

Chemistry

Chenist
Communications

CHEMISTRY 001, 2021

Synergy

The term synergy comes from the Attic Greek word συνεργία synergia from synergos, συνεργός, meaning "working together". When two or more people in an organisation combine their efforts, they can achieve more together than when they work separately. Working in synergy creates something bigger or greater than individual efforts.

PR done with synergy produces a 'win-win' approach for all stakeholders – client, media, agency, government etc. Trust, focus, diversity, creativity, and better solutions are all the benefits of Synergy.



From the
CEO's Suite

Building the Organisation of Our Dream

Imagine an organisation where individual differences are harnessed, communication flow freely, the company adds value to employees rather than only extracting from them. Envision yourself actively playing a part in this organisation that stands for something meaningful - "Trust and Care" - where the work itself is enjoyable and highly rewarding... Welcome to Chenist!

In just two years of our commencement, I am proud to say that we are progressively achieving the vision and goal for coming onboard in the communications industry. This achievement couldn't have been made without the collaborative efforts of every staff member who are constantly and consistently giving their best to deliver on our shared dreams; to provide at all times, world-class services in a professional way.

And to think that this progress is being made even in the midst of a pandemic which has practically redefined life as we know it! This gives hope that in no distant time we will surpass our set expectations as a company and in the industry as well.

Let me reassure of a management that is committed to providing an ecosystem that fosters good team synergy, where everyone's contribution is valued; where people work and communicate based on trust, respect, and compassion. For us, we are a team not just because we work together but because we trust and care about each other as we work to achieve a common goal.

On this note, let me end with this quote:

"The Secret of Success is Synergy". Synergy is the quality that gives robustness to communication. And it is the credo that will set Chenist apart in the global communication milieu for many years to come.

Editor's Note



I am delighted to serve you this tasty and deliciously prepared dish from the stable of Chenist Consulting Limited, CCL.

Christened **CHENISTRY**, this newsletter promises to be ever fresh, sumptuous, and energising - a marked departure from the staid and boring fare of many corporate newsletters.

I am encouraged by the energy, passion, care, integrity, and hard work which are embedded in the Chenist DNA. These are evident in our team members' can-do spirit that has seen them meeting near-impossible deadlines to place this historic first edition in your hands and on your screens on schedule.

The spirit of teamwork by the staff resonates throughout this unputdownable maiden edition.

At the 2009 World Athletics Championships, Usain Bolt, the Jamaican sprinter, created a world record in the men's 100 metres dash with a time of 9.58 seconds. A record yet to be broken till today. But that is not the news.

At the London, 2012 Olympic Games, the Jamaican 4 x 100 metres men's relay TEAM, which included, Bolt himself, created a world record of 36.84 secs. Is that the news? No.

The news is that alone Bolt could only run 9.58, while together each of the TEAM members, made the 100m in an average of 9.21 seconds.

What better way to illustrate the theme of this edition, and our Cover, SYNERGY.

It confirms a quote by Mark Twain, the American writer and entrepreneur, that "Synergy is the bonus that is achieved when things work together harmoniously."

The truism is further illustrated by Stephen Covey, an American educator who said that "Synergy is the highest activity of life, it creates new untapped alternatives; it values and exploits the mental, emotional, and psychological differences between people."

So, whether human or corporate, if we work together as a team, we help build a cohesive organisation, where goals are shared, members are encouraged, communication is topnotch, and feedback is appreciated.

This much you will enjoy in our cover:

Also, on this menu you are served an inspiring and profound message from the suite of our exquisite and experienced CEO; cheering news on our ever-supportive clients; some unbelievable Fun-Facts from our "Did You Know" page; informative insights into the work environment from the HR Corner; a delightful and enlightening Case Study on 9mobile's World Book Day Campaign captured in reader-friendly prose; and the birthdays and other milestones of some of our indefatigable and dedicated staff.

You also don't want to miss our memorable Picture Collage pages!

I encourage you to grab and read this and every subsequent copy of **CHENISTRY**, which would be loaded with trends that will excite you.

As we work towards a podium performance, I implore you to journey with us in achieving the inspiring goals that we have set for ourselves as a team to take us to the next enviable height.

I also look forward to your feedback to make us serve you better. Enjoy...

Adebayo Sowemimo
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Editor



Clients in the News

9mobile Bichi Digital Skills for Youths

The first set of youths sponsored to acquire digital and entrepreneurship skills graduated recently during the 1st annual Bichi Emirate Lecture on digital initiative in Bichi, Kano State.



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9mobile Capacity Building Session for Journalists

In fulfilment of its commitment to collaborate and support media practitioners, 9mobile trained journalists on AI-powered tools to aid them in performing their duties during its 3rd edition of the capacity training for journalists. The training had Usifo Omozokpea as the lead faculty.

9PSB, Flutterwave Partner to Boost Growth of Inclusive Financial Services in Nigeria

9PSB has partnered Flutterwave to create a seamless payment ecosystem by aggregating and simplifying transactions for banking agents, merchants, and consumers. The partnership will also support the drive for economic growth through empowerment of the SME sector, entrepreneurs in FinTech and other industries, as well as contribute to the transformation of the informal sector to formal.

9mobile Partners LAWMA

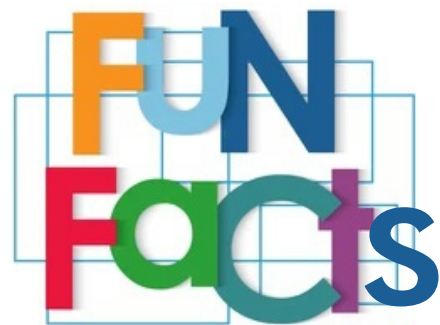
9mobile Partnered LAWMA to sensitise the public on the proper way to dispose and manage waste in Lagos State. It is a 12-week campaign currently running on Cleaning Edge; a radio programme dedicated to talk about the environment on Traffic FM 96.1. The programme will also afford listeners to win airtime from the telecommunications company.

9mobile Equips Students with Career Knowledge

9mobile organised a career counselling session for students of Akande Dahunsi Senior Secondary School, Ikoyi Lagos. The session targeted students in SS 1 was to help them in picking a career pathway. Award winning actress and social advocate, Kate Henshaw, was on ground to lend her support to the initiative.



Godwin JP with students of Akande Dahunsi Senior High School, Ikoyi during the 9mobile Career Counselling programme organised in Lagos



About the Human Body

Did you know?

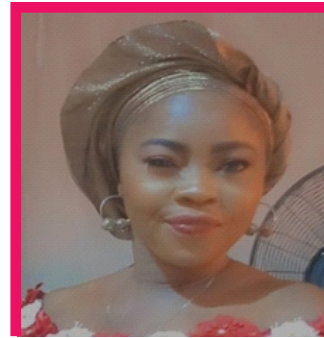
1. You're usually taller in the morning than nighttime.
2. Your highest blood flow is in your kidneys.
3. Your heart beats about 100,000 times a day.
4. You can produce enough saliva to fill two bathtubs a year.
5. 12% of people dream in black and white.
6. The average human has 2000 to 4000 taste buds.
7. Researchers show that in the scales between male sperm and female egg, that your genes tend to favour your dad.

BIRTHDAYS THIS QUARTER

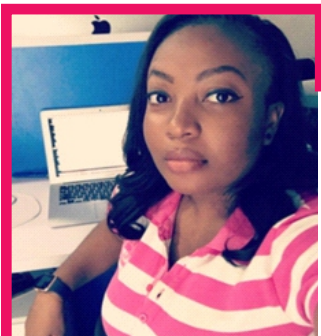
At Chenist Consulting Limited, we have a culture of celebration and happiness. This quarter, the management celebrated specially with the amiable staff who have added another year to their age. We wish them long life and God's blessings in the years ahead.



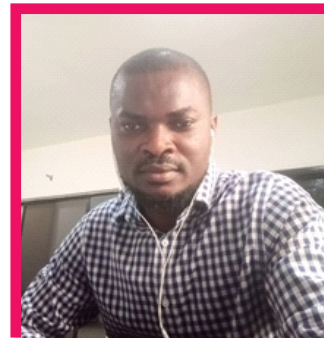
Sola
Oyekanmi
July 15



Mariam
Akindele
July 20



Daphne
Chinyere
July 15



Chike
Okoro
August 4



Ekene
Ajayi
September 20



Case Study

9mobile World Book Day Campaign

Background: Every year, 9mobile leverages the World Book & Copyright Day for brand building opportunity as well as to celebrate Nigerian authors and inspire youths to read more.

This year, the objective was to drive massive awareness and conversation around the day among TA, while encouraging the culture of reading.

Challenge: With poor reading culture, what do we do to create excitement, generate buzz around the day and gain the interest of TAs?

Strategy: We employed the use of Nostalgia and gave the campaign expression through:

- An online Quiz Segment on Zikoko titled " Only True Book Worms Will Ace This Quiz About Nigerian Novel". The quiz served as a reminisce on historical books, evoking emotions of participants, while also eliciting a will to revisit these books
- In addition, the campaign was also deployed on the social media pages of Zikoko to pull in participants
- Blogpost and press release were also created and deployed on target platforms to drive awareness and participation



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- Campaign Impact:**
- The Quiz generated 2,910-page views on Zikoko website, with a total engagement of 72,635 on social media
 - Share of Voice rose by 70% within the campaign period

HR Corner

Synergy in the workplace

Chekwube Adeyanju

Synergy is the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects. Workplace synergy takes place when employees come together to make a greater impact than they would separately. Synergy results in high productivity, efficiencies, and employee accountability.



Productivity is the most important quality in a functioning office place. The way to boost productivity is to promote a synergistic workplace environment. It refers to how office spaces can promote cooperation between employees and their managers to maximize production results. By promoting workplace synergy, it allows feedback and multiple sets of skills to be utilized to increase output.

4 Ways to Promote Synergy in the Workplace:

Hold yourself and others in your team more accountable

Accountability is an essential quality in any team. It is obviously essential that members know what their roles are, what their duties are, and to be fully present at all workplace functions. It goes beyond basic responsibilities and tasks. If a mistake is made, it is important that the person who made the error to own up to it so that it can be quickly corrected. It can also highlight the strengths and weaknesses of each individual member so that they can take on a role that is more catered to them rather than continuing to make errors at a job that might not be good for them.

Identify what skills every team member possesses

It is important to identify the skills of individual workers so that they can be placed in a role that is catered to them. To identify what skills a worker has, the manager can experiment different tasks with them and see how they handle the workload, the responsibilities and whether they can do the job better than everyone else.

Understanding everyone's roles and limits

Assign work according to the employee's limits and make sure everyone takes on a fair share.

Encourage team members to share ideas and work updates

A short get-together or retreat with the team to have a conversation about project updates and to share ideas. This is an important exercise for employees to get an understanding of what their colleagues are working on and to promote collaboration between two interested workers. It can inspire staff to go above and beyond their regular duties and can help each other out when the workload gets intense.

The need for synergy in the workplace is to foster trust, collaboration, and co-creation, it helps to create better effects and results. It also can help generate better solutions to problems and achieve the organizational vision and mission.



Chenistars



Usifo Omozokpea engaging journalists during a 9mobile-sponsored virtual capacity building session on the topic, News Reporting: Using Analytics in News Gathering and Understanding of Audience Preference



Usifo Omozokpea with the Chenistars after the virtual capacity building session with Journalists



(L-R): Godwin JP; Chineze Amanfo, Corporate Communications Lead, 9mobile; and John Kokome during the annual Nigerian Institute of Public Relations (NIPR) Week 2021 in Lagos



Surprise Visit: Joshua Oluranti, Public Relations and CSR Specialist, 9mobile paid a courtesy visit to the Chenist Tribe (Chenistars)



(L-R): Godwin JP, Olusegun McMedal (Immediate Past Nigerian Institute of Public Relations (NIPR) Lagos State Chairman) and John Kokome during the annual Lagos Public Relations Week 2021



Chenist Executive Director, (Media) Mr. Adebayo Sowemimo, in a conversation with Joshua Oluranti, Public Relations and CSR Specialist, 9mobile.

*We're counting our blessings
and that means clients like you!*

**Happy customer service week to
all our clients**



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