

Chemistry

Chenist
Communications



IT
We
made
IT

...wrapping up and looking forward

From the CEO's Desk

I/WE MADE IT

Dear Readers,

The Chenist team started out the year by driving a conversation on Goal Setting and how best to accomplish it in the most realistic way, given the resources at our disposal.

We forged ahead with lots of hope and aspirations, despite the gloomy socio-economic projections in the country which did not in any way deter us from making good progress. We were very clear about our mission and vision to provide robust communications solutions that can stand the test of time for all our clients. This has worked for us.

To ensure we were on track without deviating from our set goal, we were deliberate and consistent in our approach to meeting clients' expectations.

“We forged ahead with lots of hope and aspirations, despite the gloomy socio-economic projections in the country which did not in any way deter us from making good progress”

This time around, the theme “I/U Made It” resonates with the season. As the year gradually comes to an end, individuals and organisations will seize the opportunity for stock-taking to identify grey areas with the hope of improving on them.

No doubt, the business environment can be likened to a track and field event where athletes compete favourably with the hope of breasting the tape.

“The success story we have so far achieved can be attributed to the tireless efforts of our well-groomed team members who are dedicated and committed to our collective aspirations.”

Symbolically, this represents strength, agility, boldness and determination to succeed in spite of the challenges.

Where others see challenges, we see opportunities and keep our gaze on the positive side of things. The success story we have so far achieved can be attributed to the tireless efforts of our well-groomed team members who are dedicated and committed to our collective aspirations.

This is a testament to the resilience and power of team spirit as a winning formula for any organisation.

However, we were able to do what we do because we have continuously set our eyes on the ball with a remarkable team that is dedicated and committed to the cause.

The journey so far has been quite interesting with increased knowledge for better performance.

As we continually make sustainable progress in the right direction to achieve set goals, we brace up for the journey ahead. Subsequently, we look out for opportunities to demonstrate our dexterity in providing top-notch communications solutions to our esteemed clients.

Therefore, we can confidently say, we came, we saw and we are still standing tall without being submerged. Indeed, we can proudly say we made it.

Editor's Note

The year 2022 started like any other. But at Chenist Communications, it is another time to prove that we want to reach for the skies in every area of operations.

It started as a year we were strategic in taking service delivery to new heights, with determination, persistence, team spirit, increased professionalism and never-say-die attitude to meet our set goals. All this we do to provide durable communications solutions to our esteemed clients.

With all our hands on deck and realizing there are rivers to cross, mountains to climb, and bridges to build in our quest to accomplish our clients' missions and goals, the Chenist team members rolled up their sleeves to achieve desired results. We employed different strategies to attain these results for our clients, and this far we have made it.

In spite of the obvious socio-economic and political hurdles stifling the business environment, the Chenist team remained focused and determined, against all odds, to satisfy our clients.

It is in the realisation of this dogged completion and fulfillment of all these that we put together for our ardent readers, this bumper edition to spice up this joyous season with our regulars and much more.

In the usual Chenist vintage practice we serve you Chenistry with Clients in the News, HR's Corner - throwing more light on "We Have Made It" while Wrapping Up, reflecting, celebrating, then asking What Next?

In our regular informative section, Did You Know? Three US presidents are Grammy Award winners. Find out who they are. In addition, most ladies savor the taste and relish the habit of chewing gum anywhere and anytime. But are they aware that they cannot chew their favourite gums in a particular country? You can find out in this edition.

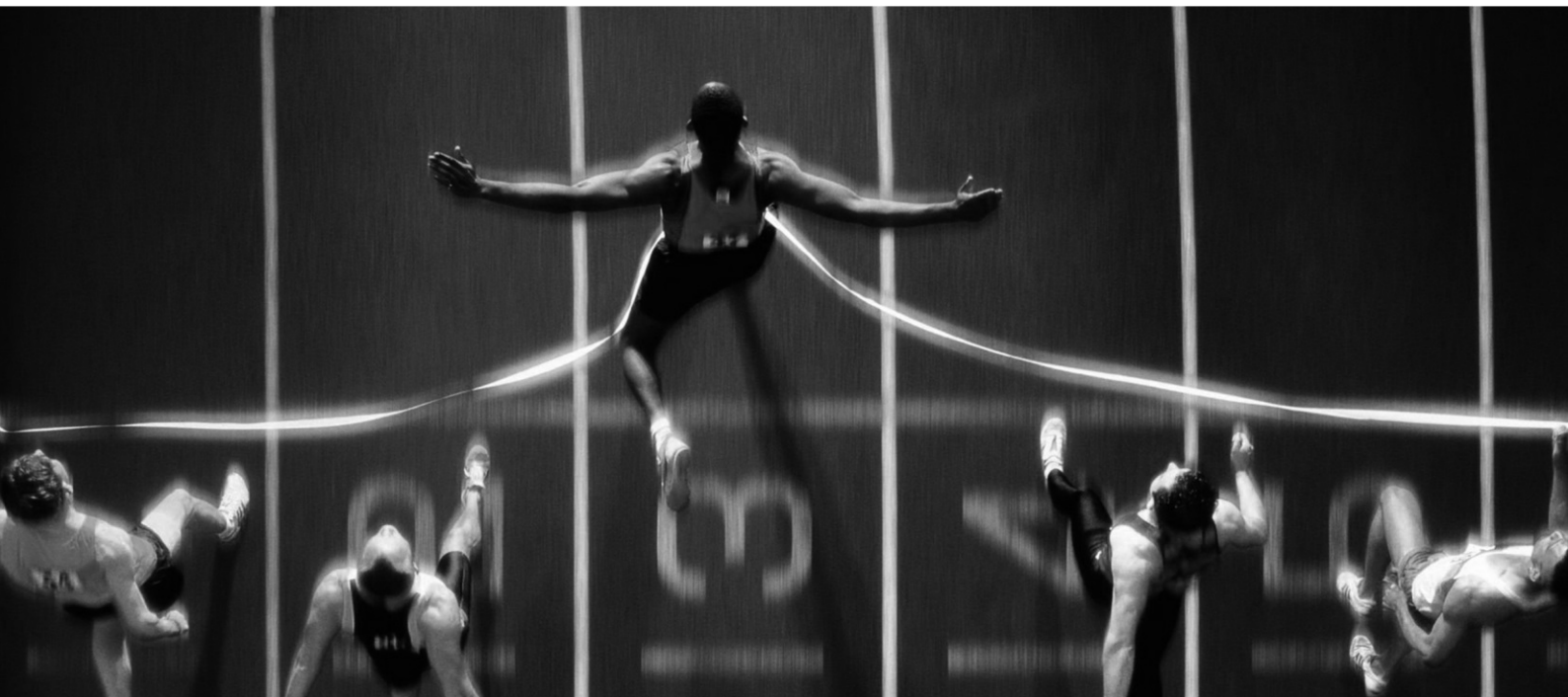
The most disturbing or fascinating trend, depending on the side of the divide you perceive it, is JAPA. What is JAPA? How does it affect Nigeria's economy? What are the merits and demerits of Japa? Find out in this current edition.

Oops!!! I almost forgot! I am delighted to inform you that Chenist Communications, in our practice of going all out to get you the best hands in the industry to accomplish our goals and leverage on that to wow our clients meet their desired goals, has brought on board, Segun McMedal as Executive Director, Business Development, Operations & Innovations, and Chinedu Opkaneje as Senior Accounts Executive. These experienced and tested professionals are here to bring their wealth of experiences to bear on service delivery and add value to the existing committed team at Chenist as we are steadfast in our drive to serve you better. Welcome to the Chenist Family guys!

Even as the year runs to an end, we can look back and say "We Have Made It."

Compliments of the season distinguished readers.

Adebayo Sewemimo



Clients in the News

IYD 2022: 9mobile Advocates More Youth Representation in Society

THIS DAY

IYD 2022: 9mobile Advocates More Youth Representation in Society



Nigeria's telecom service provider, 9mobile, has lent its voice to the global call for collaboration among generations to build an equitable, peaceful, and prosperous society while emphasising the importance of building a society that encourages more youth representation.

9mobile, FCT Education Secretariat Essay Competition Set To Announce Winners

INDEPENDENT

Home News Entertainment Politics Sports Business World Saturday

9mobile, FCT Education Secretariat Essay Competition Set To Announce Winners

By Joshua Adigunle



Riding on UNESCO's International Literacy Day marked on September 8 annually, Nigeria's telecom provider and youth-friendly brand, 9mobile, on September 30, announced the winners of an essay competition for senior secondary school students in the country beginning with Abuja.

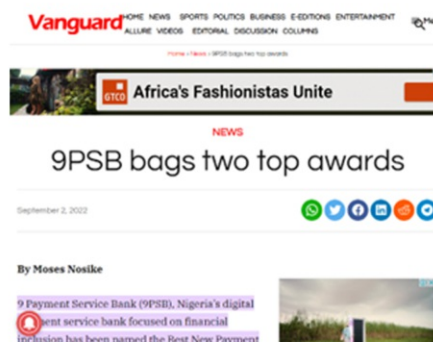
9PSB, Seerbit Partner to Provide Seamless Customer Experience



L-R: Chief Executive Officer, SeerBit, Omoniyi Kolade and Chief Executive Officer/Managing Director, 9 Payment Service Bank at the MoU signing ceremony for partnership to build and deploy solutions for enhancing financial inclusiveness in Nigeria.

Nigeria's pioneer and foremost Payment Service Bank, 9Payment Service Bank (9PSB) and SeerBit, a pan-African enterprise payment platform entered into a strategic partnership that will facilitate seamless access to financial services for individuals and businesses in Nigeria.

9PSB bags two top awards



In continuation of its commitment to inspire and support the career aspiration of students, Nigeria's telecom service provider, 9mobile, recently organized a career counselling session for Junior Secondary Students (JSS 3) in Government Secondary School; Government Girls Secondary School, Bichi Education Foundation Community Secondary School all in Bichi Emirate Council, Kano.

I/WE MADE IT - WRAPPING UP

HR's Corner

As we approach the end of the year, it is natural when most people start thinking, What is next?

There is no denying that 2022 has been a challenging year for businesses and technology professionals. Inflation has led to a recession and a subsequent rise in the unemployment rate.

With the end of the year coming soon, it is time to look at a few tips aimed at ending 2022 on a high note. After all, keeping employees focused and productive throughout December ensures next year starts in a great fashion. Hopefully, the year 2022 can be a year to remember! Here are some steps to be taken in bracing the tape for the year 2022. These three processes, which I call a game-changer in terms of wrapping up your current year in a meaningful way and setting yourself up for massive growth in the year ahead.

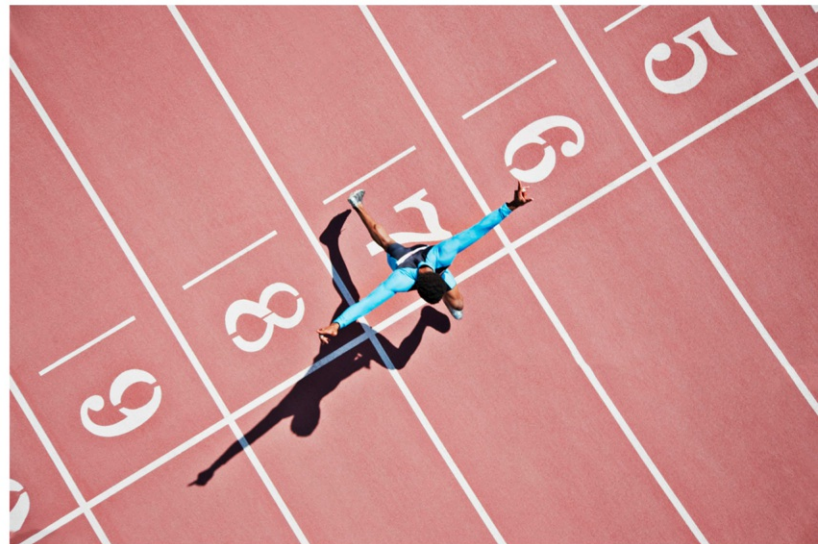
Step 1: Reflection

First, we pause and reflect on the year we are getting ready to close the door on.

Try to really think back on the last 12 months and ask yourself, who was I a year ago? Am I still that same person today? How have I changed? What am I doing differently?

Next, reflect on what has happened over the last months of the year. What has transpired in your life and business this past year? What did you achieve? What lessons did you learn during this time? What do you want to bring with you into the new year (lessons, routines, habits, etc.)? Lastly, reflect on yourself. Ask yourself, Whom did I become over this last year? What do I want to let go of that is no longer serving me?

When you sit, reflect, and really uncover what's been going on in your life over the past months, it allows you to see clearly and make space to create a vision for whom you would like to be in the New Year.



Step 2: Celebration

This Step! It is critical not only to your success but to your accelerated success.

You see, the thing about the celebration is that when we celebrate, it activates something in our brains. Basically, when you celebrate your wins, your brain becomes hooked on winning and thus helps you create a domino effect - one celebrated win leads to more wins.

This celebratory step can be something you even include in your daily habits in the new year. Train yourself to search for things in your life and business to celebrate - no matter how small. Do not wait until you achieve some major milestone in the future. Recognize all the small wins along the way. Allow your wins to create more wins for you and reap the benefits of this domino effect, which will naturally speed up your success and growth.

“
Try to really think back on the last 12 months and ask yourself, who was I a year ago? Am I still that same person today? How have I changed? What am I doing differently?
 ”

Step 3: What's Next?

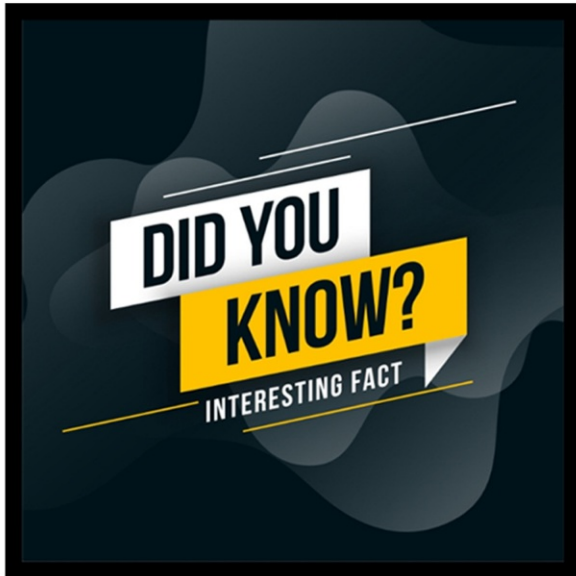
This last part is more future focused on the new year ahead. Allow yourself to ponder what you would like this New Year to look like. Think about what you would like to remain the same, what you would like to build on from the previous year, and what you would like to change.

Ask yourself, What do I want this New Year to look like? What will my work-life balance be?

What things am I intentionally putting into my business so that I can create the business I have been dreaming of? How will I set my business up to support the life I want to lead this year, not the other way around?

Now is when you get to decide whom you want to be a year from now. When you look back at the end of 2023, what wins do you want to be reflecting on and celebrate? This goes for both your personal and professional life.

The most important thing about this step is to identify what it is that you want, identify the outcomes and goals you desire, then determine who you need to be to achieve and/or create those outcomes. You can start being that person even before you've achieved everything you have mapped out. This is because the being always comes before the doing. Mindset is everything and the root of all your future successes. Work backward and begin with the end in mind.



Did you know that the first Public Relations firm owned by a black female opened in 1957?

- It was the first business in Kansas City started and run by an African American. Her name was Inez Kaisers.

Did you know 3 U.S Presidents have won Grammys?

- Former President Jimmy Carter has won three Grammy Awards in the Best-Spoken Word Album category. The first one was for Our Endangered Values: America's Moral Crisis in 2007. Second was A Full Life: Reflections at Ninety in 2016. Lastly, Faith: A Journey for All in 2019.

- In 2004, Bill Clinton won Best Spoken Word Album for My Life. Just a year prior in 2003, he won the Best-Spoken Word Album for Children with Prokofiev: Peter and The Wolf/Beintus: Wolf Tracks.

- Barack Obama has won a couple of golden megaphones of his own. He won Best Spoken Word Album in 2006 for the narration of his book, Dreams from My Father audiobook. In 2008, he won the Grammy for Best Spoken Word Album for the audiobook version of The Audacity of Hope.

Did you know "strengths" is the longest word in the English language with only one vowel?

- According to the Guinness Book of World Records, "strengths" is the longest word in the English language with one vowel. The word contains nine letters, eight of them being consonants.

Did you know goosebumps are caused by a muscle?

- At the base of every hair follicle are tiny fan-shaped muscles called Arrector pili. These muscles contract when the body is cold in order to warm the body up and cause a person's hair to "stand up straight" on their skin also known as "goosebumps."

Did you know Shakespeare invented more than 1,700 words?

- William Shakespeare is known amongst centuries as being one of the greatest playwrights of all time, producing masterful pieces like Romeo and Juliet and A Midsummer's Night Dream. However, to create his infamous plays and poems, he sometimes resorted to making up his own words-- some of which we use today! You can thank The Bard for words like a moonbeam, laughable, eyeball, bump, puking, champion, bedroom, excitement, and zany.

Did you know chewing gum is banned in Singapore?

- In efforts to keep up the city's reputation for being spotlessly clean, Singapore banned chewing gum in 1992, following laws against spitting and urinating anywhere but in a toilet. In 2004, the ban was slightly lifted for therapeutic, dental, or nicotine gums.

TRIVIA QUESTIONS

1. About how many taste buds does the human tongue have? **Answer: 10,000**
2. Which bones are babies born without? **Answer: Knee Cap**
3. What is the smallest country in the world? **Answer: Vatican City**
4. Which country produces the most coffee in the world? **Answer: Brazil**
5. What percentage of our bodies is made up of water? **Answer: 60-65%**
6. How many times does the heartbeat per day? **Answer: About 100,000**
7. What kind of cells are found in the brain? **Answer : Neurons**
8. What animals are pearls found in? **Answer: Oysters**
9. The Roman God of War inspired the name of which planet? **Answer: Mars**
10. Which country is responsible for giving us pizza and pasta? **Answer: Italy**
11. What is the name of the Greek Gods? **Answer: Olympus**
12. Which desert is the largest in the world? **Answer: The Sahara Desert**
13. What language has the most words? **Answer: English**
14. What is the name of the world's longest river? **Answer: The Nile**
15. Which element is said to keep bones strong? **Answer: Calcium**

TRENDS

JAPA trend, the pros and Cons for Nigeria and Nigerians



Nigeria is a country richly blessed with mineral and human resources. Young Nigerians are mostly very creative, dynamic and highly talented and are now increasingly attracted by other countries that offer them a better opportunity and livelihood. For most average Nigerian, their heart has left the country, with just their empty body left to be loitering within the country. The current volatile, unpredictable Nigerian economy and the unfavorable environment for young people are some of the major factors influencing the decisions of many Nigerians to flee the country. Also a factor influencing the wave is the current worsening insecurity, with criminal gangs kidnapping people for ransom all over the country, the activities of the "unknown gunmen" in the east, jihadist groups instigating an insurgency in the northeast and bad governance to mention but a few. The youths see this permanent relocation as a progressive exit to break away from the bondages of man-made poverty, unemployment and all sorts of manufactured deprivations.

The first of wave of "japa" (a word derived from the Yoruba language, which simply means to flee from difficult situation) in Nigeria was in the '70s/'80s. Faced with an uncertain future owing to military interregnums and a volatile economy, the Nigerian young journeyed to the West, the US, UK even to Ukraine.

It is also worthy of note that Nigerians have not been the only ones "japaing". The Chinese have been leaving their country in remarkable numbers since the '80s. In fact, prior to the 1980s when liberal emigration policies were enacted, China had witnessed an exodus of its citizens in the 19th century. These emigrants left the country owing to poverty, corruption, war and general societal malaise. The government had to enforce laws to curb mass emigrations. But in the 1980s, it relaxed these laws. Since the '80s more Chinese have left their country.

How has this affected the Nigerian work force?

The persistent migration of Nigerians to more developed countries like Dubai, Italy, Spain, Germany, Canada, etc. has increased the transfer of skilled individuals and assets to other countries and that has increased the rate of brain drain in the country, which, in turn, affects the level of development and growth in the nation. A few months ago, Saudi Arabia was conducting a screening exercise for Nigerian doctors it wanted to snatch away in Lagos and Abuja. About 8,737 doctors who obtained their degrees in Nigeria are currently practicing in the UK. According to the UK General Medical Council, over 862 Nigerian doctors were licensed to practice in the country in 2020; while between June 2021 and September 2021, 353 doctors were registered to practice in the UK.

In January 2022, the Nursing and Midwifery Council of the United Kingdom reported that in 2021, a total of 3,782 Nigeria-trained nurses were granted licenses to operate in England and Scotland. Also, not less than 5,407 Nigerian doctors currently work with the British National Health Service. In addition, the Medical and Dental Consultants Association of Nigeria reported that between 2020 & 2021, Nigeria has lost over 100 consultants. These statistics are greatly disturbing and leaves one to wonder what exactly the state is and strength of our health sector in a country where the ratio of doctor per patient is 1:5,000 against the World Health Organisation's recommendation of 1:600. This definitely is a brain gain to the host countries and a brain drain to my country yet, the government is unbothered.

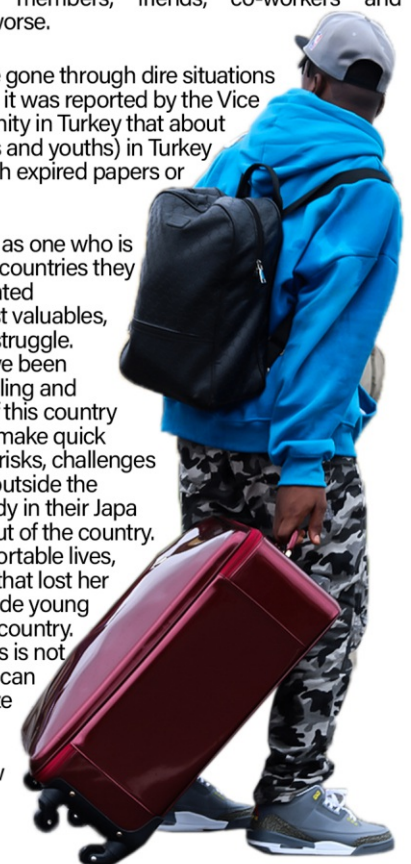
Similarly, the growth of industries like tech and medicals have been very stunted owing the mass emigration of professionals from these sectors. The techies who have "jappaed" have sighted reasons like government not investing in the development of the tech industry, substandard remuneration and working conditions as the reasons they continuously watch out for and grab opportunities in greener pastures.

The Lows of *japaing*

The quest for better life and search for greener pastures have exposed so many Nigeria youths to things that they naturally would not want to do. The pressures from some family members, friends, co-workers and acquaintances make these even worse.

Stories abound of many who have gone through dire situations just to be in a better place. In 2021, it was reported by the Vice President of the Nigerian Community in Turkey that about 70% of Nigerians (mainly students and youths) in Turkey were undocumented migrants with expired papers or residency permits.

The pressure to be seen by mates as one who is abroad has led many to remain in countries they entered illegally and are being treated inhumanely. Some others have lost valuables, funds and some their lives in this struggle. There are stories of some who have been forced into prostitution, drug peddling and other crimes outside the shores of this country due their desperation to japa and make quick money. In conclusion, with all the risks, challenges and unpredictability of the future outside the country, many Nigerians are already in their Japa Dream Studio plotting their way out of the country. Those that are already living comfortable lives, having escaped from the country that lost her compass to good governance, guide young Nigerians on how to flee from the country. The mass exodus of Nigeria talents is not all lost if the Nigerian government can leverage the remittances and utilize the diaspora for productive investment which according to World Bank Data remittance, grew



**JAPA trend,
the pros and
Cons for Nigeria
and Nigerians**

Contd.

from about \$20,806 million in 2014 to \$22,001 million in 2017 and has continually grown ever since. Nigerian government can also borrow a leaf from China who's Diaspora contributed immensely in the rise of China as a global power – through capital investment, technology transfer, and innovation. It has even been argued that the Chinese Diaspora appropriated Western technology and transferred it back home. The Chinese government considers its citizens in Diaspora as an extension of China and as agents to drive its domestic interest. The government intervenes directly in the lives of its citizens abroad, even influencing projects in areas populated by Chinese.

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1. UN Migration Report, 2020
2. World Bank Migration and Remittance Data
3. Thisdaylive.
4. Tribuneonline

Chenistars

Birthdays Quarter 3



Chike's birthday on August 4

New Chenistars



Segun McMedal
Executive Director, Business Development, Operations
and Innovations



Ekene's birthday on September 20



Chinedu Okpaneje
Senior Account Executive

Adebayo Sowemimo
Segun McMedal
Ekene Ajayi
Godwin Okhawere
John Kokome
Christopher Okpaneje
Chike Okoro
Jimi Sowemimo
Chekwube Adeyanju
Pearlie Orji
Azeez Fashola
Victoria Okoro
Olawale Sodeinde



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