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From the CEO's Desk

Staying Focused on Your Goal



Dear Readers,

In our last publication, we started out the year with a conversation on goal setting and how to accomplish them by ensuring that they are specific, measurable, achievable, realistic and timely. I am optimistic that we are on the right track with our defined goals and ticking the boxes as we progress into the year.

However, keeping your eyes peeled on the goal requires rapt attention and concentration, considering the tons of distractions that we constantly have to deal with as we navigate through life, hence the reason why this publication is themed "Focus" to keep us on our toes in order to attain our set goals ultimately.

Permit me to say that Chenist Communications as a company is standing tall today, because we are constantly keeping tabs on the goals that we have set out to achieve, working with staff who are committed and dedicated to their jobs, and understand perfectly the power of being focused in our everyday dynamic business world. I must say that one of the things that sets organizations apart are their abilities to prioritize their business goal, avoiding all forms of distraction capable of impeding progress. At Chenist we do the best to deliver quality top-notch professional services that are valuable and impactful.

Again, this publication is a wake-up call to stay motivated and inspired on this journey to attaining your goals. One thing that can help you do this is to build habits that will help you eliminate distractions (because they will definitely come) and stay focused no matter what!

Editor's Note

This quarter, after keeping our eyes on the prize, Team Chenist, with much dedication, commitment, hard work, team spirit and never-say-die attitude, produced a top-drawer performance by clinching our first international recognition from the prestigious SABRE Awards. Kudos to all the team members for this acclaim with a Certificate of Excellence under the Corporate Social Responsibility (CSR) category for 9mobile Health Workers Appreciation campaign. A glimpse of greater things to come.

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This time around, the theme resonates with our corporate values and objectives.

This achievement was made possible because Team Chenist, rather than focusing on fame, focused on the process. Hence, the theme of the 3rd edition of our newsletter - **Focus**, a follow up to our previous theme of **Goal Setting: A Step at A Time**.

This time around, the theme resonates with our corporate values and objectives. Little wonder all our contents in this edition are geared towards assisting you, our esteemed readers, not just on how to take steps in accomplishing your goals, but also for you to focus on the process of achieving results even as you shut out any other distractions within the time and resources available till you accomplish your set goals. This will help you in making the tasks less stressful, and helping you produce a better quality of work as you pursue clear goals and objectives thereby giving you satisfaction in doing your job.

'From the Desk of Our CEO', to 'HR Corner', to 'CASE STUDY', and 'Political PR Trends in 2023', we offer you juicy, and well researched pieces to make your day.

Clients in the News; Did You Know? and **Chenistars** are all still well packaged for your delightful reading.

Adebayo Sowemimo



Clients in the News

9mobile Future CEO Initiative: Jane-Frances Okorie Emerges Winner



L-R: Education Officer, Lagos State Civil Service Senior College, Igbogbo Mrs. Stella Obasuyi; PR Lead 9mobile, Chineze Amanfo; Winner of the 9mobile Future CEO Initiative Speaking Competition, Jane-Frances Okorie and the Director, Co-Curricular Services Lagos State Ministry of Education, Mrs. Sosanya Olubunmi, during the grand finale of the 9mobile Future CEO Initiative held in Lagos.



L-R: District officer, Lagos Education District II; Olowe Kehinde, CEO 9mobile, Juergen Peschel; Winner 9mobile Future-CEO speech contest, Jane-Frances Okorie and Chief Information Officer, 9mobile, Ibikunle Jimo, during a courtesy visit to 9mobile head office in Banana Island Lagos by the winner of 9mobile Future-CEO Initiative.

16-year-old Jane-Frances Okorie emerged winner of the maiden edition of the 9mobile FutureCEO speech competition. Okorie, a Lagos State Civil Service Senior Model College student, Igbogbo, Ikorodu defeated nine other finalists in a keenly contested speech battle held at the Immaculate Heart Comprehensive Senior High School, Maryland, Lagos. Over 50 Students from secondary schools within the Lagos State Education District 2, comprising Ikorodu, Kosofe, and Shomolu local government councils, participated in the competition.

IMLD: 9mobile Advocates Technology Adoption for Multilingual Learning

Nigeria's telecoms service provider and caring brand, 9mobile, lent its voice to the global call to adopt technology for multilingual learning. The telco provider made the call to mark this year's International Mother Language Day with the theme, "Using Technology for Multilingual Learning: Challenges and Opportunities".

This year's theme underscores the vital role of technology in advancing multilingual education and supports the development of quality teaching and learning for all.

9mobile Health Talk Series Canvasses Fact-Based Approach to Mental Health Issues

In continuation of its sustained efforts towards creating awareness and sensitizing the public on health-related issues, Nigeria's caring telecom brand, 9mobile, held the fifth edition of its health talk series with theme of

discussion focused on Mental Health; The Myth, The Challenge & The Recovery.

The session which was live-streamed on the @healthertainer Instagram handle, and featured Africa's leading mental health advocate and coach, Dr. Maymunah Yusuf Kadiri as facilitator. In her presentation, she highlighted the myths around mental health challenges and more importantly, what the recovery process entails, describing mental health is the ability to be productive, fruitful and be able to give back to the society.

9PSB CEO Calls for Targeted Content to Accelerate Nigeria's Financial Inclusion

The Chief Executive Officer, 9PSB, Branka Mracajac at the 2022 Tech Summit Ogun, emphasized the need to pay close attention to content creation as an important factor in driving and accelerating financial inclusion in the country, stating that it is capable of enhancing the future of digital banking in the long-term.



L-R: Olaniyi Ayoola, Team Lead and Convener, Tech Summit, Ogun, 2022; Abimbola Alale, Chief Executive Officer, Nigerian Communication Satellite Limited (NIGCOMSAT)/representing the Minister of Communications and Digital Economy; Branka Mracajac, Chief Executive Officer, 9 Payment Service Bank (9PSB)/Keynote Speaker, and Jude Abaga, Nigerian music producer, at the Tech Summit Ogun, 2022 which held recently at the Olusegun Obasanjo Presidential Library, Abeokuta, Ogun State.

Mracajac made this assertion, while presenting a keynote address, themed "Content Creation and Financial Inclusion; The Future of Digital Banking" at the summit which held at the Olusegun Obasanjo Presidential Library Abeokuta, Ogun State on Thursday February 17, 2022.

Clients in the News Contd.

9PSB to Support Nigeria's Agribusiness Sector with Digitized Payments Solutions



L-R: Lukman Lamid, Head, Digital Service and Platform Promotion, National Information Development Agency, NITDA; Hemense Orkar, VP, Corporate Services, Afex Nigeria; Branka Mracajac, MD/CEO, 9 Payment Service Bank, 9PSB and Bolaji Akinboro, Chairman, Voriancorelli, all panelists at the Vanguard Economic Forum Series on Agribusiness & Food Security held recently at The Civic Centre, Victoria Island, Lagos State.

Nigeria's pioneer and foremost Payment Service Bank, 9 Payment Service Bank (9PSB) recently committed to growing Nigeria's agriculture value chain by supporting the payment needs of farmers, through accessible, easy and inclusive payment solutions.

The Chief Executive Officer, 9PSB, Branka Mracajac gave the assurance while speaking at the Vanguard Economic Forum Series, held on Thursday March 17, 2022 at The Civic Centre, Victoria Island, Lagos.

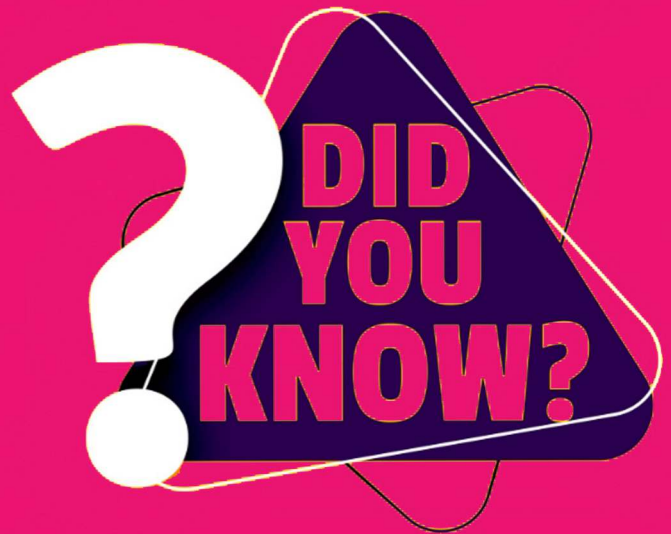
9mobile Trains 100 Kano Teachers on Innovative Teaching Skills



L-R: PR Lead 9mobile, Chineze Amanfo, Participant, Ummi Sani Aliyu and Head Regional Sales, 9mobile, Babangida Mukaddas, during 9mobile Train-the-Trainer teachers' workshop in Kano.

Following a successful maiden edition in Lagos, Nigeria's caring telecom brand, 9mobile organized a one-day train-the-trainer workshop for teachers in Kano in partnership with the Kano State Ministry of Education. The workshop had in attendance teachers across the state drawn from both the Junior and Senior secondary schools.

The workshop is one of 9mobile's effort to strengthen education, improve child school enrolment and ensure that teachers are abreast of current information to manage and influence the upcoming generation of students to be future agents of positive change.



Facts About the Human Mind

1. Information travels to and from the brain at 250 miles per hour.
2. 73% of the overall brain is made up of water.
3. The brain cannot do more than one task at a time.
4. Although pain is processed through the brain, the organ itself feels no pain.
5. Memories can change over time.
6. Introvert and extrovert brains have physical differences.
7. Most people don't use 10% of their brain capacity.



Staying focused: Lessons from Will Smith and Sterling Bank's Mishaps

Case Study



Until the infamous slap at this year's Oscars, Will Smith has enjoyed a long standing admiration from his global audience who see him as amiable, charming and collected. However, his response to Chris Rock's unpalatable joke about his wife, Jada Pinkett Smith has somewhat battered his image among a circle of his audience who are of the opinion that he went too far.

What is most unfortunate about the incident is the fact that, that singular act, wrinkled his win as the Best Actor Oscar for his role in "King Richard", which was meant to be a highpoint for him, as the "Slap" became the major highlight of the 2022 Oscars.

In addition, he has resigned from the Oscars Academy and will not be attending the Oscars, or any of its events/programmes for the next 10 years.

That slap could have been avoided, if only Smith had his eyes peeled on the most significant activity for the day. At least, he admitted this, while referencing Denzel Washington in his speech after winning the Oscar. Denzel had told him: "At your highest moment be careful, that's when the devil comes for you." In order words, stay focused on the price, less you fall.

In the same vein, Sterling Bank lost focus on what mattered most on Easter Day, which is the celebration of the resurrection of Jesus Christ, all in the bid of creating a disruptive ad. The bank is currently battling to save face after their offensive ad which compared the resurrection to the rising of "Agege Bread".

The lesson from both mishap centres on the need to **stay focused as brand owners and managers**. In addition, while disruption is a welcome development, understanding the market and being sensitive to the market for which you are creating a message, will go a long way to prevent unnecessary misunderstanding of the brand.



Political PR Trends for 2023



The politicking season is here. The season of naming "names" is here and politicians are looking for diverse ways to drive their points as the best candidate. Truthfully, we have seen a significant shift in how politicians leverage PR and marketing to get their messages out in the past decade, but as more people shift from traditional media outlets to online and social media platforms, more politicians will use social media as their primary platform for communicating with constituents and getting out their message, while political inclined PR firms will need to develop new strategies for reaching voters who consume news only via social media.

In the light of this, we are also likely to see plenty more fake news and misinformation campaigns.

Below are some trends to watch out for in the coming election year:

- The internet will be a major battleground for political parties and politicians as they take to social media platforms to pass their message
- With a lot more young people becoming important in election, we expect to see politicians engage Gen Z's like never before
- As always, Political parties will scout for more marketing professionals and creative directors to help run their campaign, so we expect an exponential increase of political PR firms
- With online and social media, it is no longer business as usual for Politicians to deceive the people, thus, transparency and authenticity is something that is likely going to be expected more
- Increased regulation of social media advertising

The Art of Focus

HR Corner

The art of focus is the ability to set one's mind and attention on a particular course until it yields the desired results. It involves channelling all your energy and concentration into a specific task, either long-term or short-term, and remaining in that state till the task is accomplished.

Focus requires a whole lot of commitment to one's goal because there are many things that may tend to sway one from that course; nevertheless, focus overcomes all these odds.

Today, we have many examples of people who kept their focus and left indelible imprints on the hearts of men. The reason life has become a better place for all of us today is that someone at some time stayed persistent to achieve their goals, despite the many failures and setbacks.

Benefits of being focused

Here are some benefits of staying focused:

Builds momentum: When you stay focused on a task, you're more apt to complete it with greater efficiency.

Increases productivity: The more you're able to stay on a task, the more tasks you'll be able to complete overall.

Reduces stress: By staying on a task and increasing your productivity, you'll also be minimizing any tension and pressure that's built up. When you're focused on one sole assignment, you're able to check more items off your to-do list and free up more time in your work schedule.

Produces better quality of work: Your ability to focus is instrumental to your success in the workplace. The more time and concentration you're able to devote to one task, the greater the quality of work you'll produce.

When someone is focused, their attention is centered on a focal point. In terms of the workplace, an employee is focused when their attention is geared toward completing their main goal or objective.

Understanding the benefits of staying focused can be crucial to our success and will help us measure where we can improve in our lives.



Tips to improve your focus

Like every other skill, being focused entails continuous practice and training to stay mentally alert and on top of your set goals. There are strategies that can help one improve their skills when it comes to staying focused.

Here are some tips:

- **Limit your focus:** One way to improve your concentration skills is to limit the number of tasks you have to focus on. Avoiding unnecessary multitasking can help you improve your ability to focus
- **Practice mindfulness:** Mindfulness is a type of meditation that focuses on the present moment. Practicing mindfulness can help you manage distractions to improve your focus



Like every other skill, being focused entails continuous practice and training to stay mentally alert...

- **Minimize distractions:** Another strategy you can use to improve your ability to focus is to recognize and limit distractions while you're working. For example, if your attention often strays from a work task to your phone, you can leave your phone in another room or in a drawer to reduce this distraction
- **Take short breaks:** It may sound unreasonable but taking short breaks can help you improve your concentration. You can experiment with taking breaks between tasks or setting a timer to take a break once per hour to determine which strategy works best for improving your ability to focus

Chenistars

Birthdays in Quarter 1



Mr. Sowemimo's birthday on January 11.



Mr. Fadiga's birthday on March 15.



Mr. Chima's birthday on March 22.

Events in Quarter 1



Panelist at the Chenist Communications session at Africa NXT 2022

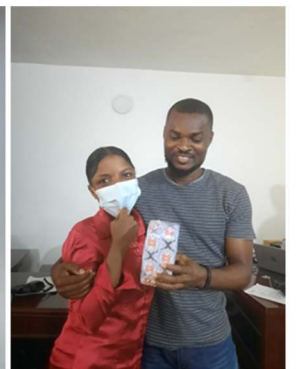


OAP and Radio Host Movie Road Show, Iabor during his visit to Chenist Communications



Chenistars at the Africa NXT 2022

Valentine's Day Secret Gifting



Contributors

Adebayo Sowemimo
Ekene Ajayi
Blessing Itua
Godwin Okhawere
John Kokome
Chekwube Adeyanju
Chike Okoro
Jimi Sowemimo
Victoria Okoro
Olawale Sodeinde



CONTACT US

info@chenistcomms.com
www.chenistcomms.com

