

MENTORSHIP IMMERSION, MAY 2018 EDITION: WITH MRS. IYADUNNI OLUBODE AND MR. ABIOLA 'CHAMP' SALAMI



About Ideation Hub Africa

Ideation Hub Africa is a leading social profit Accelerator, located in Nigeria. We provide high-impact executive education, enterprise incubation, sector-focused advisory and mentorship for Social Entrepreneurs, Innovators, NGO leaders and Change-makers.

We are also the host of **Development Dialogue**, *currently Nigeria's foremost thought-leadership conference for the third sector since 2015*. The Dialogue provides a rallying point for thinkers, doers and change agents who envision a better future for Africa, and are working actively to solve pressing social problems across the continent.

As we look upon Africa, we see the development (third) sector as the most virile alternative engine of significant growth for the continent, after the Government. Our desire is to empower the players to make real, sustainable difference.

We work for and with NGO leaders, social entrepreneurs, social innovators, CSR professionals within Corporate Organizations and Public Servants.

About Mentorship Immersion

The Mentorship Immersion is one of our flagship programs at the Social Good Lab, to provide emerging and rising development practitioners with mentorship, hand-holding and social sector insights from leading social entrepreneurs and key players in the space.

The Immersion allows participants sit in the room a Mentor, to ask questions on a wide-range of issues around growing their NGO/ social enterprise, scaling their impact as well as leveraging the wisdom drawn from their career experience.

Our Mentors



Iyadunni Olubode

Iyadunni Olubode is an independent Consultant for the Development sector. She has two economics degrees; a B.Sc. from the University of Lagos, Nigeria and M.Sc. in Energy, Economics and Policy from the University of Surrey, UK.

Iyadunni started her career in the treasury department of Intercontinental Bank Plc and subsequently moved into management consulting. As the Former Executive Director of LEAP Africa Ltd./Gte, she functioned in her role with specialised skills in strategy development and execution, talent management, project management and business development. During her career at Accenture, she was involved in reorganising enterprises, developing strategies and managing talent for leading public and private sector organisations. She has also worked as an independent development consultant on a number of public sector initiatives.

Iyadunni is passionate about socio-economic development and has a deep commitment to developing people and enabling them to reach their full potential.



Abiola Champ Salami

Abiola “Champ” Salami is a Social Transformation Strategist, Radio Presenter, Actor and a Motivational Speaker and Writer.

Abiola Champ is the founder of the iamaCHAMP Group and convener of

the Africa's #1 Conference on Workforce Productivity- GAME Conference and Awards.

He currently hosts the 'Speak like a champion" Radio program on Metro FM.

He is the convener of Make A Difference Leadership Initiative (MADLI) & The Making of A Champion (TMAC) targeted at Secondary & Tertiary Schools respectively

As an internationally certified communication coach by Toastmasters International, UK Certified Life Coach and student of international icons such as Les Brown, John C. Maxwell and others, he facilitates several training and coaching sessions for executives in public and private sector organisations in Nigeria.

He has facilitated Human Capital Development programs for Fidelity Bank, Diamond Bank, Enterprise Bank, Akintola Williams-Deloitte, US Consulate, British High Commission, Lafarge WAPCO, First Bank of Nigeria, Eko Hotel & Suites, LEAP Africa, Lagos Business School and WimBiz to mention a few.

He is the author of 'GET MAD'- a book that serves as a call to be a Champion by making the necessary positive changes in our personal, corporate and communal lives

He was also a fellow at the International Visitors Leadership Programme by the Former US President Barack Obama.



The Mentorship Immersion

The May edition hosted 15 delegates to an intimate and no barrier mentorship session with our mentors.

The ED of Ideation Hub Africa, 'Debola Deji-Kurumi gave a short welcome/introductory speech to open the session. She spoke about the future of Africa and the role Ideation Hub Africa would play in that future,

Ideation Hub Africa will soon become the forerunner for Social acceleration in Africa, helping passion entrepreneurs create the change Africa need to be a better place.

'Social entrepreneurs occupy more than 60% of Africa's market share, and yet incremental progress has bee slow in every sector.

We will equip African's leaders and Social Entrepreneurs with resources and trainings for social innovation.

SNIPPETS FROM OUR MENTOR'S SESSION

Iyadunni Olubode

Building Structure For Your Social Enterprise

1. Create a pool of bright minds, which will shape and sharpen your ideas. Hire the best/right team, make sure your board of directors are a team of bright minds,
2. Convert your vision into action plans. You cannot afford to be doing work that doesn't matter
3. Leverage technology for growth, collaboration and communication.
4. Document your processes to achieve consistent growth overtime.
"The reason a CEO/Founder is panics the moment a member of staff expresses their intention to resign, is not just because that member of staff is the smartest on the block, it is because no one else can do what he/she does and the processes are not documented"

Abiola Champ Salami:

Creating Alternative funding for social enterprise

"First I must tell you, that I have never sought for funding. I believe the time wasted -especially in seeking some type of funds- can be used to build something that matter"

1. Don't think about funding first, focus on the problem you want to solve and do something about it.
2. Make sacrifices and ensure you invest in your own business. 'He that cannot see the ultimate is a slave to the immediate'. The

sacrifices you make will determine the outcome of your accomplishment

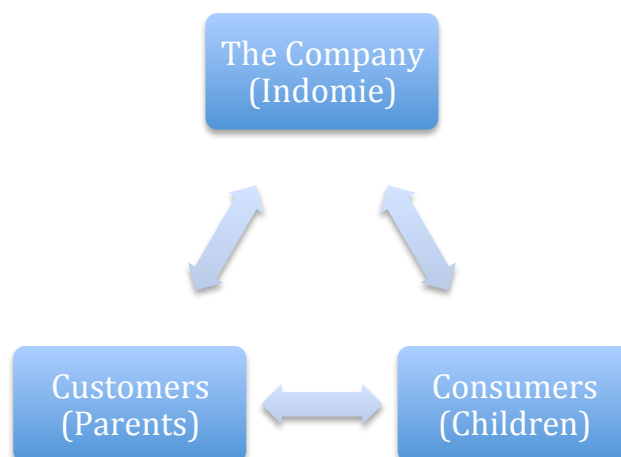
3. Understand that People are your leverage! Invest in the right relationships. You save more money and make more money when you know the right people.
4. Create valuable products that can be sold and exchanged for money.
This is the most potent way to be architect of your own funds
5. Offer your products or trainings for FREE. This way, you will build credibility and capacity as you grow.
6. Have a 'business mind set'. All social entrepreneurs are out to sell- to sell their vision, sell their impact, sell their stories or even their products! Everything is about sales!

3 Things to sell

- Products
- Services
- Ideas and initiative to solve a problem

Creating a product:

Consider this chain of distribution for a product (Case in point; Indomie)



The company realises that although their customers (The market segment with the purchasing power) are the parents, yet they create a product that will be appealing to the Consumer (Their target market- the Children).

Understanding this decision making chain will help you create a product that is unique and valuable to your customers.

To raise funding, emphasis has to be placed on building relationship - Who you know give voice and credibility to your product. Leverage on Informal relationships first; attend events and conferences to network with decision makers.



Passion Session:
Open Q and A
Segment with the
Mentors

Question 1

How do I combine my 9-5 job with my work as a social entrepreneur?

Abiola Champ's response

"Excuses are the tools of the incompetent, used to build monuments of nothingness. Those that use it never amount to anything"

Always prioritize your work to create more time in schedule to pursue your passion and do only the things that matter.

Question 2

How do I manage partnership in my business and projects

Iyadunni's response

1. There must be a reason for the partnership
2. It must be mutually beneficial. What will both parties benefit from this deal? Clearly define what you need and what the person is bringing to the table.

3. Explore the possibilities of gaining expertise and skills as an alternative for partnership or hire a person to do the work for you.
4. Employ legal services to draw out specific contract and agreement for partnership. Every expectation and roles to be played must be clearly stated in the contract.

Question 3;

How do I get returns for promoting my work on Social media?

Abiola Champs response:

1. Understand that money spent to promote your work should be viewed as investment towards gaining mindshare or increasing sales
2. Know your target market, and more importantly, know how best to reach them. They have to be willing and capable of buying your products
3. Don't just sell a product; sell a solution people need.
- 4.

The session ended with a 100-seconds pitch session for all the delegates.