

# Chemistry

Chenist  
Communications

January - March 2024 // 10th Edition

**PR** in a

# VUCA

## ECONOMY



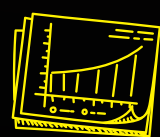
Debt



Inflation



Bills



# Navigating Public Relations in a **VUCA** Economy



As we continue to navigate the ever-evolving landscape of Public Relations, PR, it is imperative that we acknowledge and address the challenges posed by a VUCA (volatility, uncertainty, complexity, and ambiguity) economy. In today's fast-paced and interconnected world, the traditional rules of PR are being rewritten, requiring us to adapt and innovate in order to thrive.

In a VUCA economy, volatility reigns supreme, with sudden market shifts and unexpected disruptions becoming the new norm. As PR professionals, we must be agile and responsive, ready to pivot our strategies at a moment's notice to effectively manage crises and seize opportunities.

Uncertainty looms large in a VUCA economy, as rapid technological advancements, geopolitical tensions, and shifting consumer behaviours create a constant state of flux. In such uncertain times, it's essential that we remain vigilant and proactive, continuously monitoring trends and gathering insights to inform our PR initiatives.

Complexity adds another layer of challenge, as the interconnected nature of global markets and the proliferation of digital channels create a myriad of factors to consider in our PR efforts. To succeed in this complex environment, we must embrace a multidisciplinary approach, leveraging data analytics, social media monitoring, and other tools to gain a holistic understanding of our target audiences and market dynamics.

Amidst the chaos and ambiguity, it is easy to feel overwhelmed. However, it is precisely in times of ambiguity that PR professionals have the opportunity to shine. By embracing uncertainty as a catalyst for innovation and creativity, we can develop bold and forward-thinking strategies that position our clients for success in the face of uncertainty.

One of the key things we do at **Chenist Communications**, is our commitment to helping our clients navigate the complexities of a VUCA economy with confidence and clarity. Through strategic counsel, creative storytelling, and relentless dedication to our craft, we stand ready to partner with you in overcoming the challenges and seizing the opportunities that lie ahead.

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Together, let us embrace the VUCA economy as an opportunity for growth and transformation, leveraging the power of Public Relations to drive positive change and make a lasting impact. Do have a wonderful read ahead!

## Editor's NOTE

Welcome to our latest edition of *Chemistry*. As we navigate through dynamic economic landscapes, it is imperative to stay ahead of the curve in the realm of Public Relations.

The theme for this edition: PR in A VUCA Economy. VUCA, an acronym for Volatility, Uncertainty, Complexity, and Ambiguity. These are qualities which make circumstances difficult to analyse, plan for, or respond to, in a fast-changing business environment, and the dynamically increasing difficult new normal of technology transforming every sphere of human endeavour worldwide.

In this quarter's newsletter, we are excited to bring you insightful trends shaping PR strategies, intriguing trivia to keep you engaged, and crucial updates on noteworthy campaigns making waves in the industry.

Whether you are a seasoned PR professional or just dipping your toes into the field, we aim to provide you with valuable insights and actionable information to help you thrive in today's ever-changing environment.

We present to you, new facts in our HR's Corner, with hard to-put-down illuminating piece, Adapting PR Strategies in a VUCA World. You'll love it.



There is a piece on the misconceptions about marketing and PR in this edition which you would find interesting. It is titled: Breaking Misconceptions: Influencer Marketing and Public Relations. Our ever-informative "Did You Know" segment presents our readers with 'Facts About the Human Heart.' It is loaded with new and useful knowledge intended to help keep your heart performing at its optimum.

The Clients in The News section is a better packaged piece that is must-read.

So, sit back, relax, and let's delve into the exciting world of Public Relations together!

Adebayo Sowemimo  
Editor

## HR's CORNER



The VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment presents unique challenges and opportunities for Human Resource (HR) management, particularly in the context of Nigeria's economy.

**1. Volatility:** The Nigerian economy has experienced significant volatility, including fluctuations in economic factors and instability in industries. This requires HR to be adaptable and agile, capable of managing rapid changes in talent management.

**2. Uncertainty:** The unpredictable nature of disruptive changes necessitates HR processes that can effectively operate under uncertainty. This includes being prepared for sudden shifts in employee turnover, remote work, and the need for future skills.

**3. Complexity:** The interconnected nature of today's talent management changes demands complex HR solutions. Simple talent management solutions may have little impact or may even be detrimental.

**4. Ambiguity:** The ambiguous aspects of a VUCA environment require HR to navigate through unclear situations and make decisions with incomplete information.

In the face of these challenges, HR can lead in the VUCA world by understanding its dimensions and characteristics, its impact on business operations, and by developing effective HR strategies. This includes addressing the "great challenges" for management in

today's VUCA world, such as globalization, disruptive innovation, artificial intelligence, and the "Great Resignation".

In a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment, HR strategies need to be adaptable, agile, and resilient. Here are some strategies that can help HR thrive in a VUCA environment:

**1. Scenario Planning:** Traditional planning may not work in a VUCA environment due to the high level of uncertainty. Scenario planning can help HR to prepare for various possible futures.

**2. Adaptable Workforce:** Employees need to be highly adaptable as things change rapidly and severely under VUCA. This includes being prepared for shifts in employee turnover, remote work, and the need for future skills.

**3. Radical Change in HR Processes:** The many changes that occur on the business side will directly impact the effectiveness of current talent management processes. Therefore, HR processes need to be adaptable, agile, and scalable.

**4. Leadership Styles:** Understanding and implementing effective leadership styles that can navigate through the VUCA environment is crucial.

**5. Learning and Development:** Continuous learning and development programs can help employees to adapt to new technologies and skills required in a VUCA environment.

**6. Incentives and Recruitment:** Incentive structures and recruitment strategies may need to be revised to attract and retain talent in a VUCA environment.

**7. Challenge Assumptions:** During crises, there is no time for pet projects or egos. Creative and agile thinking to overcome problems is a success factor.

In conclusion, the HR perspective of the VUCA economy in Nigeria involves navigating through volatility, uncertainty, complexity, and ambiguity, while seizing opportunities to lead and innovate in the face of these challenges.

## Clients in the News

### Global Money Week: 9PSB Mentors Students on Financial Discipline

9Payment Service Bank (9PSB), Nigeria's foremost digital payment service bank focused on financial inclusion, reaffirmed its commitment to all-inclusive financial services. It extended its financial literacy and mentorship programme to Rosebay Schools, Lekki Phase 1 in Lagos State to mark this year's Global Money Week theme, **"Protect Your Money, Secure Your Future."**

Speaking during the mentorship session, Group Head, Business Development and Strategy at 9PSB, Akeem Salam, emphasized that to earn money one must engage in a productive activity by working for an organisation, offering services, running a self-employed business, or conducting investment ventures that will yield returns at a stipulated period. Therefore, the money earned must be secured through depositing it in a savings account in the bank to yield interest for future use.



**L-R:** Head, Human Resources, 9 Payment Service Bank (9PSB), Alex Ohai; Head of Sales and Strategic Partners, 9PSB, Kunle Isiaka; Group Head, Business Development and Strategy, 9PSB, Akeem Salam; Head of Rosebay Schools, Mrs. Irede Daniels; Team Lead, Marketing Communications, 9PSB, Inemesit Ekong and pupils of Rosebay Schools during the Global Money Week Mentorship and Financial Literacy programme held recently at Rosebay School, Lekki Phase 1, Lagos State

### IWD: NEM Insurance Plc Empowers Female Entrepreneurs

In commemoration of this year's International Women's Day, NEM Insurance Plc, a leading financial firm mitigating against business and property risks, empowered five female entrepreneurs with N100,000 financial grant to support the growth and expansion of their businesses through the "NEM She Means Business Challenge."

The winners who emerged in the contest involving 230 entries, were carefully evaluated and selected through rigorous processes and were acknowledged for their innovative, resilience and entrepreneurship spirit in driving and contributing to economic development.



**L-R:** Deputy General Manager, Strategy and System, NEM Insurance Plc, Adeyemi Mabayoje Mayadenu; Winner, NEM 'She Means Business' contest, Chinenye Opara; Executive Director Finance and Investment, NEM Insurance Plc, Idowu Semewo, another winner, Mozeedat Adediran; Managing Director/Chief Executive Officer, NEM Insurance Plc, Andrew Ikehua; Angel Chukwumara representing another Winner, Charity Hart; General Manager, Corporate Services, NEM Insurance, Majisola Teluwo, during the presentation of N100,000 grants each to five winners of NEM 'She Means Business' contest as part of the 2024 International Women's Day celebration held in Lagos, recently.

### 9mobile, ALX Nigeria Unite to Empower Women Entrepreneurs for International Women's Day

**Lagos, Nigeria** - March 8, 2024 - In celebration of International Women's Day (IWD) 2024, 9mobile, Nigeria's customer centric telecommunications company, partnered ALX Nigeria to empower women entrepreneurs through the "Pitch Your Business" competition, a platform exclusively dedicated to showcasing the entrepreneurial talents of Nigerians.

The "Pitch Your Business" event attracted over 300 women entrepreneurs eager to bring their business aspirations into reality. The event demonstrated 9mobile's commitment to gender equality and women's empowerment, aligning with the theme of IWD 2024.



**L-R:** Adeola Kayode, Head of Brands & Creative Services, 9mobile; Ruby Igwe, General Manager, ALX Nigeria; Chisom Ukachukwu, Winner of the "Pitch Your Business" competition & founder, EduBreed; Sherifat Balogun, Director Partnerships, LSETF and Chineze Amanfo, Public Relations Lead, 9mobile at the 'Pitch Your Business' competition organised by ALX Nigeria in partnership with 9mobile to commemorate International Women's Day (IWD) 2024.

## ALX Partners Institute of Continuing Legal Education, LSETF, HFM to Empower Tech Careers

ALX Nigeria, leading tech career accelerator, announced strategic partnerships with the Nigerian Bar Association Institute of Continuing Legal Education, the Lagos State Employment Trust Fund (LSETF) and financial broker, HFM at a media conference held in Lagos recently. These collaborations mark a significant milestone in bridging the gap between professionals in the legal, finance and tech industries, as well as fostering job creation and economic growth in Nigeria.



**L-R:** Helen Eboagwu, Hub Operations Manager, ALX Nigeria; Ufuoma Emonena, Funding & Partnerships Officer, Lagos State Employment Trust Fund (LSETF); Ruby Igwe, Country General Manager, ALX Nigeria; Tobenna Eriokwe, Esq., member, National Executive Committee, Nigerian Bar Association (NBA), and Seun Babajide-Duroshola, Country Marketing Manager, ALX Nigeria, at a media party organised by ALX Nigeria, in Lagos, recently.

Through these partnerships, ALX will provide specialised tech training programmes to members of the Nigerian Bar Association nationwide, and all residents of Lagos State and beneficiaries of the Lagos State Employment Trust Fund. The programmes will equip participants with in-demand skills in areas such as software development, data science, and Artificial Intelligence Career Essentials (AiCE), empowering them to thrive in the rapidly evolving digital economy.

## RMB Nigeria Board Appoints Bayo Ajayi as Acting CEO

The Board of Directors of Rand Merchant Bank, Nigeria announced the appointment of Bayo Ajayi as Acting CEO of RMB Nigeria. This new appointment has the approval of the Central Bank of Nigeria (CBN).

Speaking on this development, RMB CEO and Chairman of the RMB Nigeria Board, Emrie Brown, said, "On behalf of the Board of Directors at RMB Nigeria, I welcome Bayo Ajayi as the Acting CEO, and I am confident that under his leadership, we will continue to effectively partner our clients, grow the business and positively contribute to Nigeria's economy."



**Acting CEO,**  
**Rand Merchant Bank**  
**Nigeria,**  
**Bayo Ajayi**

## 90 Winners Emerge from the First Draw of the 9mobile ChopLife Promo

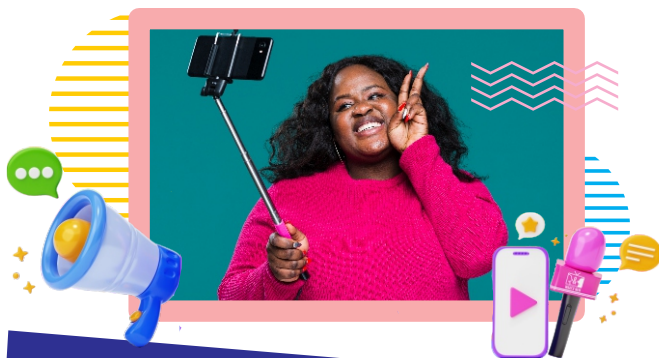
Lagos, Nigeria. Thursday, February 2, 2024: Leading customer-focused telecommunication company, 9mobile, announced the emergence of 90 winners from the first draw of the Choplife promotion. The promotion, which commenced in December 2023 has been a resounding success, giving customers the chance to win prizes for their loyalty and support to the brand.

The winners from across various regions won cash prizes of N250,000 and N20,000; non-cash prizes like Generators, Refrigerators, Fuel vouchers, 50kg bags of rice, 25L vegetable oil, and free airtime.



**L-R:** Ehimare Omoike, Director, Customer Care, 9mobile; Olaposi Mary Motunrayo, winner of the N250,000 Cash Prize; and Kenekukwu Okonkwo, Director, Products Innovation and Business Development, 9mobile, at the first prize presentation to winners of the 9mobile Choplife in Lagos recently.

## TRENDS



### Breaking Misconceptions: Influencer Marketing and Public Relations

In recent years, the Nigerian social media landscape has seen a surge in the prominence of influencer marketing. Brands are flocking to collaborate with individuals who hold sway over online audiences, hoping to leverage their influence to boost sales and brand recognition. However, a common misconception persists within this sphere: the conflation of influencer marketing with public relations (PR).

Let us set the record straight: Influencer marketing and Public Relations are not interchangeable terms. While they both involve strategic communication, they serve distinct purposes and operate through different channels.

**Influencer Marketing:** This strategy focuses on partnering with individuals who have established credibility and a dedicated following on social media platforms. Brands collaborate with influencers to promote their products or services to their audience. The goal is to tap into the influencer's authenticity and reach, driving engagement and conversions among their followers.

**Public Relations:** PR, on the other hand, encompasses a broader range of activities aimed at managing and shaping a brand's public image and reputation. It involves building relationships with various stakeholders, including the media, investors, customers, and the community at large. PR professionals utilise strategies such as media relations, crisis management, community engagement, and internal communications to foster positive perceptions of the brand and maintain goodwill.

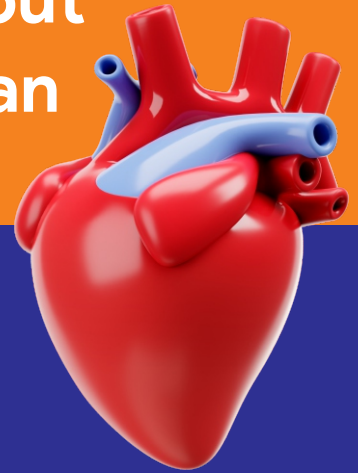
While influencer marketing can be a component of a comprehensive PR strategy, it is not synonymous with PR itself. Rather, influencer partnerships should be seen as a tactical approach within the larger framework of PR efforts.

Understanding the distinction between influencer marketing and PR is crucial for brands seeking to effectively navigate the digital landscape and cultivate a strong online presence. By recognizing the unique role each plays in shaping perceptions and driving engagement, businesses can develop more targeted and integrated communication strategies.

In conclusion, let us remember that PR goes beyond just securing endorsements from influencers. It involves strategic planning, relationship-building, and communication efforts aimed at fostering positive brand perceptions and maintaining trust among stakeholders. So, the next time you hear someone equating influencer marketing with PR, gently correct the misconception and shed light on the multifaceted nature of public relations.

## DID YOU KNOW?

### Facts About The Human Heart



1. The human heart is roughly the size of a fist and weighs about 250 to 350 grams (8 to 12 ounces) in adults.
2. The heart has four valves – the tricuspid valve, pulmonary valve, mitral valve, and aortic valve – which ensure that blood flows in the correct direction through the heart chambers.
3. The familiar "lub-dub" sound of the heartbeat is caused by the closing of the heart valves.
4. The heart beats about 100,000 times per day (about three billion beats in a lifetime)
5. A woman's heart typically beats faster than a man's. The heart of an average man beats approximately 70 times a minute, whereas the average woman has a heart rate of 78 beats per minute.
6. The right side of your heart pumps blood into your lungs. The left side of your heart pumps blood back through your body
7. In 1903, physiologist Willem Einthoven (1860-1927) invented the electrocardiograph, which measures electric current in the heart.
8. The heart pumps approximately 2,000 gallons (7,571 liters) of blood through the body each day, circulating vital nutrients, oxygen, and hormones to cells while removing waste products
9. On average, the human heart beats about 60 to 100 times per minute at rest.
10. The human heart begins beating approximately four weeks after conception and continues to beat throughout a person's life, pumping an average of about 7,200 liters (1,900 gallons) of blood per day.

# TRIVIA

1. Who wrote the novel "1984"?

- a) George Orwell
- b) J.K. Rowling
- c) F. Scott Fitzgerald
- d) Ernest Hemingway

**Answer: A**

2. What is the capital city of Australia?

- a) Sydney
- b) Melbourne
- c) Canberra
- d) Brisbane

**Answer: c**

3. What is the chemical symbol for Gold?

- a) Gd
- b) Go
- c) Ag
- d) Au

**Answer: D**

4. In what year was the first iPhone released?

- a) 2005
- b) 2007
- c) 2008
- d) 2010

**Answer: B**

5. What is the tallest mountain in the world?

- a) K2
- b) Mount Everest
- c) Mount Kilimanjaro
- d) Denali

**Answer: B**

6. Who painted the "Mona Lisa"?

- a) Leonardo da Vinci
- b) Michelangelo
- c) Raphael
- d) Caravaggio

**Answer: A**

7. Which planet is known as the "Red Planet"?

- a) Venus
- b) Mars
- c) Jupiter
- d) Saturn

**Answer: B**

8. Who discovered electricity?

- a) Isaac Newton
- b) Nikola Tesla
- c) Michael Faraday
- d) Benjamin Franklin

**Answer: D**

9. What is the world's largest ocean?

- a) Atlantic Ocean
- b) Indian Ocean
- c) Pacific Ocean
- d) Southern Ocean

**Answer: C**

10. Who came up with the theory of relativity?

- a) Edgar Allan Poe
- b) Albert Einstein
- c) Galileo Galilei
- d) Louis Pasteur

**Answer: B**

11. What is the national bird of the United States?

- a) Eagle
- b) Bald Eagle
- c) Condor
- d) Pigeon

**Answer: A**

12. What language is spoken in Brazil?

- a) Spanish
- b) Portuguese
- c) English
- d) French

**Answer: B**

13. Who directed the movie "Jurassic Park"?

- a) Steven Spielberg
- b) George Lucas
- c) Michael Bay
- d) Stanley Kubrick

**Answer: A**

14. What is sushi traditionally wrapped in?

- a) Rice Paper
- b) Seaweed
- c) Bamboo
- d) Lettuce

**Answer: B**

# CHENISTARS



Chenistars



Team Chenist and team 9PSB  
after a strategy session



Chenistars celebrating  
Mr. Adebayo Sowemimo,  
Executive Director, Media  
on his special day



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