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DREALITY

Nekabari 'GODZBOI' Lebari is a Creator, he is enthusiastic about imparting knowledge and developing others.

He is a writer and a creative strategist, but likes calling himself a Writist, i.e a writing strategist. Known widely for his weekly broadcast #MondayMorningPalmi, his writing skills are in demand through his writing outfit 7Word iNK.

He is involved in the arts, he performs this art(Poetry & Music) as Neka GODZBOi. This always sparks interest because he is a B.Sc degree holder in Electrical/Electronic Engineering.

He is the Lead Consultant at ieternal Consults where he serves as a Dream Interpreter, Content Developer, and Business Consultant.

In all he believes his greatest title is to be called Son of God.

Good Evening Ladies and Gentleman, I'm honoured to be here.

I'd be speaking on DREALITY.

DReality is simply a play on two words...

Dream

+

Reality

I'd like to ask two people to define dream and reality in their own words.

Merriam Webster defines dream as

: a series of thoughts, visions, or feelings that happen during sleep

: an idea or vision that is created in your imagination and that is not real

: something that you have wanted very much to do, be, or have for a long time

In simpler terms we can say a dream is a recurrent desire or thought of something that is yet to happen in real time.

I would be lying to us all if I said that the subject of dreams is an overflogged issue.

It is virtually what drives the world.

We are communicating on WhatsApp right now because someone was crazy enough to dream it, chase it, and make it a reality our lives are interwoven into.!!!

Dreams are your reality that you are yet to bring the world unto.

We live in a trans-dimensional plane.

Earth is a meeting point of the spiritual and physical worlds.

A dream is a 'potential' reality in the physical, but it is a REAL reality in the spiritual.

So your dream is already a REALITY, just not on earth yet.

Let me use an example that is applicable to majority of us here - Nigeria.

On the morning of the Presidential election, the incumbent president of Nigeria who was seeking reelection as the president of the country was asked a question. - "Would you congratulate the winner (your opponent) if you don't win this election?"

His answer as problematic as it was showed a perfect example of what I'm trying to illustrate.

He answered "I am going to congratulate myself because I will win the election"

That man had wrapped all of us into his reality, but a dream in the physical then.

He had seen himself as the winner and was congratulating himself already

What most of us term as our dreams are weak desires, at best they're wishes.

Like I've said, a dream is already a REALITY in the Spirit.

If it is a reality, then it has all the processes and systems that are required.

It is at this point that many of us fail. We believe that since we already have the dream complete in the Spirit, then it will automatically translate as such in the physical.

Do we have Christian believers here?

This is one advantage that comes with our faith.

At this bridge of translating the complete dream to the physical, many hearts fail.

It is gruesome work.

It is hours of brainstorming

It is hours of strategy.

It is weeks of Implementation.

It is unending periods of testing.

We have the ultimate strategy tool - prayer. In prayers we have both the strategy and the process required, we have the advantage.

I happen to be a strategist...

And I know a thing or two about the bridge between dreams and their manifestation in reality

I have a questionnaire I prepared that would more or less guide you to bringing your dreams to reality.

I would share it at the end of the session and we would answer individually and submit to Mr Remo for further assistance.

For now, I have one request for you.

Would you grant me?

Dream big.

Dream Large.

Wrap every one around you into your dream.

Give them roles. Give them a part to play. Give them their designated duty.

I believe that with these few words of mine, I've been able to help you see the connection between your dreams and your reality.

As we round up the session...

Here's the questionnaire as promised

(Brandification) => WHAT - WHY - WHO - HOW - WHERE - WHEN

WHAT Qs

- 1. What is This Idea?**
- 2. What is the benefit of this idea to you? To the world?**
- 3. What would you rather do if you were not doing this?**
- 4. What is your motivation for being involved in this?**
- 5. What are the processes in place for the smooth running of this?**
- 6. What obstacles are you currently facing? What obstacles do you see coming from your positive growth?**
- 7. What would you use to mark progress - Profit or Fulfilment?**

WHY Qs

- 1. Why are you doing this?**
- 2. Why should a prospective customer pay for your idea?**
- 3. Why should your target market make you a repeat supplier?**

4. Why should you be the first to come to mind when your product is needed?
5. Why should your product be seen as one of higher quality?
6. Why should anyone invest money or resources in this idea?
7. Why should you be considered an authority in your industry?

WHO Qs

1. Who is this for? Who benefits from this?
2. Who are the executioners of this idea?
3. Who currently makes up the market you plan to enter?
4. Who would you love to patronise you?
5. Who is currently doing something close to what you have in mind?
6. Who are the current go to persons in your industry?
7. Who would you like to endorse this idea?

HOW Qs

1. How is this idea to be implemented?
2. How do you intend to translate this idea into tangible products?
3. How do you explain this to a first time prospective customer?
4. How long do you plan to run with this idea?
5. How long would it take to make this happen? How would you recalibrate this idea as you grow?
6. How would you rate this idea currently (as it is right now) if it was brought to you by someone else?
7. How can this idea be sold as one that can make profit?

WHERE Qs

- 1. Where is this heading?**
- 2. Where would you implement this idea?**
- 3. Where would this idea be domiciled (offline or online?)**
- 4. Where is your target market currently doing business?**
- 5. Where do you see your industry heading to in the next 5, 10, 20 years?**
- 6. Where do you think this idea is at the moment - Starting, or Progressing, or Established?**
- 7. Where do you want to see this idea in the next 1, 2, & 5 years?**

WHEN Qs

- 1. When is this to be implemented?**
- 2. When would you consider your idea to be an industry leader?**
- 3. When are the times for reevaluation of your goals, and objectives?**
- 4. When are you looking to start charging premium?**
- 5. When do you think this idea can stand alone without your physical presence?**
- 6. When would you consider your idea a success?**
- 7. When would you disengage from running this idea yourself?**