

# Chemistry

Chenist  
Communications

Feb. 2023 - April. 2023 | 7th Edition



#7 MISSION  
IMPOSSIBLE





# Mission of Possibilities

The CEO's CORNER

As we embark on our next phase of growth, we want to take a moment to reflect on our mission and the journey ahead. We have undeniably accomplished some incredible feats as a company, but we believe the challenges ahead of us are the most exciting yet and will go a long way to define what we truly stand for as a company.

Interestingly, this is the seventh edition in the series of our newsletter The Chemistry which has no doubt been insightful and impactful going by the feedback from our numerous readers. In the words of the former South African president, the late Nelson Mandela, "It always seems impossible until it's done." We are super excited about this feat.

Our goal is simple, but not easy: to achieve the impossible. To push the boundaries of what is possible and create solutions that have never been seen before in the marketing communications industry. We are not content to settle for the status quo, we want to impact our industry positively and leave an indelible mark in the sands of time.

***We are here to do what is tough, what is challenging, and what is seemingly impossible. For us, that is where the real breakthroughs happen.***

Although this may sound daunting, we perfectly understand that. But that is the point. We are not here to do what is easy. We are here to do what is tough, what is challenging, and what is seemingly impossible. For us, that is where the real breakthroughs happen.

We want every **Chenistar** to embrace this challenge. To push themselves harder than they have ever done. To think outside the box, to take risks, to challenge assumptions. We cannot achieve the impossible by doing what we have always done. We need to think bigger, bolder, and more creatively.

So, let us get to work. Let us embrace this Mission Impossible and show the world what we can do.

***This mission is possible!***

**EDITOR'S**  
Note



**Dear Esteemed Readers,**

Welcome once again to your regular delight **The Chenistry**. This edition is special in all ramifications as it marks the 7th in its series. We will be exploring the theme Mission of Possibilities which exemplifies our story as an organization.

A mission of possibilities suggests a focus on pursuing creative solutions to problems as well as exploring new chances and untapped potential. It entails adopting a mindset of curiosity, inventiveness, and risk-taking in the interest of development and advancement.

However, the vision for what is achievable is necessary for such a goal, as is the capacity to recognize new trends and market opportunities. It also calls for a readiness to challenge the status quo and cast doubts on conventional knowledge while remaining firmly rooted in one's mission and principles.

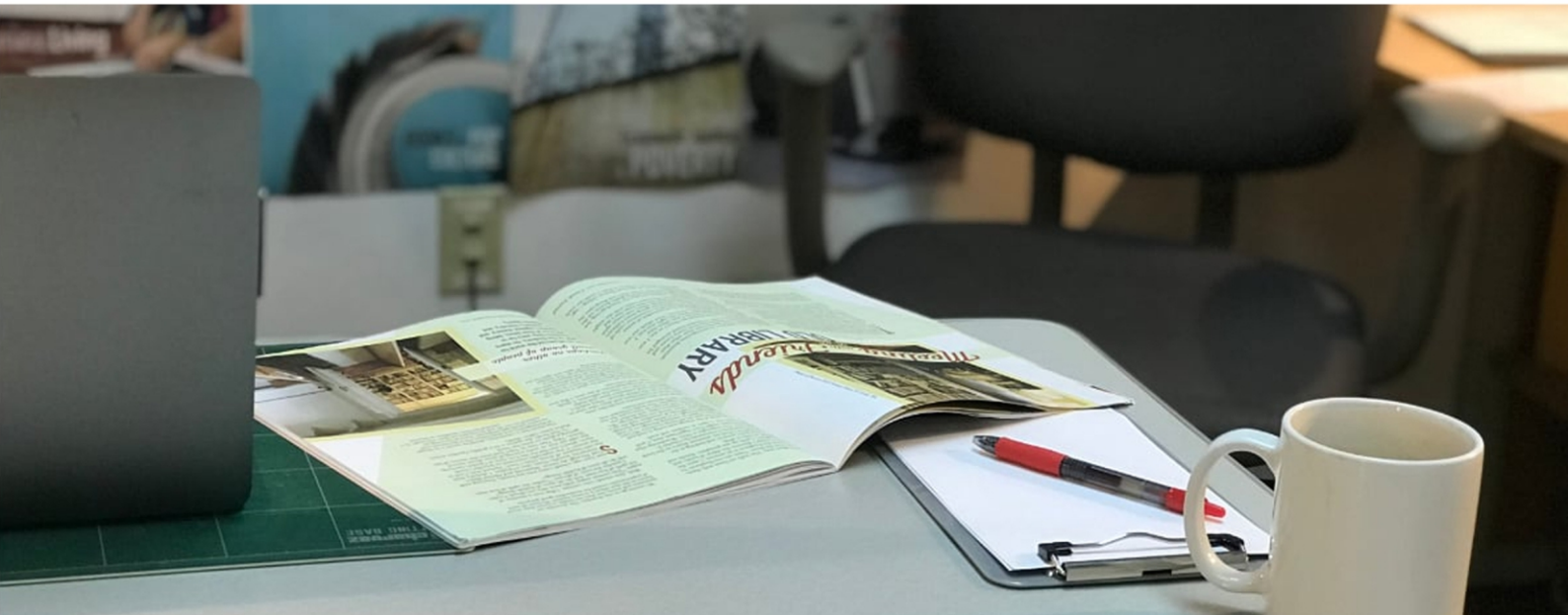
In other words, a mission of possibilities is a strong force that promotes growth, creativity, and constructive change. It inspires us to go beyond our comfort zones, to pursue our goals, and to face the future enthusiastically and optimistically.

As usual, we are offering you a well-packaged edition that features newer, fresher, more insightful understandings and is guaranteed to hold your attention from the beginning to the very last page. It also provides you with engaging reading content.

This time, the usual HR Corner emphasizes how the 'Can-Do Spirit' and the power of possibilities in the workplace can help any organization advance. This edition's Did You Know section will astound you with some sobering life facts. Of course, it would be remiss to ignore the impact of PR Trends on businesses operating within and outside the industry.

Indeed, a mission well-conceived has a higher possibility of succeeding. Welcome onboard, as you read along. Happy reading!

Adebayo Sowemimo







**9PSB:**

9 Payment Service Bank (9PSB), Nigeria's foremost digital payment service bank focused on financial inclusion, has marked Financial Literacy Day with a school mentoring campaign held simultaneously at three different locations in Nigeria – Ajao Estate Senior Grammar School, Isolo, Lagos; Wuse Comprehensive Secondary School, Abuja; and Kano Capital Girls Secondary School, Kano, respectively. The Agency organized and covered the campaign.



**9mobile bags the Industry Awards for Innovation;**

Nigeria's most innovative brand, 9mobile, has been recognized for its innovative efforts in the telecommunications sector at the 2023 edition of The Industry Awards held recently in Lagos.



**9PSB:**

9 Payment Service Bank (9PSB), Nigeria's foremost digital payment service bank received an award of excellence at The Industry Summit/Awards in Lagos.



**Collaboration: Key to Boost Cybersecurity - 9mobile, CEO**

In the wake of increased cyber threats, the CEO of 9mobile, Juergen Peschel, has emphasized the need for stakeholder collaboration to boost Cybersecurity in Nigeria. Speaking recently at the Economic Forum Series on Fintech Cybersecurity & Fraud Summit in Lagos, Peschel noted that the frequency and sophistication of cyberattacks had increased significantly in recent years, posing a threat to individuals, businesses, and the country's economy at large.



## Mission **Im**Possible: Creating a Successful Work Environment

Every company has a mission statement, but how do you make sure that your team is aligned with that mission? Creating a successful work environment requires a clear understanding of the company's goals and values, as well as a commitment to teamwork, communication, and accountability. Here are some tips for making your mission possible in the workplace:

### 1. Define Your Mission:

The first step in creating a successful work environment is to define your mission. This should be a clear and concise statement that outlines your company's purpose and values. Make sure that everyone on your team understands the mission and how their work contributes to it.

### 2. Encourage Collaboration:

Collaboration is key to success in the workplace. Encourage your team members to work together and share ideas. This can be done through regular team meetings, brainstorming sessions, and cross-functional projects. When everyone is working towards the same goal, you'll be amazed at what you can achieve.

### 3. Communicate Effectively:

Communication is essential to any successful team. Make sure that everyone on your team understands their roles and responsibilities, and that they have the resources they need to do their jobs effectively. Encourage open and honest communication and be willing to listen to feedback and suggestions.

### 4. Hold Yourself Accountable:

Accountability is crucial when it comes to achieving your mission. Hold yourself and your team members accountable for meeting deadlines and achieving goals. Celebrate successes and learn from failures. When everyone is held accountable, you'll see a noticeable improvement in productivity and morale.

### 5. Embrace Change:

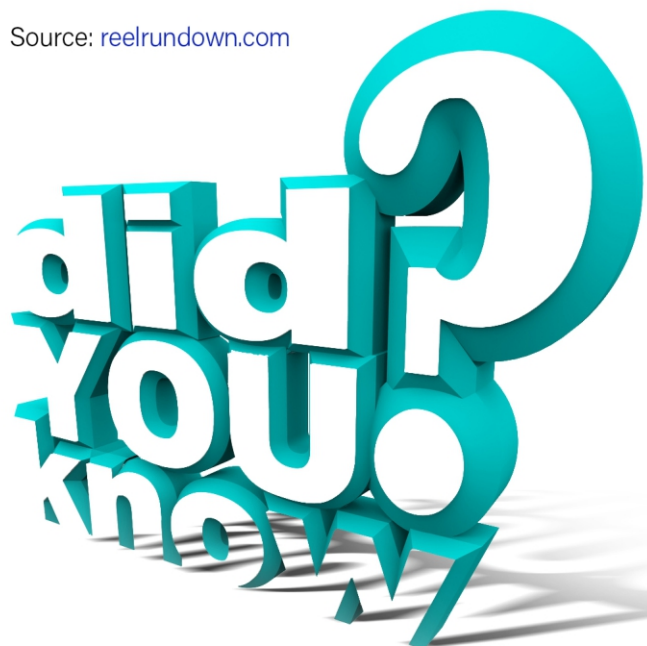
Finally, be willing to embrace change. In today's rapidly changing business environment, it is essential to be adaptable and flexible. Encourage your team members to be open to new ideas and embrace change as an opportunity for growth and innovation.

In conclusion, creating a successful work environment requires a clear understanding of your company's mission, a commitment to collaboration and communication, a focus on accountability, and a willingness to embrace change. By following these tips, you can make your mission possible in the workplace and achieve great things with your team.

# Fun Facts About Your Favorite Action Flicks

1. During the filming of *The Expendables* (2010), Sylvester Stallone sustained 14 injuries that required surgical procedures.
2. Before Bruce Willis was cast as the iconic John McClane in the *Die-Hard* series, other actors like Richard Gere, Harrison Ford, Mel Gibson, and Clint Eastwood were offered the role but ultimately turned it down.
3. O.J. Simpson was almost cast as the Terminator before Arnold Schwarzenegger won over the role.
4. The iconic character Darth Vader had only 12 minutes of screen time in the original *Star Wars*.
5. The character of Jack Sparrow was originally written especially for Hugh Jackman, thus the name Jack Sparrow.
6. For *X-Men* (2000), Hugh Jackman modelled Wolverine's fighting style on videos of boxer Mike Tyson.
7. For *The Bourne Identity* (2002), Matt Damon went through hundreds of hours of training to look comfortable holding a gun.
8. The sunglasses used in *Men in Black* are the Ray-Ban "Predator 2" glasses. After the film's release, Ray-Ban reported that sales of these glasses tripled from \$1.6 million to \$5 million.
9. Matt Damon and Jake Gyllenhaal were the studio's top choices for the role of Jake Sully in *Avatar*.
10. In *Deadpool* (2016), Ryan Reynolds' full-body make-up took eight hours to apply. Once it was on, he was not able to sit or lie down.

Source: [reelrundown.com](http://reelrundown.com)





# TRIVIA

1. Who was the first woman to win a Nobel Prize (in 1903)?  
**Answer: Marie Curie**
2. About how many taste buds does the average human tongue have?  
**Answer: 10,000**
3. How many times does the heart beat per day?  
**Answer: About 100,000**
4. How long did the Middle Ages last?  
**Answer: About 1000 years**
5. What is the legal term for a voluntary written statement made under oath?  
**Answer: Affidavit**
6. A verdict is a...  
**Answer: Decision or judgment**
7. Where was the first Olympics held?  
**Answer: Panathenaic Stadium, Greece**
8. Which organ has four chambers?  
**Answer: The heart**
9. Which blood type is a universal donor?  
**Answer: O Negative**

## TREND

# AI Trends and its Implication on Public Relations

*There are several Artificial Intelligence (AI) trends that are currently having an impact on the field of public relations. Here are a few examples:*



- **Personalization:** Artificial Intelligence (AI) allows PR professionals to personalize their messaging and communication to individual audiences more effectively. By using data-driven insights, AI tools can help identify the preferences and interests of different segments of the audience

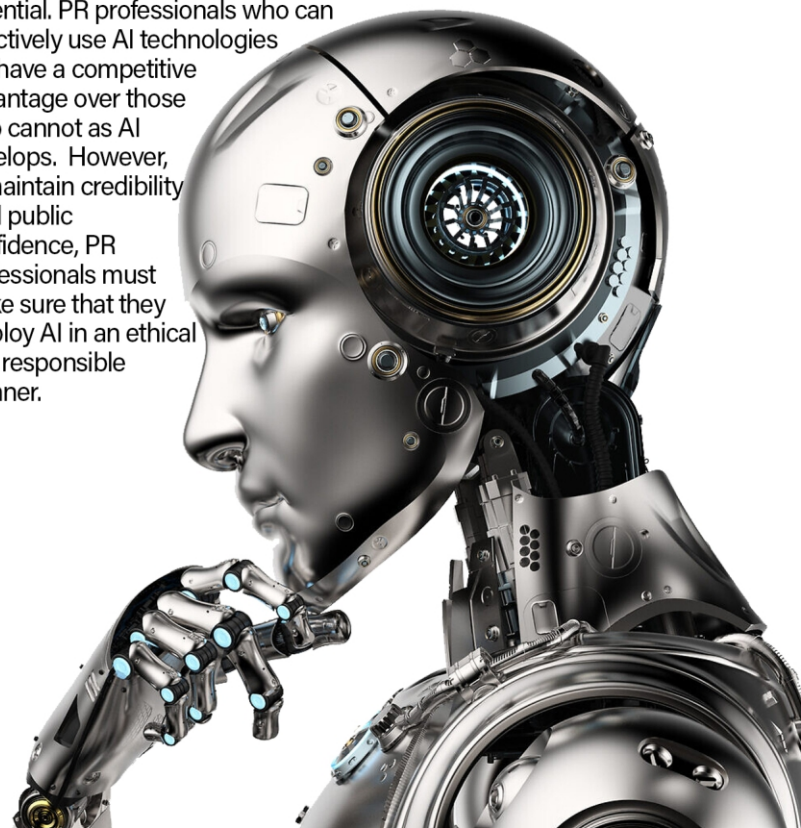
messaging to better resonate with them.

- **Automation:** AI is also helping automate repetitive tasks such as media monitoring, sentiment analysis, and even writing press releases. This frees up PR professionals to focus on more strategic work, such as developing relationships with journalists and stakeholders.

- **Predictive analytics:** AI can help predict the outcome of different PR campaigns, based on historical data and real-time analysis. This allows PR professionals to adjust their tactics and messaging in real-time to optimize results.

- **Chatbots and virtual assistants:** AI-powered chatbots and virtual assistants are becoming more common in the PR industry, allowing companies to provide faster and more personalised responses to customer inquiries.

These advances have an impact on public relations in that it is crucial for PR practitioners to have a thorough understanding of AI and its potential. PR professionals who can effectively use AI technologies will have a competitive advantage over those who cannot as AI develops. However, to maintain credibility and public confidence, PR professionals must make sure that they employ AI in an ethical and responsible manner.





# Chenistars

Birthdays within the quarter



Segun's birthday on April 15



John's birthday on April 19



Jimi's birthday on April 23

Trainings within the quarter



Training session taken by The Barefoot Strategist



Training session taken by Godwin



# Contributors

Adebayo Sowemimo  
Segun Mcmedal  
Ekene Ajayi  
Godwin Okhawere  
John Kokome  
Chris Okpaneje  
Chekwube Adeyanju  
Chike Okoro  
Jimi Sowemimo  
Pearllie Orji  
Victoria Okoro  
Olawale Sodeinde



[www.chenistcomms.com](http://www.chenistcomms.com)