

What to do when you have no job

Stimulating your mind for business success.

- Enterprenuership series

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Preface

Unknown to many Nigerians, the difficulties here present in our climate, is an invitation to revolutionary self-discoveries.

If you don't have a job and you are fed up looking for one, what do you do?

Create one for yourself ! Bad and hard as it sounds, it sure delivers champions trophy in the end. "The hard way the only way"- stands true in other climes as it does for Nigeria.

Creating a job is the ultimate means to get out of job troubles. How do I create a job when I cant?

Can I beat the problems of unemployment in Nigeria to find my feet again in the tough labour market?

These are questions this booklet tries to address.

Unemployment or the middle of it; job loss, is not a new thing. Several individuals have managed to come out of the shocks and knocks of losing their jobs or not having one for a long time.

The outcome may be one of frustration or loss of faith in oneself-somekind of self-resignation to fate.

This book of few pages is a practical easy guide to understanding who you are and how one can surive the drawbacks of a job loss, working ones way up into the unfamiliar yet rewarding path of being a business owner.

It draws extensively on practical, personal experiences as it relates to the Nigerian peculiar situation, and the aspiration of its teeming youths.

Chapter one

The gift of work-lessons from the legendary ant.

Work is God's gift to man. Idleness is perhaps a personal choice. A personal weakness, somewhat. Any society with plenty of idle hands has many troubles already in the corner and may never grow into its fullest potentials.

It is the tapped potentials of individual members of any society that make up the wealth and prosperity of the nation or society in which they live. Work has inherent virtue of multiplying the human potentials. It has been found that the body muscles develop faster and better when put to continuous use. The mind equally has capacity to produce profound creative works when exercised, same as the spirit .

So work is God's gift to making man better. If man becomes better, ultimately the society and the world gets better as much. Idleness represents the "untapped potentials" of anyone, who chose to do nothing.

Idleness does the opposite of what work is capable of-knocks down the human potentials and drains the power of the mind, including inflicting low self esteem on its "victims". People who work and earn money call the shot. They decide what happens in the lives of idle people in their local or extended domains.

Social vices like stealing, armed robbery or prostitution are usually common accomplice to idleness. Idleness promotes poverty and like they say, is devils workshop.

However here lies the irony: the devil is so often very busy, if you like. If he isnt, how is he then able to create lots of problems for humans, world-wide, in the way and scale he does it. He indeed, must be a very busy being. And for good measure he must also have "workers" in his hire-who volunteers his plans and devices. Altogether he has a very busy, serious minded team!

In the long run everyone seems busy-unless they are busy for the wrong reasons?

According to the Bible, God is the one who rightly launched the concept of work, and opened the door to man to take after His steps. He made the Heavens and the Earth and worked non-stop for six solid days before He took well deserved rest.

Work then is for everyone.

Work is what we do that gives us the means to take care of ourselves and family members or even others around us.

Work empowers the society and people in it. Every grown adult is expected to work. Work is legitimate expectation from every grown person.

It's sheer irresponsibility not to have any visible source of livelihood. One of the signatures of poor nations is lack of meaningful jobs for the majority of people in it to do.

Usually it is not everyone who may share the spirit of the business world. In a sense, good societies create stable and supportive environments for most of its people to be able to set up schemes and self-made jobs for themselves. This is the purpose of governance.

Where such efforts by leaders fails-the responsibility falls into the hands of every individual to work around what is available to be able to create decent means for personal sustenance and livelihood. Wealth creation is often a personal endeavour. It is a personal decision and takes considerable time and effort to arrive at the point of success.

Steve Jobs one of the most distinguished entrepreneurs of this age said: "beneath the covers of an overnight success story you see a lot of years a lot of hard work".

America and the world at large is still reaping the benefits of his business visions even after his exit. He made the world better and richer with his business ingenuity.

In Nigeria you also find an impressive rank of people who by dint of hardwork and vision found big organisations and corporations that have employed thousands of people and helping the society grow wealth.

Some in that list include-late chief Ilodibe(Ekene Dili Chukwu Transport), Cosmos Maduka(Coscharis), Aliyu Dangote, Mike Adenuga, ABC transport plc motors, etc.

Nigeria needs many more of such business minds to create greater wealth for it's people and beyond.

Every society that has reasonable population of able bodied adults is considered rich.Or by some other economic factors is expected to be rich.

Why is this so? Because a nation or society prospers based on the productivity of the individual members that live in it. God's plan of prospering the nations is made possible only by the handiwork and hardwork of the members that make up such nations.

In that regard good societies strive to ensure that each member of its society stays productive. The productivity of each member is measured in what is called "Gross Domestic Product per capita"-which is the "GDP divided by the country's population so as to achieve a figure per head of population". An accumulation of the GDP-per capita accounts for the wealth of the nation in terms of human productivity index depending on the skill levels of the people that make up such societies.

Africa for instance has close to six hundred million in population but is considered far less productive in terms of actual contribution in persons than Belgium, a country of less than 40million people or even Britain with a population in the region of 60 Million people.

Again why this disparity? Few skilled people who are actually producing and contributing to the streams of services and goods in such countries like Belgium and Britain, are more in number than people who are not skilled for anything or not working at all. In other words Africa may have greater number of idle people of working age who are really doing nothing or not being significantly productive.

Getting to have a particular skill or trade, and being very good at such skills is an important aspect of wealth creation in any given society.

This is why each society tries to ensure a good number of its people become useful contributors to growing the wealth of their society at all levels. Have you thought about the secret of Americas stupendous wealth?

America is wealthy simply because it has "open doors" for everyone to work. America is home to millions of businesses that touch lives every day in the world. People are encouraged to create new things out of their minds without relying on the blueprints of the government. Most of the world's leading entrepreneurs and business owners like Steve Jobs, Bill Gates, Warren Buffet... all came from that country of rich minds-America!

There is every opportunity for all kinds of people to exercise their God-given abilities at work to be able to create wealth.

Work promotes the wellbeing of people in societies. Work is one of the cardinal ways of promoting prosperity. Everyone is endowed with some measure of physical and mental abilities that enables them fit into several work schemes.

In good societies-everyone is encouraged to go to school to learn basic things that helps improve human intelligence, like arithmetic and writing. These skills are useful in human and business relationships-because they promote effective communication and other forms of business transactions that may involve calculations.

In addition different people may possess other important personal attributes that are useful in doing different kinds of work. For example a personal attribute like friendliness, or the ability to make others laugh, may well be an asset in warming oneself into people's lives. Every successful entrepreneur or sales person should possess a hearty, forthcoming cheerful personality.

Even though education is deemed a very good thing, it is not always correct to think that anyone without a "degree" or "certificate" will not be successful in life.

Some people are gifted with a natural business mind. They have the rare ability to spot opportunities and make very gainful use of such opportunities. They fall in the pitch of natural entrepreneurs-they don't wait for others to push them into ventures-they are self starters. Such people may not like to work for other people for very long.

For such people, getting education may just be for the primary purpose of getting themselves around things so they don't come across as "brainless".

There are other vocational areas like teaching, office jobs where certain specialised skills are needed like engineering, medicine, Pharmacy, law, Banking and auditing etc.

Individual practitioners of these trades work to earn a living and to promote economic activities in their own society. These are the essential embodiments that propels the prosperity of the legendary ant.

No group of creatures typifies the principle of work like the ant. Ants are special breed of little creatures with the attitude and discipline for work. Little wonder the Bible advised everyone to learn from them: "Go to the ants thou sluggard consider its way and be wise It has no commander, no overseer or ruler, yet it stores its provisions in summer and gathers its food at harvest Proverbs 6:6-7.

The ants are natural entrepreneurs- they are self-starters.

Ants have built their own social civilization around a strong work ethic. They devised a system where each member falls into a segment or skill category and takes that path for the rest of its life.

Skills is what differentiates people into a unique or special areas of work. The ants work life is based on division of labour and have built their own society and social structure based on this fundamental philosophy of work.

In the Ants kingdom there are those whose job is construction work. They act like the engineers of the colony- able to construct massive nests that is home to the queen the reproductive mother of the colony, and rest members of the colony.

Who taught the ant to work? Scientists have found that ants could dig up 400-800kg of earth per hectre per year.

What an awesome sense of industry and hardwork coming from these little beings?

They are able to build galleries and nests without pre-established designs. The ant community enjoy the dignity of work and diligent labour. Each worker takes pride in what it is assigned to do.

Dignity is at the heart of work. Why do people love and prefer jobs that give them the opportunity of dressing up nicely than ones that require folding up their sleeves and going into the trenches to dig it out?

Work is work, period! In good societies work discrimination is highly discouraged. The househelp who gets paid for looking after a home is as better off as any other worker in the oil company or in the muddy fields, even the car technicians whose dressing could be a bit shabby or muddied. This is so because every one of them are engaging their hands and mind to create value for some others.

The ants are not any different. They work to create value for their colony whether as a soldier, a worker or the "queen"- all of their activities are for significantly productive reasons.

Sometimes work may not necessarily have to be physical. Work can be done at the mind level. Creative artists, singers, writers, even teachers are people whose productivity has special originations from the mind.

The teachers work essentially is done at the intellectual level. Some of the very fascinating inventions we have today both in our homes and big cities came off minds of great thinkers who pass on their creative outputs to designers, who rounds off the physical constructions of what they originally created with their minds. When scientists sit at one steady spot in the laboratory- do anyone think they arent at work? The work they do may not involve all of the physical exertion like builders would- they have such intuitive ability for discoveries and inventions. They seek for emprirical evidence through research to achieve innovation.

What about the great cooks and cuisine experts who could think up creative combinations of recipes and condiments to put great tasty foods, meals, snacks and drinks out on our tables?

What about religious workers(Pastors and others) whose job are more or less invisible? Nature in a way has given man the ability to tap to the full all of the human resources amd dimensions-namely physical, intellectual and spiritual.

Man is the only creature endowed with such amazing ability to engage all his faculties to carry out work. Every work done by man at any level of the human faculty in the end creates and transfers value, meets a need and empowers the worker.

Now back to the ants.

How were they able to come up with such fantastic designs and such organised work force that make their colony a spectacle of wonder even with their tiny brains?

Nature has put in every one a special ability that enables him to exist, survive and achieve. Work is one of such instincts that nature has given to man. Such skills would only be put to good use in the spirit and atmosphere of “active engagement” not in idleness.

If little creatures like the ant which we often overlook, chose to become masters of their own life and destiny without a helper-a mother, father, uncle or even a consellor... how much

less, man-the one supposedly appointed by God to be the custodian and manager of the whole earth?

A close look at the social system of ants show they are able to make very good plans for their future. They provide good example of hard work and exhibit “economic mentality” of saving up for the rainy day. The economic success they often achieve in their colonies are not far from their understanding of the secrets of hard work and ability to look into the horizon.

The ants have well evolved social system that runs on the collective enterprise of the individual members of the ant community. Since as a child I haven't seen any idle ant. You almost always see them each day, every tick of the hour, hustling, pulling off a fallen shred of food pieces, running along the window panes or dragging along heavy crumbs of meal along the way. What amazes me about these curious creatures is their indomitable spirit of “I can do it”. Inside a tiny body lies a giant mind. They seem to make up for their lack of physical might for tenacity, purpose and bravery.

Has it also occurred to you that today's economy is not run by sheer physical prowess? If it were, Africans and other regions with hefty and physically endowed people would have been very well off.

Ants have an admirable combination of strategy and graceful sense of enterprise. They have developed a system of collaborative synergy-where if one ant is not able to do a task, it invites others and the inputs of the rest enables it pull a task to completion. Modern economies are structured along this thought lines.

No enterprenuer can go the lone way without maintaining important relationships with others. The ants have built gigantic storehouses and living homes, ensure the sustenance of their social and economic systems on the simple principle of hardwork and collaborative engagements. The vision of the future and survival of their civilization empowers their efficiency at work. They are indeed “tomorrow-thinkers”.

They forsee a hunger-free society throughout their colonies, so they must work. Work is the simplest, practical way to create the future we envision-to turn dreams into realities, and make things happen. Work secures the moral warranty for pleasure. Do you dream of driving a good car without working it out?

How much dream do you have in you and how do you plan to set it off on the path to reality?

A good work plan ofcourse!

The future is important to every one. No one attains a good future without work. The ants saves up food reserves in the summer,able to achieve self-sufficieny until whenever the hard times kicks in. Their sheer tiny size is never a limitation to their sense of industry and capacity for work.

In all, nobody has reason to be idle. The traditional belief system that a womans place is in the kitchen is counter productive. The concept of "full-time-house-wife"- somehow makes a "fool" of the prosperity of the nation. Nature has endowed women with all it takes to have a good share of the work place. Equally notable is the fact that sometimes women seem to come along with amazing competencies, even ahead of their men folk.

God has made women good work assets. No woman should allow herself to be cheated out of work or shy away from the call to leadership or pionering role in any sphere of work endeavour. Ophray winphrey has blown away the myth of wealth acqusition by setting the record of being the richest black woman in the world. She achieved that by her "Talk show" empire she set up by herself. The flood gate is now open for every women to walk the work turf with their own endowments, unhindered.

No reason justifies idleness. No personal limitations should keep one away from work. The secrets to success is work. Any one who stays away from work has waved goodbye to success and the good things of this life-including the dignity and pleasure that working affords.

Summary principles of work.

1. Work is a choice with significant reward:it gives one sense of responsibility, purpose and dignity.
2. Work is the secret to achivements-whether in scientific, career or technolgy discoveries, work enables the worker to also advance himself socially and otherwise.
3. A working population-skilled or unskilled are the essential source of wealth creation for any nation-it is important that every society provides sustainable climate to support skill acqusitions for every member of the society.

4. Work multiplies personal resources including the mental, psychological and social dimensions of man.
5. Poverty is a consequence of idleness-mental, spiritual or physical idleness.
6. Women and men alike stand the same chance of success at the place of work.
7. Working is the best and pragmatic way of realising personal and corporate visions and dreams.
8. One should take pride in any work you put your hands on. Each work has ability to create and transfer value to oneself and others.
9. Any person not working or choose not to work will lead a life that may never work.

Chapter Two:

Sad news for the employed !

The Journey begins. As for Mike his exit from the accounting firm he worked for was sudden as it was cruel. He was forced out of his job because he could not oblige his boss a plan to fraudulently take away some money from the organization.

He was just newly married. The job held lots of prospects and he was warming himself into a bright, fulfilling career life in accounting.

The first jolt came from his family responsibility matrix. He had chains of family and personal responsibilities on the track. Africa does not have a nuclear-oriented family culture. Someone like Mike strive to carry along the family line of relationships and this often creates social and financial stress based on the expectation matrix of family members. For Mike he had an aged mother and strings of siblings and a complex family tree.

That thought of having to keep up with his young family was a frightening prospect. He fought with a sense of failure. He was daily weighed down with feelings of hopelessness.

He soon turned blank. First it was a battle with bitterness and trying to take revenge on his boss and the system that pushed him out of job.

This thought snowballed and crashed into a feeling of self-hate and depression. Each gaze on the wife's face spells an unwritten query: "Oga how we go do now"?

He suspected every statement and gestures from "innocent people". This is the first stage of his emotional and psychological battles. "Bad news is in fact, bad news" It gives one bad feelings, a bad day...perhaps a bad year depending on the emotional mix of the one in question.

Again phone calls from friends and "foes" gives out mixed feelings. It heightens one's fears and often compounds one's social problems. "Ah, if they get to know am not working any longer they would look down on me" You may stitch up a small kind of boldface, and carry about the "superman" way just to conceal the hurts.

You may suddenly become withdrawn in the end.

The reality of the Nigerian situation does not help matters either. The media is awash with snippets of other "bad news". You would occasionally learn of retrenchments coming from banks, the public sector and depressing economic news-"the global economic meltdown is hitting Europe and is racing down to Africa, Nigeria"- such news further "melts you down",

unsettles your emotional cloud-stirring fresh feelings of a strong and almost impossible mental battle in your inner self.

As one's mind is submerged in the ocean of such bad news what do I do? It is not as easy as people often make of it. A man contesting with "forces"(No job, no money, no savings) fighting for his future and destiny is always almost at the brink of mental and spiritual instability. He is irritable, furious and a bad company to be with.

He is thrown off and on into moods. As he swings in and out, his emotional and spiritual energy is dissipated on thoughts and self pity. He is now open to the temptations of unhealthy manipulations from ungodly friends and bad companies.

This juncture is the crucial point for "personal bootstrapping". A point you should empty your mind, and wipe it clean from the dent of the news you have in your hands.

One's ability to harness his or her emotions without losing poise is a good way to walk into the next stage.

How may I tell if am going to lose my job?

Sometimes one might rightly perceive he or she is about to lose a job from personal intuitive signals, especially when the goings has not been right in the office. The office is oftentimes a theater of "political intrigues" and 'bad blood'. Colleagues or team mates flex their wits and test their abilities when they fight for positions. The resulting scenario might be an unhealthy working atmosphere, leading to loss of poise, positive work attitude, enthusiasm, and may affect someone's productive output. This has often caused early or sudden retrenchment of staff in redundancy seasons. For some personal, technical or professional reasons one's performance may be significantly affected negatively, and if not addressed may punch a hole on the person's career or work records.

Repeated low scores in appraisals and uncomplimentary remarks coming from your line manager or supervisor may send warning shots of impending sack or redundancy. One of the tell-tale signs may be your discrete exclusion from important unit or departmental tasks, or critical assignments which relates to your core job functions. You may or may not sniff out such "danger" depending on the level of confidentiality management in the work place or your level of sensitivity.

You could also tell from your boss' body postures and tone of communication. Some job cuts may as well be natural spin offs from some form of organizational restructuring process or natural retrenchments arising from organizational resource constraints.

The current economic mood of most countries equally holds an uncertain outcome for employed people. Job losses become a norm in a structurally stressed economy.

Nigeria and the rest of the world is in a season of "economic meltdown"-this keeps every worker guessing:" who's next", "what's going on, what next"? One should expect more heads to go down until the world economy sits up after the meltdown...

Whatever may be the causative reason for ones loss of job-the casualties are human beings already getting their daily bread and financial upkeep from a source-that source is "the job".

People who lost their jobs have feelings, like other humans, and have common human aspiration of financial independence and fulfillment much like everyone else.

Chapter 3

Climbing out of the ditch of job loss

One of the practical ways of shaking off the hang of losing a job is by walking away from the shadow cast on your mind, and walking into the real world again. Life does not often come to meet you; you go to meet the world where it is.

Here are are seven practical steps one may take in having to start again.

1. Start to dream again.

One's mental and spiritual constructs is source of energy supplies to a persons emotional and psychological frameworks. It's proven that negative thoughts drains out our zest and enthusiasm with life. As you pray and meditate on the word of God, you start to get good clips of God's future plans for you. Thoughts are powerful. The Bible often said it that as a man thinketh in his heart so he is (Matthew 23:23)

I had imagined how job felt after he lost his entire life possessions-Children, assets, cattle's and goods. In the height of desperation and misery he wrote:

“For there is hope of a tree; if it is cut down, it will come to life again, and its branches will not come to an end”-Job 14:7

Job had worse crises than many modern business executives. This statement became the pivot of his mental and spiritual frameworks and created a safe landing place for him in the future. He did come back on and had more riches than he ever lost.

2. Engage yourself mentally.

By actively engaging your mind by reading or engaging in activities that promotes development of new skills, will notch up your personal value index and make you more competitive. A fresh mind can produce some sparkle and charm that make people turn to you with interest.

3. Spread the news.

Let your good and concerned friends in, in what you are going through. Every one cannot all be “bad”. Spread the word. Get your resume back on the tables of those you feel might help out. Go to offices and make fresh contacts. Re-launch your social dynamics-in church, social outings and other anchor points. A cocky attitude can become a social inhibition to getting what you want. People don't like helping “proud people”. Prove to be genuinely humble. It takes humility to ask for “help and get one”.

Like someone once said: - “if you are hungry and you come to a big man's house-you better speak up-you don't have to die of hunger”. If you must crawl, crawl, if must run, run, if you can fly do so, but by all means keep moving. Utilize every other avenue open to you- the internet, Newspapers and other social media.

4. Find a good recreation for yourself.

It may be reasonable to immerse yourself in anything that renews your personal energy and refreshes your outlook to life. You may take a trip outside of your familiar area. Engaging oneself in sports, reading or anything else that gives one pleasure and sense of recreation is a good escape from the boredom and pressure of destructive meditation and gloating. It is proven that recreation has a way of restoring ones self-esteem, improves the health and promotes healthier world view.

5. Throttle down the social speed.

Sometimes people struggle to keep up their social image and “dignity” even when they have a lean purse. It puts a strain on anyone that does that. As a person working up to normal financial life you have to cut down on your spending. Do you know that a stressed financial life puts your mental and spiritual life in contention? If you are looking for a job you need to be psychologically and mentally balanced to face any prospective interviewer or anyone willing to offer you a job.

A straggly look or a strange inappropriate conduct may send a wrong signal of your personality and could cut short your job prospects. Cut down on your spending so you won't enter into the debt trap. If you are used to drinking “bottled water”, and you can only afford “pure water” or sachet water, take it in, in joyfulness of heart without grumping. Let your dependants, friends and family members be aware of your present financial standing to avoid undue pressures and demands on you. Never promise what you know you cannot accomplish. This way you have the peace and poise to concentrate with your job hunt.

6. Find warmth in the comfort of your loved ones.

That someone close and dear to you is able to come into your personal challenges, takes away loads of unexpressed emotional stress. It lowers your anxiety levels and gives you a settled mind. Equally, the words coming from your loved ones give you another layer of peace.

It's a fact that words coming from confidantes or close associates have double impact on one's subconscious. Avoid visiting places that may make you emotionally uneasy.

7. **“Listen to gossips”, become aggressive.**

Don't ignore the rumor mills; sometimes they turn out true and useful. Listen to street “gossips” and information from social places. Most job vacancies don't appear on the newspaper pages, they often get out through the rumor mills. Activate important and influential social contacts.

I have often learnt that “big offices” and the so called “big friends” are sometimes “big-for-nothing”. They often make boasts which leaves you confused and may put you on the job-search seat permanently. They promise heaven on earth. You may be shocked to find out that people with no big uncles, often work out “their own salvation”. The fact you have someone somewhere gives you false expectation and hope.

Do all job promises come true? Stop carrying around business cards from “big men”- some of them on blind ego trips. They may prove “hazardous” to your job efforts.

So what do I do? - Hit the streets like a man possessed with passion and vision to work. Knock on many doors as possible-show passion and zest. Talk with expectation. Carry your resume ready and steaming, well presented with your key personal assets and capabilities. Brighten your prospects with your sense of worth-but not unwisely or arrogantly.

After my youth service program-i stormed into an office in Delta state, there I met an Italian woman who managed a relatively large computer outfit by the standards of the community. “Young man what can I do for you”. “I came to fix your computers”- i confidently retorted. “Ok bring out that old printer no one has been able to fix”-she said to her staff.

Young man can you fix this printer? Even though i have never fixed a printer before- i was confident I could. First of all I made a visual inspection of it, and was able to spot the fault of the printer, instantly. I later would travel to Lagos, bought the required parts and fixed the printer.

That feat alone gave me automatic employment, on interview needed, and my career took off from there.

8. **You can disappoint your expectations- “Think out of the BOSS”.**

There are many who think they can only accept “big jobs”. They pass up the opportunity for the “smaller jobs” Hunger has no respect for no one. Nigerians seem to suffer some kind of social complex, which make them far from being real. Any job that puts food on the table is a “big job”. You can always start small but aim big”- I once picked up a job as a business instructor in a certain business school. I worked hard. I did the job with a “clinical mindset”. This brought me recognition within the circles. I was recommended for a job in a finance house-I rose from rank to rank-and this turned out to be a very engaging experience.

Now truth is-“the road to success is always under construction.” I soon discovered I could do so many things at that point in time. Contacts from people were coming for different needs they felt I could meet. **I began to think out of the “BOSS”**

Sometimes the rigid **BOSS** mentality rather puts one in the **BOX**. One way to “disappoint” your personal expectations is to create things outside the confines of your paid job.

A good number of Nigerians are creative people-often highly talented, exuberant and enterprising. Amongst the youths are bright minds with steaming passion for great things only inhibited by the “office mentality”. Their personal growth is often being determined by a **BOSS** sitting in the office. His pen and words are like a lid on their dream for personal advancements. The office space can instinctively compress ones creativity and leaves one a permanent mediocre. We all grew up with a father on suit at work. I saw my father for more than 25 years on shirt and trouser, with a brief case. His life was clean, peaceful but never dynamic.

It was a regimented cycle of work and pay at the end of each month. But I have come to see life outside the shade of paid jobs-visioning into the endless horizon of greater success.

When you lose your job- have you thought of setting up personal undertakings?

Disappoint the stereotype of job hunt and task your mind-dig into the inner dwellings of your own being. If you can't fetch from the ocean you can dig up water from your own parcel of land.

The organization I presently manage-“**CEDARS BUSINESS & MANAGEMENT LIMITED**” was not a parting gift from my **BOSS**. I have to go fetch it out of the

“**BOX**” where it laid for years, rusty and bolted under the guard of ignorance and fear.

Not working for a paid job has a good way it releases one into the frontiers of creative exuberance and renewed personal productivity.

What if there were no paid jobs- would you starve? Failure is often the portal to discoveries.

Sometimes adversity can push one to the brinks-ignites the fuse to explode the human potentials.

Remember no employer plans to make you rich-your key to greatness is already within you seeking for a vent to gain unhindered expressions.

Chapter 4

Insights for setting up a Business.

One of the gains of capitalism is freedom. Freedom to do business. Nigeria is one such typical business arena with lots of business opportunities. The great size of the country offers immense opportunities and spread of such opportunities. Nigeria is one hundred and sixty million in population. This supposes that at any point in time one of out of every ten could require a particluar service or product on a daily basis if on the average there are 160 Million of such products and services.

An enterprenuer's first breathe comes from his “inside”. Who am I? Once a person is able to understand his or her charasteric strengths,the rest is easy. Enterprenureship has more to do with who you are than what is around you.

Why? There are many people who are unable to spot and convert opportunities. It is not everone with a gun, probably who knows how to aim and shoot can be a succesful hunter. The art of hunting either as a pasttime or vocation can be one of personal passion or bearing.

Who then is an enterpreneur? “Is the owner or Manager of a business enterprise who, by risk and initiatives attempts to make profits”-Collins english dictionary.

Enterpreneurs then requires boldness and spirited efforts. Are you a natural risk taker? Do you have the boldness and self-poise to walk away from the rest of the crowd?

The following could be natural characteristics you find in enterpreneurs:

1. **VISION- what do you see when alone?** “vision is the art of seeing what is invisible to others”-Jonathan swift.

An enterpreneurs first gift is sight- ability to see what others could not see in the horizon. When everyone is scrambling for scarce job or crying about lack of job-He folds his sleeves and heads straight to the bottom of the ditch to dig it out. He does not need to be great to do that but he has to start to become great. In his early twenties, Steve Jobs almost single-handedly introduced into the world the first computer.

He was neither an engineer nor a computer expert-he was a college drop out. He had a personal impression of Himself as a would-be entrepreneur. Vision is the window outside the familiar-it walks you into places you never have been before. It is the substance of the invisible which helps you “see and act” without actually holding to anything physically.

2. Is he born or made?

Many times we wonder if enterpreneurs are born or made. Both applies if I may say. Nature may give us a gift but nurture improves upon it. What that means is that even if one has a gift and is not groomed,the gift may as well prove useless.

Certain circumstances could turn one into an enterpreneur. A job loss for instance. We are told that “irritability(act of responding to stimulus) is a characteristic of living things that enables them respond to the exigences of life”.

You don't need to be told by someone that you are gifted for you to start up something for your self when everything else has failed. Some big succesful entrepreneurs stumbled upon their career by accident. Some of them dropped out of school, that wasnt

their plan. They just couldn't cope any more. And they started something. If the world fails to come to you, you can go out to meet the world. But again you have to listen to your heart- the voice of passion. Is it what you really would love to do?

1. Do you have the ability to take risks?
2. Are you bold and courageous?
3. Are you a passionate person?
4. Are you a self starter?
5. Are you shy of challenges?
6. Do you love meeting people? (Have you made the required contacts ?)
7. Are you a spendthrift or a good money manager?
8. Have you always cherished a life of financial independence?
9. Who are your role models?
10. What would you love doing even without being paid?

If your response to these questions is "a yes" you are more likely to be on the track of becoming an entrepreneur.

3. Do you think differently?

Every entrepreneur first of all is someone able to think differently from the rest of the pack. Ability to hold different views from the rest is something of an advantage if it is utilized positively. In developing nations where economies are hugely dependent on government jobs and few from the private sector, most people go to school to get paid jobs after they left school. Rarely do people live on the dreams of what they become purely on the basis of the "works of their own hands".

Are you easy to be convinced about an issue even when you have reasonable evidence not to give away your convictions? Do you love staying in the comfort zone? You may never get past the tradition of the "usual" if you fail to think differently. It is somewhat a norm for people to take after their parents in so many regard. Bill gates one of the worlds most

successful entrepreneurs “dissatisfied” his parents when he opted out for the sciences instead of becoming a lawyer. In the end he dropped out of college to start writing programmes which later grew into the Microsoft corporation, the largest software company in the world.

10 Myths about setting up a Business

1. Any one not born into the family of business owners will not succeed.
2. Nigeria is a climate that “kills” businesses.
3. Drop outs who start up businesses are always not smart people-they are primed to fail.
4. Nigeria is already Saturated to take in new business owners.
5. Being an entrepreneur is a very special gift from God. You dare not if you have no divine signature to venture into it.
6. You have to have lots of money to start a business otherwise you end up being swallowed up by the bigger ones.
7. You can not learn the art of entrepreneurship.
8. You have to be a crook-one who has ability to cut corners before you succeed as a business owner.
9. Only frustrated people who could not find decent jobs move into personal business.
10. Businesses in Africa always collapse after the first twenty years.

Now that am sure how do I go about it?

- **Part one(1) Stimulating the mind for business success**

Nigeria given its vast resources in human number- one hundred and sixty seven million people presents a dynamic market array. That’s many times the size of South Africa. Nigeria’s population offers extensive business opportunities in the sense that a natural “need for many things” must exist within this population matrix: “The more the headcount, the more needs”.

But a very important question that confronts a willing investor or business innovator or the entrepreneur is not whether a market exists for him or not, but if there are sufficient services and product varieties to meet the teeming needs of these numbers.

So much innovations must come up to match the complexities of our population and the growing consumer culture.

The mind is the heart and soul of business innovation. Every business person hoping to make good fortune and means and get ahead from the advantage of numbers in Nigeria must have the ability to think out “surprising ideas”. Novelty thoughts- quite different from the old, subsisting ideas.

A mind able to spin new ideas-original ideas that sets off fresh and new things different from the old clutters of stocks already out there in the market, will make a good mark in the business space.

Business upstarts instead of adding to the list of the old businesses must dig their minds to get fresh ideas. Every mind swells with millions of explosive ideas, waiting to be tapped!

The mind is the centre of active-spot for creation. Many religious people tend to associate God with money. Money has never being God's original idea. Infact God didnt create money-Man invented money as means of exchange. God is rather intereseted in the mechanism of wealth creation- so He made the mind the womb and source of wealth creation-(Deutronomy 8:18).

God's thought about money is emdeeded in the intrinsic power of the mind in generating useful **IDEAS**. He lodged in the human mind the revolutionay power of an IDEA- and Man's mind since became the engine room for brilliant innovations. God's answer to money and wealth creation is in the germ of an **IDEA** .

Whats an idea?- *Innovation, Discovery, Enlightenment AND Advancement*—an Idea thrive on the above cardinal points of the poetentials of the human mind. An idea can be described as follows:

- Empowered thoughts that can solve a problem.
- Strange flash of uncommon insight or enlightenment about something.

Jacob in the Bible was a man of brilliant Ideas.

- He demonstrated that one can start a successful venture without Money-“Don’t give me a wage”(Genesis 30:31b) Laban had asked him in 31a: “What wages do you want”?
- He also demonstrated in verse 33-42-that He had a winning Idea.
- In vs 43-the consequences of his idea(s) became manifest.

We can infer the following from his experience:

1. You can start a business or project/Endeavour without Money-An Idea is a superior Money alternative.
2. Ideas have consequences-good or bad.
3. Ideas precedes productivity.
4. Money may disrupt your disposition for original thinking-Jacob was smart to escape the money trap-he settled for the “wages of his own ideas”
5. Ideas must be original to bring impactful results.
6. Ideas can be borne by supernatural contact or presence-vs 27.
7. Ideas are the origin of enduring and perplexing wealth.

Sources of revolutionary ideas:

- A transformed Mind-Romans 12:1-2.
- A Cultivated mind enriched through reading and positive exposures-travelling thinking, enlightening associations.
- Some ideas are ‘problem-generated’- Problems or challenges can inspire a new dimension of creative thoughts-Allen breed, the inventor of Airbags was troubled by the incessant deaths arising from autocrashes.His invention materialised after 36years of trial and error.Today airbags account for 70% of lives saved from fatal accidents.
you can truly make an important contribution through your original ideas.

- **Part (two) 2- identifying your business zone(s)**

In choosing a business there are five (5) important checks you must conduct on yourself, namely:

Is the business your original idea or a borrowed concept from the crowd?

- 1 **Origin test:** Sometimes its very difficult to care for an adopted child the way you would the one that 'originates' from you. Your business idea must be original,concieved by you, nutured and washed by the streams of personal visions and convictions.
- 2 **Passion test:** Would you go along with your chosen business/idea even at odd and difficult times? You must believe in it, defend it and willing to share it with affirmative confidence and poise. You must love it, cherish it, and be ready to put in all you have to keep it-Its what you love to do, willing to commit your talent, energy to it to make it succeed.
- 3 **Alignment test:** Does the intending business align with your personality traits or agree with your talent zone? Does it try to walk you up the stage of 'visibility' while you are a natural introvert? You must do what comes natural to you without undue stress of trying to conform-even though you could try to reinvent an aspect of your lifestyle and personal preferences if it becomes crucial requirements for your success in business.
- 4 **People test:** Would the business address specific needs in the life of people? People are the ultimate beneficiary of a good business idea if it meets their everyday practical needs.
- 5 **Profitability test:** Would it give you the desired profit to keep you going or just a waste pipe for your hard earned resources and money?

- **Part three(3)- Managing your business to resounding success**

Family Businesses in America contribute up to 60% of the family wealth. They enjoy the privilege of a structured succession plan which has resulted to their success even beyond the founding generation. Think about the **BOEING AIRLINES, FORD MOTORS**, etc. In Africa Businesses never get past the first generation founders, and that's why family wealth is never sustained as a result of incessant family business failures.

Here are basic tips that could take your business to the frontline of business success.

1. Engrave your plans in a book- **business plan**.
2. Register your Business properly with the statutory agency.(Corporate affairs commission-CAC)
3. Start with what you have- **Think Big but start small**- avoid bloated operational expenses.
4. Employ more hands when you can.
5. Don't employ your immediate relations and friends at the expense of professionalism-**never hire who you cannot fire!**
6. Develop a standard financial accounting system and procedures-**never spend your seed capital/money on frivolities**.
7. Develop and maintain good relationship with the financial institutions-Banks.
8. Reinvest your earnings to grow the Business.
9. Create dynamic, responsive relationship with your customers-"they are king".
10. Learn to promote your business-good marketing/promotional initiatives
11. Keep up with the ethics of quality products and services
12. Respect the Law-pay your tax and remain in the good books, don't cut corners
13. Work hard and open your mind for other opportunities-you may diversify the business in time
14. Groom a willing, business-savvy successor for the business
15. Enlarge the ownership structure-could go public with time as you deem appropriate
16. Develop an effective short-term/ long-term goals, and create structures to attain them.
17. Involve competent/external auditors/professionals to audit the business, providing core financial guidelines to protect the business.

INTRODUCING CEDARS BUSINESS & MANAGEMENT LIMITED

...Fresh life for your business and Enterprise.

- Every Business at some point needs certain level of performance tune-up, able to bring it to dynamic levels of new performance. This indeed requires immense technical depth coming through the knowledge and professional experience of subject matter experts. That's **performance Management**.
- **Supervisors, SME owners, Heads of units and departments** of large and Medium-size organizations can learn to better manage the inherent talents, differing personalities and skill matrix of people at their disposals to achieve team-bonding and organizational synergy- is what our **People Management** Training is about.
- **Our Business and Product Branding Training** would help secure your Business or enterprise a bold space and visibility in the corporate and business horizon, helping you align the culture and visions of your workforce, business or organization with market realities.
- Organizations periodically would want some special sessions to either renew or reinforce vital professional aptitudes or organizational values, goals and culture like passion, commitment, excellence of their workforce. At such forums, experienced professionals can help draw out the best in their workforce. Sounds like **Management Retreat?**
- Staff and Business people would so every often desire to improve their business communication skills and reporting capabilities, including how to project and present information to a critical audience. This is a skill gap, which requires **Business communication and presentation skills Training**.
- Nigeria's flourishing youth population equally has needs. A platform that understands their peculiar Business and vocational aspirations. A practical approach that will not only align them to the source of right Technical information, but guide them to maximizing such information for an all-round productive life. In the process, they discover who they really are, their strengths, potentials, and how they may align their discoveries for optimal personal and vocational success.

This is our Capacity building platform for young Business minds and budding Entrepreneurs.

- Engineers and Tradesmen must hone their skills to fit into the challenging and competitive trend of building structures, Managing projects, people and resources at their disposal. They require concise ***Project Management Training***.
- Everyone indeed, whether in Business or family life, or even Religious organizations would require some kind of special leadership abilities to enable them fulfill their vocational and personal roles- ***Wouldn't that require tailor-made Leadership and Management trainings?***

At **Cedars** we have special, context-designed Trainings able to capture the needs and vocational aspirations of every active group of the Nigerian population. We have well-researched Seminar and Training materials, filmed-documentaries, with core focus on proven Business principles and paradigms.

Our resource room is a culture-mix of well-bred, experienced Nigerians, who had lived and worked in Nigeria and the United Kingdom, bringing to the table, rich cocktail of quality information to prospective delegates

Nigeria remains our reference context, as such, our Training models try to simulate, and adapt to the Business trends and realities of Nigeria's Business Ecosystem.

With Modern Communication facilities and other Technology-enabled resource, we can match the offers of other Training bodies in our category. We have elaborate, post- Training Mentoring clinics for all class of delegates.

Our facilitators, who mostly are successful Entrepreneurs of thriving Business concerns, comes along with a legacy of live, practical Training scenarios of Nigeria's Business contexts, including their personal failure and success stories.

At **Cedars**, our antecedents of training success, coupled with growing referrals from members of the public, are testimonials to the excellent track record of many Businesses and young lives that have been transformed as a result of the standards and quality of our Training offerings.

We therefore recommend **Cedars** Training solutions to you and your Business.

Find below our regular Training topics:

Course Titles	Venue &Date	Duration	Cost per delegate
Starting up a Business- The Do's and Don'ts.	See contact persons	2 days	10,000
Managing your Business to consistent growth.		1 full day	25,000
Complete Leadership Module		4 days	50,000
Project Management Prince2 Foundation/Practioner		5 days	75,000
Presentation Skills		1 day	15,000
Networking skills		1 day	15,000
How to Manage a Project-Vendor free		2 day	50,000
Business Communication Principle		2 days	25,000
Business and Product Branding		2 days	30,000
People Management Skills		2 days	25,000
Effective Selling and Marketing Skills		2 days	30,000
Setting up and Managing a consultancy Business		5 days	150,000

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