself and a team of other great coaches for more on the employment space.



The ‘Business of Employment’ is a new column by contributor Vivian Ojo who is an avid and honest writer with several years of experience in the “education for employment” sector. The objective of the column is to educate young Nigerians on the employment market and the basic macroeconomic principles that underpin it, while also providing honest and helpful insights on how young Nigerians can find and create opportunities to make both money and impact. Vivian has consulted with some of the largest international development, educational and corporate organizations across the world and with several African Governments focusing on people and capability building. She has worked on business strategy and job placements with McKinsey and Company, MasterCard Foundation and African Leadership Academy. She is a board member of United World Colleges Nigeria and a member of Umsizi Fund's peer learning network that convenes over 30 employment placement organizations from around the world including Harambee, Generation and Education for Employment. She has a longstanding passion for transforming the African education to employment landscape and has done work on this as part of her Masters in Public Policy from Oxford University and has been published on the topic in the Harvard Africa Policy Journal among other organizations. Follow [@thewritewritingcoach](https://www.instagram.com/thewritewritingcoach) on instagram and check out www.thewritewritingcoach.com for more questions.

Will Homeschooling Become the New Normal?

Titi Adewusi AUG 2020

My brother-in-law was telling my sister that since she works from home, he thinks it will be a good idea if they homeschool their children going forward. (lol)

People are predicting that homeschooling will become a trend. Hmm, as an entrepreneur and working mother, juggling work and family, I am like “please give me full blown school any day pretty please”.

Has it been all bad with the kids at home in the past 5 months? No!! I have enjoyed the bonding time, teaching them all the stuff I hadn’t gotten round to doing. But would I exchange school for homeschooling? My personal answer is a resounding No. I love my kids but full-time homeschooling is a No No for me.

Most parents across all income groups are struggling with homeschooling. Apart from the challenges, most parents are not satisfied with the level of engagement and “live” teaching/learning that is being done.

For working parents, school solves two problems – it provides childcare for the time you are at work and it provides an education. For this group of parents, homeschooling is not a solution.

So while we patiently wait for schools to open, we will make lemonade from lemon with homeschooling. But, if you are considering homeschooling, here are 5 quick tips to help you as you “homeschool”

Ensure you have a routine and be consistent – Similar to school setting a clearly defined and documented routine would make a world of difference. To ensure your children adhere to the routine, involve them in designing the routine.

Be flexible with “school duration” – Most people are most productive in the mornings while some are late risers. Let your schedule be aligned to your child’s needs. And though typical school duration is 6 hours, you can decide on how much time works for your child and how much breaks are required. It doesn’t have to be 6 hours – can be 2, 4 or 5.

Have a dedicated corner for “school” – My older son wants to do online school laying on his bed or the couch. But having a place that put your child in the right mind frame for a bit of serious work is important. So, ensure a dedicated space devoid of distractions like TV is planned for homeschooling

Don’t reinvent the wheel – There are lots of resources that align to curriculum that cover lesson plans, activities on most core subjects for preschool to secondary. Don’t try to recreate yours. Leverage on these depending on which curriculum you are following. It is important to ensure the learning objectives are clear as you explore available resources.

Variety is the spice of life – It is important to use various mediums to homeschool. From reading books to online videos classes to podcast to worksheets to educational games to practical activities or google searches. Depending on the age of your child, ensure you don’t make learning boring or monotonous.

As you homeschool, remember that social interaction is a key developmental area for your child. It is important to ensure your child is not lonely and is getting needed social interactions through virtual playdates or chats.



Titi Adewusi is Co-Founder, 9IJAKIDS; an EdTech company that has developed an online and mobile platform that helps children ages 3-13 years excel in their academics using interactive fun games. She is also the Chairperson of Bethesda – a non for profit organisations that provides free education to children in poor communities in Lagos and Ogun State. She is passionate about children learning 21st Century skills to prepare them for the future.

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Art of the Week



Boris Nzebo, Les marabouts, 2019, 230x200cm, 2019

Image Courtesy of Out of Africa Gallery and ART X Lagos - West Africa's Premier International Art Fair. Learn more at www.artxlagos.com



Cover Story

11 Fun Places to Take Your Kids After Lockdown

Titi Adewusi and Lehlé Balde AUG 2020

The 2020 summer holiday has been very unusual because of the global pandemic. The COVID-19 single headedly changed any outside plans. We know many children, were looking forward to their summer vacations that unfortunately had to be spent indoors. Similar to adult's children's lives have been turned upside down by the global pandemic. Between schools being closed and playdates being cancelled, children's routines have change and while many kids have enjoyed the extra time with their parents, many have a want to go outside. Once it is fully safe to go outside, many parents will likely be looking for a post lockdown party once movement restrictions are over. We need to celebrate ourselves and the kids for living through what we can honestly say has been one of the most challenging times. The pandemic is a good reminder that life is for the living and we need to enjoy each day to the fullest.

Here is a list of 10 fun places in Lagos to take your kids for a #PostLockDownParty

Upbeat Centre

Located inside Lekki Phase 1 on Admiralty Road off Admiralty way in Lagos, UPBEAT, is considered West Africa's 1st Trampoline Park & foremost recreation centre. UPBEAT was born to fill a gap in the market, establishing a world class and fun sports and fitness recreation centre in Africa for the benefit for all in the community. UPBEAT is a vibrant recreation centre for babies, school children, young adults, thrill seekers, parents, and grandparents for all things fun and fitness. Wall climb, bounce while you dodge balls, dive into the massive foam pits, attempt the UPBEAT obstacle course and challenge friends. Get ready to play hard!



Rufus and Bee

Located at Twin Water mall in Oniru, Lagos Rufus and Bee is a games arcade, restaurant, bowling alley and sports bar all wrapped up in one. It is located in Lekki off Remi Olowude, Lekki, (2nd roundabout). The games arcade is packed with lots of different games - football, shooting, cars, basketball, etc. It's like letting a child loose in a candy store. This is a must visit destination for the family. You won't regret it.

Lekki Conservation Center

The lockdown has made me appreciate the beauty of nature. And there is no better place to do this than the Lekki Conservation Centre. Children will enjoy the walk, seeing nature and also seeing the monkeys, the 95yr old tortoise

peacocks, crocodiles and other animals. Make sure you go on the canopy walk and climb the tree house. Lekki Conservation Center is located at KM 19, Lekki-Epe Expressway – not too far from Chevron and just before the 2nd Lekki Tollgate.



Hi-Impact Planet

Hi-Impact Planet is considered to be the Nigerian version of Disneyland. It is an amusement theme park and resort along the Lagos–Ibadan Expressway - KM 12 Lagos Ibadan Expressway Ibafo. I have been here at least 3 times and we still didn't get to do everything even though we got there as soon as they opened.



There are indoor games arcade with lots of games, rides, bumper cars, ice skating, Ferris wheel, carousel, go kart, train rides and an indoor 4D cinema. It now has a swimming area and water slides.



Dreamworld Africana

Next stop - Dreamworld Africana. The park has lots of rides including a roller coaster, carousel, ferris wheel, bumper cars, go karts, games arcade, bouncy castles, etc. It also has a swimming area and water slides to make that big splash. It is located at KM 20 Lekki-Ajah Expressway Lagos.

It's just after the 2nd Lekki toll gate, a major landmark to look out for is the Orchid Hotel.



Omu Resort

Omu resort is unique – is a combination of a mini zoo, seaworld, wax museum and an amusement park. Omu Resort boasts of a wide range of fun activities – zoo, wax museum, rides, mechanical bull riding, horse riding, waterpark, paintballing, quad bikes, roller skating, kayaking and go-karts. It is located at 1, Omu Resort Drive, Bogije Town Lagos.



Funderland Mall

Looking to do some skating? – then Funderland Mall is just the place to get started. The Mall is home to DCube Skating Rinks, Trotter and Pop Water Park. Together they offer you fun games, rock climbing, pony ride, swimming pool, slides and indoor skating Funderland Mall is at 16/18 Lekki- Epe Expressway opposite Mega Chicken (between Chevron and VGC).

Funtopia Water Park

Looking to cool off and make a big splash after the “heat of lockdown”? Funtopia Leisure Resort is a water park that offers 3 water slides, swimming area, games room, snack bar and bouncy castle. It is located at Km 35, Lekki-Epe Express Way, opposite Pan African University just a few minutes away from Victoria Garden City.

Apapa Amusement Park

Apapa Amusement Park is another must for every child that lives in Lagos.



This amusement park boasts of bumper cars, carousel, air bicycle, mini football pitch, mini Ferris wheel, roller coasters, indoor arcades and a number of other rides. I love the Pirate Ship and Fruit Worm the best. The indoor games arcade has lots of fun for the kids especially the younger ones. Apapa Amusement Park is located at 34 Randle Street Apapa.

The Beach

I'm not sure this list would be complete without including the beach. Lagos is blessed with beaches, and you can choose from a selection of beaches if you would like to spend a day at the beach having a picnic, drinking coconuts, building sandcastles, swimming and lots of water fun. Badagry, Illashe, Eleko, Landmark Beach, Oniru, Atican beaches are some to name a few. If you are up for more adventure, take a boat ride to Tarkwa Bay or check your local boat club for possible departures.



Fun Factory Lekki

Fun Factory is one of the coolest places to have a party for kids and is definitely on our #PostLockdownParty list. It is mainly an outdoor fun place to take the kids for a relaxed weekend and to burn off their excess energy. It has outdoor slides, rides, a little pool and space for the little ones to run around. It is located on Admiralty Way Lekki Phase 1.



Titi Adewusi is Co-Founder, 9ijakidsS; an EdTech company - a fun learning company. that has developed over 250 educational fun interactive games to help children ages 3-13 years understand and retain knowledge as well as excel in school. She is mother to two boys 9 and 12 years and is always looking for fun places to take her children. She believes children learn best through play.

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Wealth & Money

Pursuing New Frontiers

Nike Anani AUG 2020

The famous late explorer - Christopher Columbus made four voyages across the Atlantic Ocean during his lifetime. He initially left his home country Spain in search of a direct route via sea from Asia to Europe. Columbus never discovered this route (because it did not exist!), however he stumbled upon a New World, the Americas. Explorers like himself were amongst the brave of their generation: they were often frustrated with the lack of opportunities in their home countries, and imagined the unimaginable: new worlds that were full of possibility. Daring path-breakers such as Columbus were able to bring into reality the visions they saw in their mind's eye, conquering and transforming these new environments, albeit not without controversy!

Many family business founders find themselves on a similar voyage as they journey from generation one to generation two: the business may be in a season of maturity, characterized by declining rate of growth, or may face extraordinarily difficult business conditions in their home country. In spite of these challenges, these curious path-breaking founders envision possibility in their mind's eye. The courageous amongst the curious will take action to take new territories, pursuing international expansion, and enlarging the empire.

Pursuit of New Frontiers provides an excellent opportunity to diversify the family business, reducing geography risk. In addition, it provides a great opportunity to potentially earn foreign currency, reducing the business' exposure to the ever-dancing foreign exchange rates domestically.

The family may expand the empire thereby enhancing its ability to sustain wealth for an additional generation. The truth is that explorations are not without significant risk: some explorers succumbed bad weather, starvation or illness. Others did not even survive the journey! In fact, Columbus nearly died during his first journey in 1492: the fleet was attacked and burned and he had to swim to safety to the Portuguese coastline.

Similarly, founders may face obstacles in pursuing international expansion: challenges in raising appropriate, affordable finance and challenges in navigating this unknown terrain - understanding its economy, customs, culture, network and regulations.

However challenges do not deter the bravest: a resourceful and creative group that are solutions-driven, founders often contemplate a range of solutions including:

- Foreign debt and equity – through international commercial banks, private funds or development finance institutions;
- Stock-market listing to access capital for growth and raise finance for further development;
- Partial sale of the business to raise funds to pursue international expansion; and/or
- Joint Ventures with a local partner.



Nike Anani

Nike Anani is a Speaker, Author and Mentor for NextGens that seek to be effective change agents in their Family Enterprises. She is a guide and a spark-plug for action: helping NextGens identify and implement new opportunities, shortening the journey from identification to impact. She fuses her 9 years' experience as a NextGen executive in her Family Enterprise and as a Chartered Accountant, to bring practical solutions to the table. She is the co-founder of African Family Firms, a pan-African association of family businesses: here, they build community for family businesses, founders and NextGens alike. She is a member of Family Firm Institute and a fellow of the Institute of Management Consultants. She sits on the boards of several companies, including ARM Harith Infrastructure Fund and Mixta Real Estate Plc. Nike loves working with NextGens who are ambitious and passionate about their Family Businesses and need some guidance in precipitating change.

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Brand Storytelling Is Not A New Thing, You're Just Catching Up

Chidera Muoka AUG 2020

As a child growing up in Railway Compound in Ebute Metta in Lagos, I and my neighbours had a date with the communal TV in my family living room at 6:30 PM. Tales by Moonlight would play, and even the adults seemed to not mind watching the show created to teach children about morality.

The older I grew, I fell in love with stories. Stories made me connect to subjects in secondary school, and as a Philosophy student in the university of Lagos. At first, the best stories were written and as the world changed so did the formats, we entered the world of films, music, and the media adapted to videos and audio formats to give everyone a story regardless of the format. It wasn't rocket science that stories had formed a bed of my major thoughts and opinions about life.

Stories and their impact made me connect more as the Editor of Guardian Life. But, I did not know much about storytelling until I dug deeper into the timeline that had not only influenced me but society.

Why did stories make us connect?

People are drawn to things bigger than themselves and stories are the best ways to connect this bigger picture. This influenced the invention of the newspaper in 1605 in Germany to the appearance of the television in 1939. As society grew, we became fascinated with more ways to tell our stories.

This fascination transcends personal experiences or the use of media. It is what draws attention to the brands you love and are loyal to

What did you hear about them?

How do they make you feel?

What makes the connection turn to loyalty?

Nike answered these questions in 1988 with the very first "Just Do It" commercial, which featured 80-year-old Walt Scott jogging shirtless across the Golden Gate Bridge in San Francisco.

This commercial did two things for the brand: it aligned with the hero archetype, because it said, "Hey! If an old man can jog on this bridge, then what is stopping you?". It did also solidify the brand as a pioneer brand storyteller.

Over the years, at the heart of Nike, is an interesting story told across different mediums and channels that says, Yes You Can! (Shout out to Barack Obama's adoption for his campaign strategy.) Be it with Serena Williams or Colin Kaepernick, the brand has remained consistent and innovative in the ways it tells its story that blends sports with activism and real-life events. An excellent example is their latest commercial #YouCantStopUs that created a united front of humanity against the coronavirus pandemic.

Data would say that before April 2011, there were no brand storytellers in the marketing industry, but Nike has held the torch since 1988. Tom Fishburne instigated the concept of marketers as storytellers with his now well-established Marketoonist cartoon series.

They call 2012 the year of storytelling; it all started with the Content 2020 initiative by Coca-Cola that sought to define brand storytelling as it connected with their brand. LinkedIn Data would tell you this was the trigger that led to the rise of 5,000 storytellers in 2012.

The ripple effect continued with the announcement of a new category at the Cannes Lions Festival - Branded Content and Entertainment to the release of Seth Godin's All Marketers tell Stories. He was the first person to attribute that storytelling was essential to the brand and not just part of its marketing endeavours.

By the end of August 2012, LinkedIn Data reports about 25,000 storytellers in marketing. This number moved to 250,000 in October in 2013 and over a million in 2020. The data seems to back 2012 as the year of storytelling, however; the art precedes it.

We have been telling stories since men started documenting our history in caves. We've been telling stories in marketing with adverts like Peak's Papilo in the 90s and MTN's "Oh Jerry" in the early 2000s. Storytelling has remained at the core of sustainable brands like Apple and Coca-Cola even before CONTENT2020.

The rise of social media has seen the adaptation of content marketing, which is only but a fragment of storytelling which has exposed brands to a world they didn't know existed. Brand storytelling is not a new thing, the world is finally catching up.



Chidera Muoka is a multipotentialite and creative director. A firm believer of storytelling committed to pushing compelling narratives through her storytelling agency, House of ZETA.

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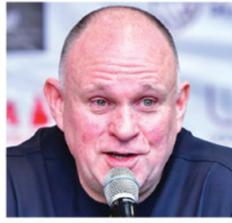
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My struggle with Impostor Syndrome and how I overcame it

Adedoyin Jaiyesimi | AUG 2020

"I'm not good enough."

"I don't deserve to be in the spotlight."

"Is my work really that good to be recognized for it?"

If you've ever caught yourself saying any of the above or similar phrases to yourself, then it is possible that you have a case of what is called impostor syndrome.

Impostor Syndrome happens to the best of us. There are moments that I question whether I am good enough for a particular opportunity or platform. Sometimes, you just want to remain behind the scene, in case it turns out that you're not as good as people perceive you to be. What impostor syndrome does to you as a professional is that it prevents you from reaching your full potential and it prevents you from owning your accomplishments.

There is an official definition of Impostor Syndrome which describes it as the overwhelming feeling that you do not deserve your success. Impostor syndrome convinces you that you are not as intelligent, creative or talented as you may seem. It is a suspicion that your achievements are down to luck, good timing or just being in the 'right place at the right time' and it is often accompanied by the fear that, one day, you will be exposed as a fraud.

I'm sure many of us can relate. I like to define impostor syndrome as the voice in your head that questions whether you are truly good enough. When I started out my professional journey, I battled with a serious case of impostor syndrome. It was paralyzing, in fact. It affected how much I charged people for my services and it tainted my self-image. One particular example stands out for me. I had worked hard on the re-launch of a magazine that I managed. It was huge because it was the first time we released a cover that was not the regular photo shoot. We chose to experiment with doing an illustration and it really turned out well. On the night of the official launch, I began to panic at the thought of giving a speech to talk about the journey of creating that particular edition. I did the work, went over and above to ensure the end product was excellent but when it was time to own that achievement, I shrunk. Instead of climbing that stage to reveal the magazine to the public, I went to look for a cosy place to hide and put my phone on silent. When my colleagues couldn't find me, someone else had to seize the moment.

There are many stories like this in my professional journey, unfortunately.

In the last two years, I have been more deliberate about overcoming impostor syndrome. While it creeps up on me occasionally, I have mastered how to deal with it when it shows and that's what I'd like to share with you.

1. Establish what it is that you actually know and do well. What are those things that you are so good at that you can do them from sleep? For me, it is writing and creating communications strategy. I know how to write an excellent copy or article and I am proud of that.
2. Put yourself forward and understand that rejection is not the end of the world. If you don't push yourself out, who will? Encourage yourself to take chances. Volunteer for that project, put your hand up to do that task at work, share that idea during a meeting, pitch yourself on social media. I tell myself that the worst anybody can do is to say no or ignore my requests. I have had a fair share of no's but I've had many more 'yes' all because I took the risk to step out.
3. Surround yourself with people who affirm you and your gift. You can call them your hype men or women. I have them and I love them. They say things like, "Adedoyin, you are genius sha! Communications strategist of life!" It helps to build my confidence.
4. Be positively inspired by the stories and achievements of other professionals within and outside your industry. Their back stories are evidence that you are not alone in this.
5. When it comes to overcoming impostor syndrome, you must understand that what plays out is a battle of the voices. There is the Loud and Stubborn Voice that makes you hide behind the scene, shrink and question whether you really deserve to be in the spotlight. Then there is the Very Silent but Assuring Voice that says go for it, you are a superstar. This is the voice that make you confident in your abilities.

Which voice are you going to empower? The choice is always yours.



Adedoyin Jaiyesimi is the Chief Communications Consultant at The Comms Avenue, a capacity building and knowledge exchange platform for leading and innovative communications professionals across the world. She has vast experience consulting for international organizations and top corporate executives and specializes in providing strategic communications consulting for development, philanthropic and corporate organizations. Adedoyin has successfully executed projects for the W Community, Women in Business, Management and Public Service (WIMBIZ), Leading Ladies Africa, Heritage Bank, African Philanthropy Forum amongst others. She has been profiled on She Leads Africa, Leadership Newspaper and Lionesses of Africa. She was also featured as one of The Spark's Visionary Women in 2019.

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Image of the Week



"Third's Aisle" by ArtbyOye



Shifting our attitude about Mental Health - it matters.

STACEY KARUHANGA | AUG 2020

"You can't solve a problem that you won't name or recognize is real" - Tim Wise

To whom it may concern- whether you are going through tough times (school-related stress, grief, bullying, depression, sadness, anxiety, financial strain, suicidal ideation, sick, unemployed, etc.) or riding the waves of life, big or small, your mental health matters and you are not alone.

Mental health is a known term to all; however, there seems to be an element of ambiguity attached to its definition. Consequently, numerous myths, negative misconceptions and social stigma surrounding mental illness is prevalent e.g. "people do not/cannot recover from mental illnesses"; "mental illnesses are not real"; the list goes on.

So, what is mental health? It is a state of one's wellbeing where individuals are able to recognize their abilities, as well as cope with stressors of life (Mental Health: Strengthening our response, WHO, 2018).

Mental health is hardly talked about, if not ignored. It is mostly associated with the "weak" and "helpless" and in extreme cases, it is one that is perceived as one's own fault due to whatever choices they made to "get them there". Yet, simultaneously, mental health affects our everyday mood - our social, physical, mental and emotional well-being. Mental health affects the young and the old, the rich and the poor. It has no face.

Each and every individual's mental health can be affected by various societal and environmental factors, amongst many others, such as unemployment, inaccessibility to efficient health care, inadequate housing etc. These same factors can have a negative impact on one's well-being and may present as emotional, behavioural and cognitive distress.

In order to get a clear perspective of mental health, it is important to know and understand that mental health is on a continuum. Diagnosed or not, there is a fine line that separates each one of us from being affected with poor mental health due to different stressors, which trigger emotional and psychological distress.

A brief example: Bill has lost his job (trigger), which leads him to develop a low self-esteem, stress and anxiety over a period of time. This could essentially lead to poor mental health due to constant worry, financial instability or other maladaptive behaviour. How we choose to respond to these stressors along with the support received plays a vital role in our overall health and wellbeing. *Mind you, these go hand in hand.*

Granted, there are individuals who are more vulnerable and are at a higher risk than others; however, this does not negate the fact that anyone can be impacted. It is essential to note that we are each capable and have the power to make individual choices that have a positive impact on our everyday welfare. It starts with demystifying myths, raising awareness, and educating individuals about mental health and its various forms. It is imperative that we start and continue the discussion about ways to help and support rather than shun one another. Everyone is on a different life journey!

Let us keep in mind that someone loses their life to suicide every 40 seconds. Suicide is the second leading cause of death in individuals aged 15-29 years. (World Health Organization, 2019).

What can we do to turn these whispers into loud voices? Let's talk!



Stacey Karuhanga is a registered Social Worker in Canada. She holds a Master's degree in Social Work (MSW), specializing in Mental Health and Health. She has experience working with infants, children and youth who have emotional, behavioural and social difficulties. Additionally, she has worked with adults living with mental illness and concurrent disorders. Stacey currently works as a Child and Family Therapist.

NO CONTENT, NO MARKETING, QUALITY CONTENT, QUALITY MARKETING

Ayodotun Akinfenwa AUG 2020

Your brand is nothing without marketing and marketing is nothing without quality content.

When most people think of Content, they think in terms of what to post on social media and websites and that's accurate, howbeit incomplete. Kevin Cain, a communication strategist, described Content as "a compilation of information, ideas, and messages that are translated into some kind of written, visual, or audible format for others to consume."

While the above describes the general idea of content and the formats in which it comes, I dare say there's more depth to the issue, from my experience.

The Content Marketing Institute (CMI) founder, Joe Pulizzi, aptly defines it as "compelling information that informs, engages, or amuses".

If I were to describe content based on my experience, it's every little bit of information or every substance created or put together to communicate and sell a brand to its audiences, such substance comes in text, video, audio, images, even in activities.

If your brand is the kind that is active on social media and other digital marketing platforms, or you've got the budget to run some slots in broadcast media, chances are, you have been saying the same thing to your audience for a while. You need to create compelling and really original substance/material that will "suck" in those who are reading, watching or listening.

Beyond the platforms and basic formats of content, we, marketers, need to delve into the quality and character of our content.

Statistics have proven that the average person is exposed to between 5,000 to 10,000 ADs per day and in order to cope, we have learned to either tune off ADs or wear a filter where they are concerned. After a while, they will ask: "what have you done for me lately?" They will need to be pulled in emotionally or mentally, depending on the brand. Some questions we marketers therefore need to ask ourselves and answer in our content include but are not limited to:

- Who are my clients or customers and what do they value?

- What can I offer them from my kitty?
- What am I doing to engage, gain and retain their attention?
- How can I help them really understand what I do and how I can transform them?
- What testimonials and success stories do I have?
- How do I make myself irresistible?

If I were asked to sum the above up, we are talking content marketing. The concept is defined by the Content Marketing Institute (CMI) as a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. This presupposes that marketing content needs to be valuable, for education, engagement and/or entertainment. Why do you think the most trustworthy pregnancy and baby care resource site Baby Centre was acquired by Johnson & Johnson? Why do you think Airtel and Maggi Brands or GTBank and UBA have invested heavily in mini series? There needs to be ways to get into the hearts and minds of customers and traditional content will no longer suffice.

Whether in form of an elevator pitch, a thought piece or a collection of super engaging content for social media, Content is a critical tool for the growth of your bottom line. There has to be a reference material, a contact point, something to cause you to come alive in the mind of your prospective customers. The more quality and variety of relevant content you build, the more your chances of reaching and converting customers.

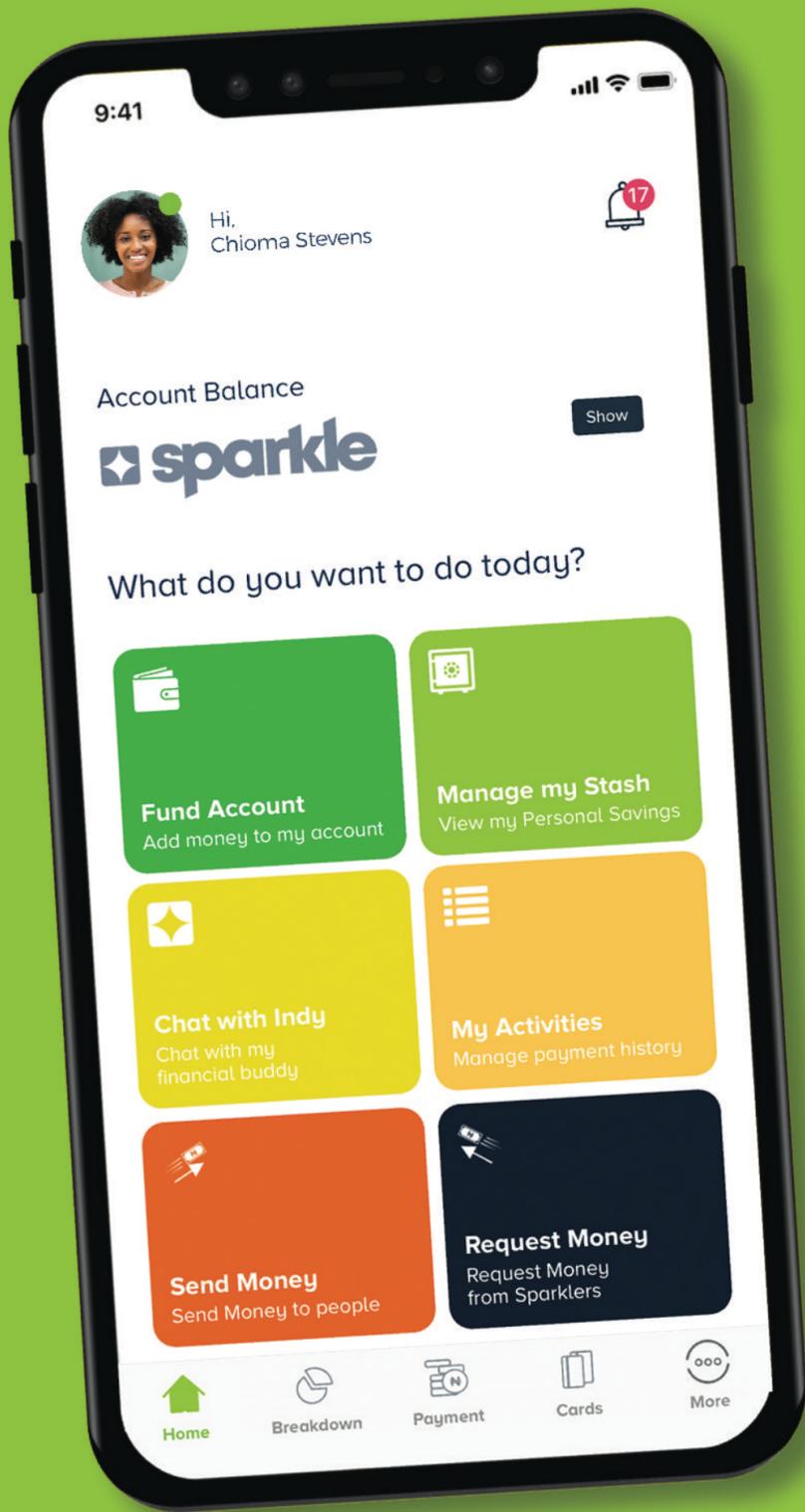
Gone are the days when you run ADs and are done with it, go the extra mile. Were you creating ADs before, create mini skits, have you been creating skits? Create events to engage with customers or clients. Remember, your content is substance.

The moral of my story, build more content, quality content that not only sells you but adds value to your audience either by way of entertainment, education or information. As you create, test, tweak and improve and you will see results.



Ayodotun Akinfenwa is a Brand/Marketing Consultant with 13 years of industry experience. Before starting Lifestyle Hues Brand Consulting in 2016, she built her career working on international brands. Today, she consults for companies and trains SME owners on the subjects of Marketing, Branding DIY Design and Content Creation. She holds a Masters Degree in Marketing and is an Associate member of the Advertising Practitioners Council of Nigeria, (APCON) and Women in Business, Management & Public Service (WIMBIZ), an Affiliate Member of the Chartered Institute of Marketing, UK and is a Canva Certified Creative.

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Are you 'Thrice' as tall?

Dr. Foy AUG 2020

Over the years Burna boy has shown the world that the most important element to become an outlier in any industry is your drive and passion to seek for daily improvement both in your craft, relationship and more importantly, your team.

Damini Ogulu popularly known as Burna Boy is a native of Ahoda town in Rivers State, Nigeria. He began making music at just ten years old when a fellow classmate at school gave him a copy of the production software FruityLoops. Armed with these means, he began to create his own beats on an old computer. After he graduated, he moved to London to attend university, but he dropped out after two years and moved back to Nigeria and his return to Nigeria was the beginning of a journey that will build him into one of Africa's greatest exports - The African Giant.

The 29-year-old was introduced to the mainstream media when he released his first studio album - L.I.F.E. That album sold over 40,000 copies on the day of its release. In just a matter of few years after he released his first album in 2013 he has gone ahead to release 5 studio albums (the most recent being Twice as Tall), he has been nominated for a grammy, performed at Coachella, had a collaboration with the best of the best artists in the industry both local and international and also, he just became Twice as Tall.

Taking a close look at the success of Burna Boy's career, his evolution seldom lies on some key success principles. Let us step back and see where he got things right, maybe we can learn a few things from him.

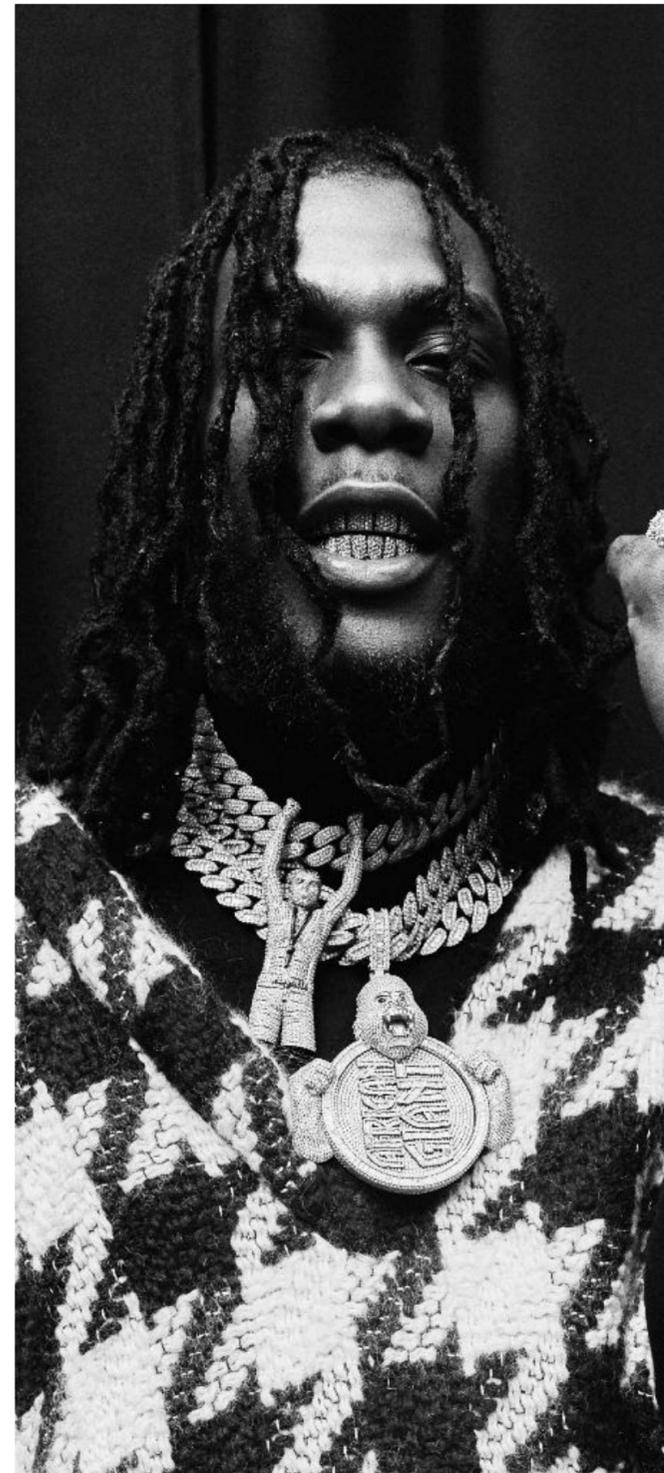
He has an A' Team: The Famous John Maxwell said: "Teamwork makes the dream work". When it comes to Burna Boy's success, you can see clearly how the power of teamwork is taking him to greater heights in the local and international industry. As a creative, you should work towards having a powerful team and create strong partnerships with your peers in the industry. Burna Boy being signed under Aristotle records knew that if he has to become a global brand, he has to close a deal with an international record label so his partnership with Bad Habit/Atlantic **Records** in the United States and Warner Music Group internationally has been nothing but a spaceship to his career. As a creative, you need to make sure that you have the right people in your team. The right promoter, the best lawyer, the best producer, vocal coach and more importantly the best manager because it gets to a point where you will grow from a personal brand to business. That means your style, creativity, music and delivery will be

the business and you need the right people around you to make that business a profitable one. As much as you have your own style and delivery you should also know that 'no man is an island'. If there is anything you should really take seriously in your creative business, it is partnerships. Learn to partner with other creatives and if you can take your partnership international, good for you. Burna Boy made sure he partnered with some key artists in his "African Giant" album. That move alone didn't just open so many doors for him in the international market it also positioned him as the global standard that hailed from Africa. You can see that in his "Twice as Tall" album he also strategically partnered with the best producers and musicians in the industry. We can't fail to commend the strong force he is currently creating with Diddy.

Just like Burna Boy Your team, record label (management) and the partnerships you have can take you further in your career. Your gift and creativity are not just for Lagos or the next "Social Media Week" or one of those events we do in Lagos. Your gift is for the world so you have to partner with the right people and build an "A-team" that can launch you to the international audience. Stop thinking local. Bless the world with your gifts and not just ojuelegba.

Is Lamba the way forward?

Sometimes I ask myself 'What is the future of the "Nigerian Music Industry"'. When we have the Asa's and Chike's that give us timeless music that has been well written and researched, we also have the "others" that all they do is to lamba. Freestyling with no content. [Apple spends over \\$16 Billion on Research and Development](#). Tim Cook doesn't just freestyle and creates a product. The Apple Team looks at the market's needs and builds a technology that can best suit the needs of the market. Why can't musicians and creatives also look at the needs, problems and history of their target market and create art that can best suit that market? Beyonce is someone that spends time and money in Research and Development for an album even before she gets into the studio. When you spend time doing this, you will know who to feature in the album, who will produce a track and the outlets you need to partner with. Burna Boy is one of the so many few artists that spend time researching a body of work before he even starts writing. He pulled that off in the African Giant album and you can see a similar pattern in the Twice as tall album especially on Track 12 - Monster you made. As a people, we need to tell our stories and pass our values down to the next generation.



What better way to do that than through Music? Gen Z needs to see why we are the way we are and why our leadership is the way it is. So it's the role of the Millennials, Baby boomers and Generation X to tell the African story. Lamba won't build the minds of the younger generation. We need rich contents that are both entertaining, educative and inspirational so we can build the minds of the future generation and build the Africa we desire.

However, as much as we have to spend time in research and development we should not lose our essence, our originality. This is one of the reasons Burna boy is twice as tall. From the days of "abeg, abeg, abeg" to the days of "Monster you made" Burna Boy has always been consistent with his originality. His voice, production and delivery always have a "burna" tune to it. He calls it the "Afro-fusion". This is a strong lesson artists and creatives need to learn from Burna Boy. Don't lose your originality because you want to be liked or popular or maybe you just want to cash out for the short term. Always think about 10 years from today. Can your music still be essential in 10 years time? Can it be a sound that people can vibe to in 10 years time? You have to think about timelessness when creating your art. You have to think beyond today.

You have to think beyond your stomach and create art that mirrors your originality. Your originality makes you different and it helps you to stand out. There can never be two Asa's or two Adekunle Gold's. We have one 2baba and there can never be 2 African Giants that are Twice as tall. Your originality is your essence; so don't lose yourself in the name of popularity.

In summary, the industry has seen and experienced progress so far and Burna Boy is one of the strikers shooting the African narrative into the goal post of global excellence. We can all be Twice as tall like Burna Boy but you reading this right now, you can be more. You can be Thrice as tall if only you have an A-team, you don't succumb to lamba and also you stick to being you - original.

As a creative, you have 3 choices to make right now. Give in- be normal and be the same with everyone, Give up- let the overwhelming nature of greatness crumble and crack you or...

Give it all you got and let the world know that you are Thrice as tall.



Dr. Foy is a content development and entertainment project management professional, with seven plus years' experience in television, advertising, marketing consulting, international cable networks and the digital economy. His background as a trained medical doctor gives him unique cross-functional competence. He believes in enduring positive contributions and enjoys working with visionary individuals and companies.

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The Survival & Thriving Kit we all need

Akanimo Ekong AUG 2020

Job Security does not exist. Even if you felt it did (before the pandemic), I trust this false concept has finally been laid to rest! From senior roles like pilots and bank managers to more junior roles (shop attendants, factory workers and service workers), many Nigerians have been thrown into the over-saturated labour market. According to latest reports, over 21 million Nigerians are unemployed (a figure that exceeds the population of 35 African countries)

Small and medium enterprises have not been immune either. The pandemic, harsh economic climate and rising exchange rate have made the 'hustle' for small business owners excruciating

For a change, there are no 'greener pastures' abroad. The UK is officially in a recession for the first time in 11 years. In the United States alone, over 17 million people are unemployed

So, what should the employed, unemployed and business owner do? I do not have a quick-fix solution to landing your next job, doubling your company's revenues, or launching a new service for your small business. What I do recommend are a set of attributes we all need to develop to wade through this season and thrive beyond the pandemic.

Resilience

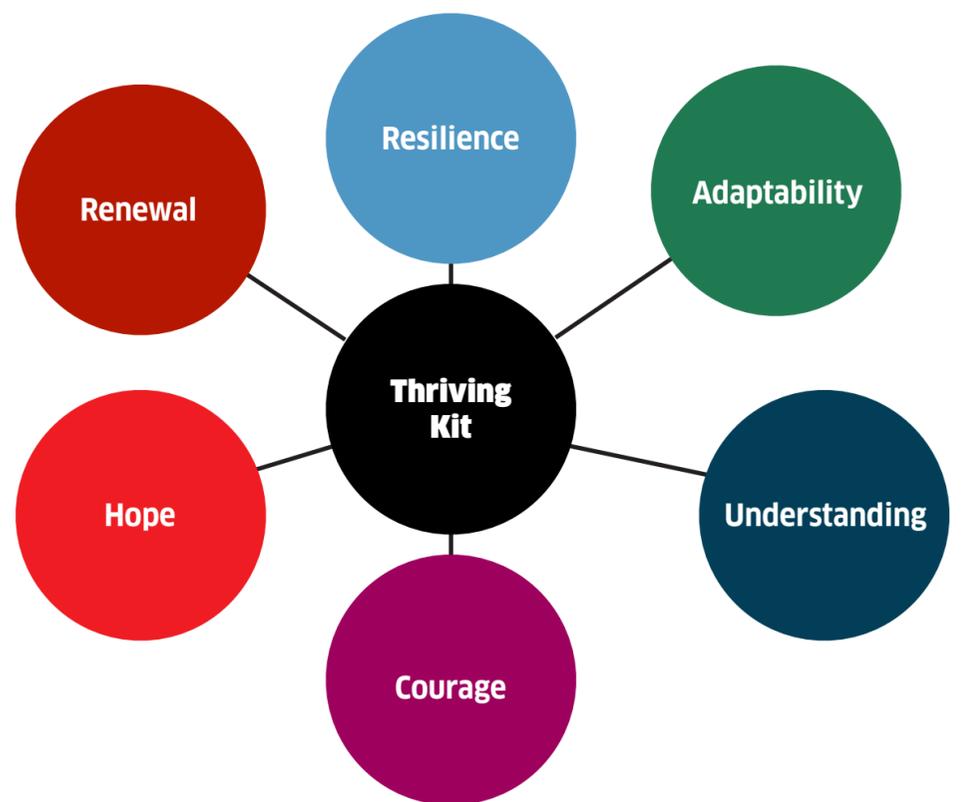
Nelson Mandela said, "Don't judge me by my success; judge me by how many times I fell down and got back up again". Maybe you have lost a job, made a poor investment – or the pandemic has made desire for your product or services unattractive. It is okay to sulk for a while, but you need to get back up, learn, re-strategize and move forward. Left to me, resilience should be taught in schools. Our young people need to imbibe this – and so do we.

Courage

There is a famous quote that says, 'Feel the fear but do it anyway'. That sums up what we all need in this season – an aptitude for risk taking and exploration. It requires 'facing your giants' – things you've feared or felt were insurmountable. This could be trying out a new business venture, exploring partnerships, applying for a job or even asking for help. Where you currently are is not ideal, where you could be is worth the risk!

Understanding

How do you treat vendors who are owing you? Should landlords make threats at this time? Some banks, schools and other service organizations are showing understanding by adopting flexible payment terms. Organizations are promoting CSR and free learning opportunities.



When things get better – and they will, customers will remember those organizations and individuals who showed understanding and 'gave' during this period. How much understanding do you show your colleagues or staff when Zoom sessions are interrupted by children or domestic emergencies? We are all in this together.

Adaptability

This goes without saying – we must be humble, flexible, and open to change how we work, what we offer – or how we offer them. Numerous small and large businesses are now providing their services on digital platforms. A major soft drinks manufacturer is now producing sanitizers. A major bike hailing service recently pivoted to delivery services. Some major schools abroad are now offering 100% online education. While companies are shutting down or struggling – companies like Amazon, Netflix and Zoom are hiring and smiling to the bank. Are we ready to embrace new mindsets, exploit technology, develop new skill sets and provide same services (differently) or entirely new services? Great things never come from your comfort zone.

Renewal

Do you remember that announcement made before a plane takes off? "Use your mask before helping others?" Well, how do we maintain physical, emotional and mental health so that we are renewed daily to take on the challenges and opportunities ahead? Steven Covey calls this 'sharpening the saw' and recommends that we take care of our physical health (exercise, rest and nutrition), heart (staying in touch with key relationships), spirit (prayer, inspirational literature, meditation and service to others) and mind (reading, learning, writing). It's important to 'zone out' from the negative news, unending video meetings and life's stressors and take time for yourself every day. This gives you the ability to do everything else.

Hope

Everything has taken a hit – the economy, social life, travel, exchange rate, businesses and schools. Indeed, we are being hit from every side. It is difficult to see light at the end of the tunnel when there's so much bad news everywhere. But this too will pass. Martin Luther King said, "We must accept finite disappointment; but never lose infinite hope." Hope is indeed, the anchor for the soul. Imbibe the attributes above and use video communication tools to engage with loved ones and friends. And if 'symptoms still persist', see a Coach or a Counsellor.



Akanimo Ekong is currently the Founder and Managing Director of Candor Consulting Ltd, an adaptive and authentic Business Consulting firm providing training, employee wellbeing & team building programs, performance management and IT outsourcing services. Candor Consulting also sources & recruits mid and senior level candidates for organizations. Akanimo is a serial trainer, peak performance coach and mental health facilitator.

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How to Build a management team

Stephanie Anyamele AUG 2020

In the early days of running your business, it's fair enough for you to handle most of the tasks. For one it's cheaper and helps you "learn" your business.

However, as your company grows, you'll start to experience a stretch and suddenly, you'll realise that you can't continue to do sales, marketing, operations, order fulfilment and everything in between.

At this point, building a senior team that can contribute to managing the crucial areas of the business in order to level up, becomes a priority.

When you want to build your executive team, you need to understand the strengths of the individual. Their skills must be relevant and adequate for the responsibilities you intend to give them and not based on sentiments perhaps influenced by how close a friend they are, how lovely their personality is or if they're related to you.

Ideally, your management team should consist of:

Chief Executive Officer (CEO): In small businesses, the CEO is usually the owner by default but in some cases, the owner might determine that they don't have the capability, capacity or interest for CEO duties so they get someone else for the job. The CEO is responsible for everything and everyone, from strategy to hiring and building the team to approving how the company's resources are utilised. As CEO, you cannot be entangled in the daily details of the business but rather, maintain a high-level position focused on deciding the best direction for the business. In all this, the most important skill is in hiring and firing. If a CEO hires the right management team, they can cover his or her shortcomings because the best strategies, predictions and budget control will not yield results without the right team.

Chief Operating Officer (COO): Your COO would be responsible for handling the complex operational aspects of your company. Let's assume you run a logistics company and two weeks before Christmas, you have five million parcels to deliver across the country: the COO would ensure that the business delivers day after day, determining what

needs to be measured to know if things are going well and then creating a system to track the measurements and take necessary action of the company isn't delivering. In contrast, if you run a one-location retail business, your store manager is effectively the COO. When you expand to multiple locations or need to start ensuring smooth operations as a big part of your business, it'll be time to hire someone who is skilled in measurements, operations and details.

Chief Financial Officer/Finance Director: The CFO is the go-to money person, responsible for creating budgets and financing strategies, making lease or buy decisions, building control systems and monitoring the business' financial health. Money is the lifeblood of every business and cash flow is everything so if you don't know the difference between cash flow and profit, you need to have a CFO or Finance Director pronto!

Chief Marketing Officer (CMO): Depending on how crucial marketing is to your business' success, you may skip filling this position. If you decide you need a CMO, they will own the marketing strategy - the sales strategy too - and oversee its implementation. They should be knowledgeable about the industry, establish product positioning and keep your products/service at the top of customers minds.

Chief Technology Officer (CTO): You'll only need a CTO if technology impacts your business or industry strategically. The CTO should be able to link trends and integrate them into your company's strategy and ensure the company stays current.

So how do you find and hire your executive team?

Hiring the best people can be very expensive but a strategy that has worked for me and many of my clients is to leverage your network and relationships to get recommendations.

This way you can negotiate SME pocket-friendly remuneration for the team and also sell them on the vision for your company.

They can work on a part-time basis



Stephanie Anyamele is a Small Business Consultant & Chartered Accountant with over 7 years' experience in financial advisory, operations management and business strategy. She is the Founder & Principal Consultant of Charles Ardor & Company, a boutique management consulting firm working with owners, leaders and managers of small businesses to improve their financial and operational performance. She is also the Founder of "What Next, Coach?", a business support membership platform that prepares small businesses to grow into medium-scale enterprises.

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Sports



By Anthony Nlebem

Where next for Messi after Barcelona

... Man City and PSG most likely destinations

Anthony Nlebem AUG 2020

After dozens of titles, hundreds of goals and countless records, Lionel Messi's spectacular career at Barcelona could be coming to an abrupt end. Messi sent the football world into meltdown when news that he wanted to leave Barcelona broke. The Argentina superstar sent a fax to the Catalonian club chiefs on Tuesday informing them he wants out and requesting they exercise a clause in his contract which would allow him to leave for free.

There are likely to be plenty of disputes about whether he can actually enact that clause because it expired in May. Messi is expected to argue that because of the coronavirus pandemic, it should be extended. The 33-year-old, who joined the club in 2000 as a youth player, has a contract with the Catalans until 2021. However, that deal contains a clause which allows the Argentine to terminate his contract at the end of each season, normally before 31 May.

The six-time Ballon d'Or winner has offers from across Europe, but there are few clubs who will likely be able to afford his wages. There are claims that Messi and his legal team believe it should be extended to cover the prolonged season – which ran until August following the delays caused by the coronavirus pandemic, and that his €700m buyout clause doesn't apply in this instance. It remains to be seen how Barcelona will respond to Messi's request, with the club trying to rebuild following the appointment of Ronald Koeman as head coach.

Premiership side, Manchester City and French Champions PSG are the most likely destinations for Messi. If Messi's mind is made up to leave Barcelona, the question turns to where he goes next. Messi, arguably the greatest player in soccer history has always been a part of the "winning project" at Camp Nou, but his latest season was not only devoid of trophies, but it was also defined by chaos and ended in humiliation. Messi has not asked for a transfer to put his feet up for the final years of his career.

This is a considered move aimed at bolstering his successes, and in one competition in particular. The Champions League has become his obsession, which puts all of Europe's super-clubs in contention. With the outbreak of coronavirus, only a few clubs can afford his wages. On the back of its Champions League triumph, Bayern Munich is the pre-eminent force in Europe but it is unlikely to be able to afford Messi and with a base salary of around €60 Million per year. The same goes for Jurgen Klopp's Liverpool, as well as Juventus, which remains restricted by the enormous outlay needed to sign Cristiano Ronaldo two years ago.

Real Madrid, meanwhile, would love nothing more than to prise Messi from its rival and it has tried before, but even if Messi wants to leave Barcelona, he is not out to burn his reputation and legacy. Clubs that can afford Messi and convince him are PSG and Manchester City. City appear favourites, but the club has always trodden carefully around the prospect of Messi.

There are a lot of things that could tempt Messi into joining Manchester City. His former manager Pep Guardiola is at the club, his best friend, and fellow countryman, Sergio Aguero is still the main striker, and City's director of football Txiki Begiristain has ties to Barcelona. Messi could be the final piece for Guardiola to reclaim the Premier League title from Liverpool. Pep Guardiola and Messi won two Champions Leagues together at Barça, and there may be a temptation to reunite for another tilt at the trophy.

City's stance is that Messi is a fabulous footballer and Guardiola remains an admirer of the best player he has managed. They believe they have a chance of signing him. The likes of Bernardo Silva, Riyad Mahrez and Ferran Torres would be sidelined behind the 33-year-old but it makes for a deadly attack alongside Aguero and Raheem Sterling.



Messi has won a record six Ballon d'Or awards during his time at Barcelona as the top player in the world, and has helped the club win 10 Spanish league titles and four Champions Leagues.

Messi could also propel Man City in the Champions League and launch its brand, so important to the Abu Dhabi owners, to a different level. For PSG, whose frustration in Europe has been comparable to Man City, even if the club broke new ground by reaching the Champions League final, adding Messi would also represent a big addition to the Qatari project. Barcelona fans have long anticipated a reunion between Messi and Neymar – it would be a bitter pill indeed if it were to happen at PSG, with Kylian Mbappé completing what could be an unstoppable front three.

PSG already have the most expensive attacking front in the world, so why not throw Messi in there as well. Neymar was a former teammate of Messi in Barcelona and could encourage him to join the French club. It would make for a pretty potent attack alongside Angel Di Maria and Kylian Mbappe. Like Juventus, the Champions League is the competition most coveted by the bosses at the club and the Argentinian could help them achieve that. Also, Neymar, Messi and Kylian Mbappe front three would not be a difficult sell. Staying at Barcelona remains a possibility, particularly if under-pressure president Josep Maria Bartomeu decides to resign.

Barcelona is planning to pay Messi \$92 Million this upcoming season—an amount that would help make him the fourth athlete to earn more than \$1 billion in career earnings, pre-tax. About a third of his salary is in the form of performance incentives, which the star forward has been consistently earning, posting 12 consecutive seasons with at least 31 goals and hitting 700 career goals in June, joining Ronaldo as the only active players at that level. Barça manager Ronald Koeman hinted out he hopes Messi would stay, saying, “He is the best player in the world, and the best player in the world you want in your team; you don’t want him playing against you.”



Forbes values Messi at \$4.02 billion, and few other teams can afford Messi’s sky-high wages, particularly as clubs face a revenue shortfall while returning to play without fans in the stands amid the pandemic. But Manchester City, and a reunion with manager Pep Guardiola, has emerged as the clear favorite to pry Messi away. Irrespective of the UEFA Financial Fair Play Regulations, which were established in 2009 to prevent clubs from spending more than they earn and getting into financial problems by doing so, PSG and Manchester United are the main frontrunners in Messi.

Messi arrived at Barcelona as a teenager in 2001, joining the club’s famed La Masia youth academy. His first-team debut happened in 2003 as a 16-year-old, and since then he led Barcelona to 34 titles. He holds most individual records at the club, scoring 634 goals and making 276 assists in 731 appearances with the club.



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