

Chemistry

A person in a white lab coat is shown from the chest up, looking at a computer screen. The image is heavily overlaid with a vibrant red color, which is most prominent on the right side and fades into black on the left. The person's face is partially obscured by the red overlay.

Chenist
Communications

CHEMISTRY 002, 2022

GOAL SETTING:

A Step At A Time

Editor's Note

“
A journey of a thousand miles begins with one step”, says Lao Tzu, a Chinese philosopher and the reputed author of the *Tao te ching*.
”

As you take a steady, sure, and focused step into Year 2022, I wish you a happy, healthy, eventful, prosperous and fruitful year.

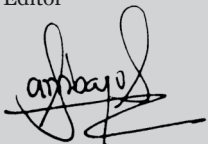
There are however lots to talk about in this edition, but let's take them one step at a time, as we set goals for 2022.

The theme of this second edition, **Goal Setting: A Step at A Time**, is envisioned to prepare you for the journey into the New Year, assist you on steps to take to accomplish your goals, and bring your aspirations to an expected and fulfilling end. Goal setting helps you as an individual or a team player to define your priority and success rate, or otherwise, even as you measure each goal step by step, hence this theme with you in mind.

Starting from the pieces of treasured advice on the rationale behind setting goals and taking a measured step at a time '**From the desk of our CEO**', to the comprehensively articulated insights into benefits of setting goals at workplace from our '**HR Corner**', we have taken deliberate efforts to make our esteemed readers navigate whatever obstacles lying in wait in your journey to success this year. We also offer you '**Tips on Goal Setting**'. It is a must-read.

Other segments readers cannot afford to miss are: '**CASE STUDY: 4 Lessons PR Practitioners can learn from Chief Daddy 2**', the star-studded comedy movie which has continued to garner negative criticism and poor rating from fans and reviewers. Find out why, and the lessons to learn from the film. It makes an interesting reading. '**PR Trends in 2022 - Likely trends that will dominate the PR space in 2022**', the title speaks to itself. You don't want to miss trends that will shape the industry as you map out strategies to accomplish your agency's set goals for the year. It is a well-researched piece that will guide your decisions in 2022. **CHENISTRY's** regulars - **Clients in the News**; **Did you know?** and **Chenistars** are all still refreshingly juicy, insightfully educative, and intensely informative. Enjoy the exciting experience!

Adebayo Sowemimo
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Editor



From the CEO

Goal Setting: The Journey Matters

Dear Reader,

Let me start by wishing you a very fruitful and prosperous 2022!

A New Year presents an opportunity for a fresh start to either step up on accomplishing former goals or make new resolutions and set newer goals. Whichever the case is, to achieve success, you must put in the work by pushing and challenging yourself every step of the way.

Truth be told; goals can be intimidating and scary sometimes, especially when they seem big and impossible, however, when you stay focused on the journey and commit yourself to taking it a step at a time, it becomes easier and meaningful.

About three years ago, **Chenist Communications** was just a figment and an aspiration. We got to work to make it real. Today, we may not have achieved all that we have set out to in conceiving the company, but we revel in the journey and success made so far. For us, it is not only about the goal, we are also invested in the journey.

So again, that goal may not be something that can happen today, but you can start the journey right now. There are improvements you could make on your daily habits to put you on a path to achieving your goals. Take those small and bite sized steps. Remember that the world's greatest achievers are those who are consistent in their efforts and are excited about the journey to success.



Clients in the News

9mobile Marks World Mental Health Day with Health Talk on Stress Management

To mark 2021 World Mental Health Day, Nigeria's caring telecommunication brand, 9mobile held the 3rd edition of its Health Talk Series, focusing on the theme "Managing Stress to Increase Productivity."

PSBs Are Critical to Financial Inclusion Drive- 9PSB CEO

The Chief Executive Officer, 9PSB, Branka Mracajac made this known, while delivering a keynote presentation, themed "The Role of Payment Service Banks within the Financial Ecosystem in Nigeria", at the 2021 Committee of e-Business Industry Heads, CeBIH retreat which held at the Park Inn by Radisson Hotel Abeokuta, Ogun State.

NCC Equips First Graduates of the 9mobile/Digital Bichi Emirate Entrepreneurship Initiative with Advanced Digital skills Training and ICT Tools

The Nigerian Communications Commission (NCC)



Chemistry

GOAL SETTING:
A STEP AT A TIME



PR Lead, 9mobile, Chineze Amanfo; Founder, The SERAS CSR Awards Africa, Ken Egbas and PR Specialist, 9mobile, Joshua Oluranti, during the 15th edition of the SERAS awards where 9mobile won the Deborah Leipzig Africa Prize for Innovation in Lagos.

recently fulfilled its pledge to provide additional practical training for the maiden graduates of the 9mobile/Digital Bichi Emirate Entrepreneurship Initiative. The two-week training conducted at the Digital Bridge Institute (DBI) Kano provided 60 graduands with skills training in six key areas of Mobile Devices repairs, Solar Installation & Maintenance, Digital Marketing, Graphic Design, Web Design, and Video Edition & Animation.

SERAS AWARDS 2021: 9mobile Bags Africa Prize for Innovation

Nigeria's telecom provider and youth friendly brand, 9mobile has been recognized for its innovation in driving initiatives that solve critical societal challenges at the 15th edition of the prestigious Sustainability, Entrepreneurship and Responsibility Awards (SERAS).

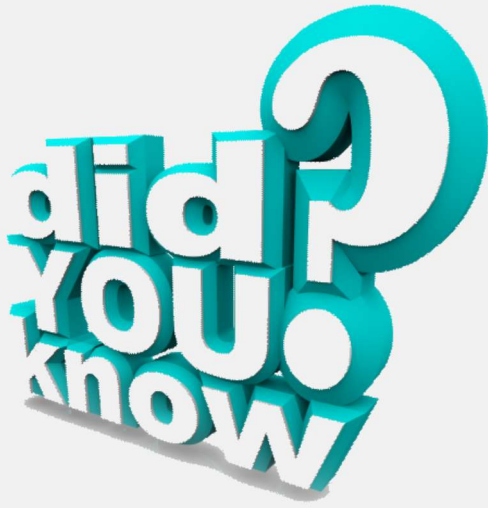
9mobile Trains Lagos Teachers on Effective Teacher-Student Communication

As part of efforts to enhance quality education and promote the development and well-being of the Nigerian child, Nigeria's leading telecom provider and youth-friendly brand, 9mobile, organized a one-day train-the-trainer workshop for teachers within the Lagos State Education District III comprising Lagos Island and Eti-Osa local councils. Themed "Understanding Affirmative Communication and the Emotional and Psychological Needs of a Child."

9mobile, NIMC Reiterate Commitment to Effective National Identity Management

Nigeria's leading telecommunication services provider, 9mobile, has reiterated its support to the nation's identity management commission. The telco gave the assurance at a one-day stakeholder engagement workshop and capacity building interactive session organized in collaboration with the National Identity Management Commission (NIMC), held in Abuja.

Director, Digital Economy NCC, Engr. Nwaulune Augustine; Chairman, CeBIH executive Committee, Mr. Adeyemi Atanda, Deputy Governor, Ogun State, Her Excellency, Engr. (Mrs.) Noimot Salako-Oyedele; Managing Director/CEO, 9 Payment Service Bank (9PSB), Branka Mracajac and Vice Chairman, CeBIH Executive Committee, during the 2021 annual CeBIH retreat held at Park Inn by Radisson Hotel, Abeokuta, Ogun State.



Interesting facts about the past years

1. In December 2020, women lost 156,000 jobs in the United States, and men gained 16,000.
2. The United Nations declared 2021 as the International Year of Peace and Trust.
3. The makers of the twenty-fifth James Bond film "No Time to Die" spent £55,000 on 8,400 gallons of Coca-Cola to make a set stickier.
4. The global death toll from COVID-19 surpassed 3 million in 2021.
5. Naomi Osaka has become the best-paid woman in sports, earning about \$60 million in 12 months.
6. Women make up 81.9 percent of all hosts in American restaurants according to a 2020 report from the U.S. Bureau of Labour Statistics.



Case Study

4 Lessons PR Practitioners can learn from *Chief Daddy 2*

Following its premiere on global streaming platform, Netflix on January 1st, Nollywood comedy film, **Chief Daddy 2: Going for Broke** has continued to garner negative criticism and poor rating from movie fans and reviewers for failing to meet expectations after all the hype made around it.

Directed by Niyi Akinmolayan, the comedy movie, a sequel to Chief Daddy which was released in 2018 has been criticized for its lack of good storytelling despite being star-studded. The negative feedback has since forced a response from the producers of the movie, apologizing for letting their fans down.

The premiere of Chief Daddy 2 presents some learnings for PR practitioners; here are 4 lessons from the movie:

1. Content is king: If there is one key lesson the movie has taught, it is the fact that having an assemblage of celebrities on your campaign may not necessarily guarantee its success. What story are you telling? How fluid and relatable is it?

2. WOM is Powerful: Word-of-Mouth is a powerful communication tool to influence opinions. What people say about your client can elevate or reduce the brand's image. One negative comment peddled around from one person to another was what Chief Daddy needed to become a write-off.



3. Prepare for the Unexpected: Sometimes things don't go the way we plan. The producers of Chief Daddy didn't envisage the outcry from fans. For them, it was a story worth telling, but for the fans, it was a story that was confusing and unnecessary. Sometimes we activate campaigns with high hopes, but the truth is that we can't always predict the audience reaction.

4. Have a Mitigation Plan: As PR practitioners, it is important to always have a risk assessment plan for every campaign project just to manage whatever crisis that may arise.



HR Corner

GOAL SETTING: A STEP AT A TIME

Setting goals helps trigger new behaviours, guide your focus, and sustain that momentum in life. Goals also help align your focus and promote a sense of self-mastery. Setting goals not only motivates us but can also improve our mental health and our level of personal and professional success.

What is goal setting at work?

Employee goal setting is the process of setting specific, measurable, and role-oriented objectives which employees work towards while at your company. Typically, employee goals are a collaborative effort between a manager and a direct report.

Goal setting is the process of laying down certain objectives, guidelines, and ways to help the employees understand the business goals and how they must approach the work. Goal settings must be specific, measurable, achievable, realistic, and time-bound.

Importance of Goal Setting

Goal setting is a powerful process for thinking about your ideal future, and for motivating yourself to turn your vision into reality. The process of setting goals helps you choose where you want to go in life. The following are other guidelines for setting a goal:

- Make sure goals are clear and specific*
- Set deadlines for goals*
- Keep goals attainable but challenging*
- Make sure that needed resources are available*

Benefits of Good Goal Setting

Goal setting help motivate us to develop strategies that will enable us to perform at the required goal level. Accomplishing the goal can either lead to satisfaction and further motivation or frustration and lower motivation if the goal is not accomplished.

Benefits of creating and sticking to your goals:

1. Provides direction.
2. Clearer focus on what is important.
3. Clarity in decision making.
4. Gives you control of your future.
5. Provides motivation.
6. Gives you a sense of personal satisfaction.
7. Gives you a sense of purpose in life.

7 Major Goal Setting Process

1. Write down the goals. Begin by generating a list of potential goals.
2. Determine how to measure goal achievement.
3. Establish a deadline for achieving the goal.

4. Identify obstacles to achieving the goals.
5. Identify how to overcome obstacles.
6. Review the list.
7. Monitor progress and continue to set goals.

A Step at a Time

What do we mean by taking one step at a time? Firstly, it means starting any journey with courage and willpower. After the first step has been taken, there is no looking back, one must keep on stepping forward. One step at a time offers us the opportunity to take things slowly, being aware and alert of our surroundings.

Importance of Taking One Step at a Time

Whether it be accomplishing a major personal goal or just a little thing to get you through the day, when you take a moment to break things into little sessions of progress, it makes it seem a whole lot easier to reach the end. It is also about focusing on your own journey and not noticing those around you.

“The journey of a thousand miles begins with one step.” Lao Tzu. Life is an exciting journey but the things we want are rarely if ever, handed to us on a platter. We must work towards them, and we start by taking one single, small step. That step may frighten or terrify us, but that is fine.

Conclusion

Setting goals can help us move forward in life. Goals give us a roadmap to follow. Goals are a fantastic way to hold ourselves accountable, even if we fail. Setting goals and working to achieve them help us define what we genuinely want in life.

Setting goals also helps us prioritize things. If we choose to simply wander through life, without a goal or a plan, that is certainly our choice. However, setting goals can help us live the life we genuinely want to live. Having said that, we do not have to live every single moment of our lives planned out because we all need those days when we have nothing to accomplish.

However, those who have clearly defined goals might just enjoy their downtime even more than those who do not set goals.



Godwin Okhawere, Amaka Ijeh (*Pulse NG*), Favour Oyibo (*Pulse NG*), Ekene Ajayi and John Kokome as the *Pulse NG* crew paid a courtesy visit to the Chenist Empire



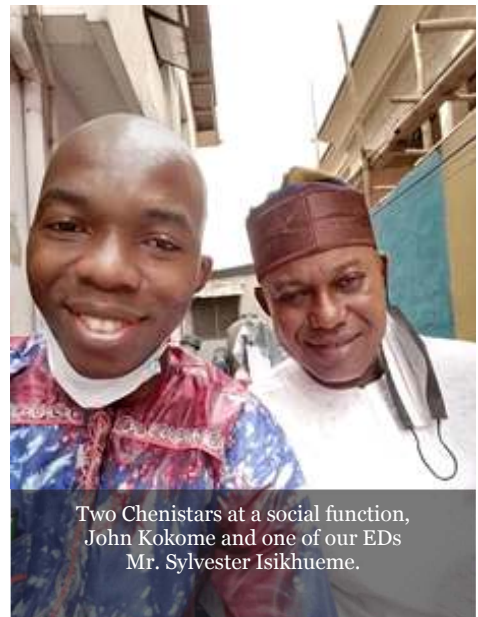
Christmas came early. Thanks to *Funny Africa Pies* for the special gift.



PR Lead, 9mobile, Chineze Amanfo and a Chenistar, John Kokome at the sixth edition of Lagos PR Industry Gala and Award (LaPRIGA) 2021.



Comedian, Bash (Bashiru Ahmed Adekunle) with Chenistar Godwin Okhawere at the 9mobile Enterprise Customer Forum 2021



Two Chenistars at a social function, John Kokome and one of our EDs Mr. Sylvester Isikhueme.



Christmas came early. Thanks to *Kraks* for the special gift.

Chenistars

PR Trends in 2022

*Likely trends that will dominate
the PR space in 2022*



Gbam!!! We are in 2022 and the question is how do we move from here? Looking at the year 2021, a year full of controversies where we saw brands turning to Public Relations and Communications experts to save their reputation and regain consumer trust.

Let us look at how PR evolved in 2021 and the likely trends ahead of us, whether we like it or not, it is not going to be business as usual. Gone are the days where a brand could hope for social media controversies to die a natural death and wait for consumers to move on. It has changed; an 'insignificant' tweet can soar into a boycott trend and a little bad PR move can cause a company's image to plummet drastically or lead to a huge amount of audience permanently boycotting a brand.

Here are a few trends that lie ahead in 2022 and the role PR will play next year. Enjoy!

1. The Digital & Social Media Space Remains Alive

Unlike those days where we are always carried away by our top celebrities leveraging on them for engagement, the case will likely change. With the advent of digital and social media, people have begun to trust recommendations from peers far more. Audiences find authentic content or recommendations by actual consumers to be more honest and believable than other forms of promotions and advertising by brands. This is a good reason enough for brands to actively nurture a community of advocates. PR will be required to work with brands to shape and foster a community of brand advocates. A set of loyal and vocal customers who can help humanize the brand in addition to boosting brand appeal & trust, promoting its products & services to new cohorts, providing invaluable user-generated content (UGC), word-of-mouth recommendations, and social media chatter.

2. Community Advocacy will be Prominent

Community-led storytelling will be more acceptable and authentic rather than direct brand-led communication. Community advocacy will need to be consciously harnessed and not left to chance. 2022 will see many more brands structuring a meaningful brand advocacy strategy.

3. 'People' will be the Centre of Everything

Honestly, we all know what Covid-19 brought to us? With the world still battling between recovery and anxiety around COVID variants, you will need to communicate with people, engaged, assuaged, motivated, retained, developed, and more. If there is one word that will be at the centre of everything in 2022, it is 'people'. These people include every stakeholder a company has - the customers or consumers, employees, partners, the government, the community at large. And PR is the only marketing discipline that touches all of them.

4. A Paradigm Shift in Public Relations:

You would agree with me that PR has been moving away from traditional business models towards a more holistic and integrated approach. Whether it is the shift from pure media relations to content or the movement from print to digital, there is a marked change in the way the PR landscape functions. In 2022, this trend will further solidify its presence. There will also be a blurring of demarcation lines between PR, marketing, and advertising, digital and offline, eventually leading to PR & Communication professionals to further value the importance of integrated communications. Agility and the ability to pivot will thus be key attributes that will enable the industry to thrive.

PR Trends in 2022 Contd.

5. Content will be Kingly

During the heat of the pandemic in 2020, content and storytelling became an undeniable powerful tool for businesses of all sizes. This has come to stay with us as the world still battles with more challenges which prompted the work-from-home idea. Delivering the right content, to the right people, at the right time will take a redefined meaning.

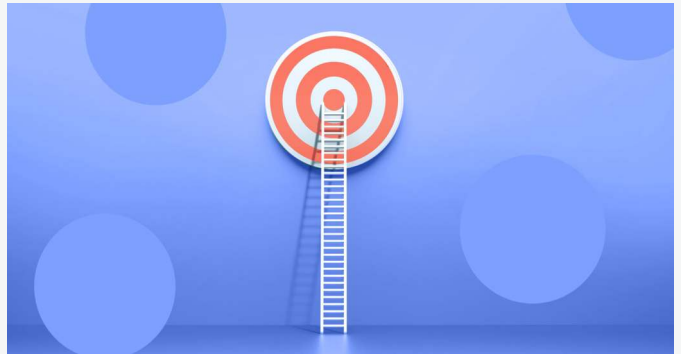
6. Thought Leadership will take Centre-Stage

This year 2022, the role of the leadership team will become even more crucial. No longer will one hide behind a faceless brand persona or logo anymore. You will have to put yourself out there to create a strong, credible, and believable story about your brand that brings out its authenticity. This also brings in a lot more accountability that brands will have to guard their reputation on. Consumers want to pick up brands that walk the talk.

7. Influencer Marketing will stage a Come-back

You will agree with me that 2021 saw high demand in PR, especially in influencer marketing. Small and big brands capitalised on this rising trend in the first half of the year. This got brands and companies to focus on creating news and building brand recall.

In conclusion, as we draw near to Nigeria electioneering year, there will be paradigm shifts in the industry and digital PR will take the centre stage. Brands, aspirants will want to find various consumer touchpoints through social listening. As we move forward, PR agencies will start working towards expanding their offerings with allied competencies like creative, experiential, and social media capabilities. They will be helping brands to find the right balance between profit, people, and the environment. So, the future of PR is in strong storytelling in the digital world.



Tips On Goal Setting

Goal Setting: 5 Tips to Set Yourself Up for Success

It's the start of another year and as usual we are making resolutions and setting new goals for the year, be it a personal or professional goal(s).

But in setting and achieving goal(s), there must be a well-defined step that goes beyond the specifics of each goal. Knowing them allows you to come up with accomplishable goals.

Here are 5 steps to set you up for success with your goal setting.

1. Your Goal(s) Should Motivate You: A goal that motivates you will inspire your commitment to it. If you have little interest in the outcome, the chances of you putting in the work to make it happen are slim. Therefore, set goals that relate to the high priorities in your life.

2. If it's not SMART it's a Wish: How SMART is your goal; is it Specific, Measurable, Attainable, Relevant and Time bound. If your goal doesn't pass the SMART test, then it could end up, "a wishful thinking".

3. Pen Down Your Goal(s): There is something about putting thoughts to paper. It makes your goal real, tangible, and attainable. It reminds you of what needs to be done every step at a time.

4. Plan!!!: Beyond setting that goal, you need an action plan that will help guide and put you in check, especially when your goal is big and demanding or long-term.

5. Relish the Journey and stick with your goal: Goal setting is an ongoing activity and not just a means to an end. Build in reminders to keep you on track as you journey to accomplish your goal.

In the end, the aim is to make sure that the relevance, value, and necessity of your goal remains high even though the action plan you have set for yourself along the way changes.

CREATIVE INCLUSION: TELLING THE AFRICAN STORY THROUGH STRATEGIC COMMUNICATIONS



Ekene Ajayi
Chenist Communications



Adejuwon Soyinka
The Conversation



Chineze Amanfo
9mobile Nigeria



Nnenna Onyewuchi
Yellow Brick Road



Uzoma Onwuchekwa
Envivo Communications Ltd

1:30PM - 2:30PM
at the **CreatNXT Stage**

MARCH 4, 2022
LANDMARK CENTRE

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