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Akan Imoh

THE BIG PICTURE

Akan Imoh is a Youth Development Consultant. He has a deep desire to help shape and positively impact young people in this generation. He believes that young people are beginning to take the bulls by the horns, leading change, making impact, creating wealth and setting in motion the template for a better Africa.

He works at the intersection between Youth Development, Media & Pop Culture.

Professionally, he is a PR, Brand & Strategy professional with an expert knowledge in Business Development. He is an erudite Public Speaker. A Trainer par excellence and a strategic influencer. He is a Partner at Remoik Training & Consulting. He has also trained staff of major firms such as the Nigerian Stock Exchange, Nampak Cartons, The United States Department of Defense (In Nigeria), Chocolate City, Delta State Judiciary, MedPlus Pharmacy, The Redeemed Christian Church of God, Calverton Helicopters, NNPC, Exxon Mobil, Total E&P, Sterling Oil, Montegro Oil Servicing Firm among others.

He was the Lead Facilitator for a one month Training Session for Entrepreneurs tagged Young Business Leaders in Nigeria organized RedWire Marketing in association with the American Embassy.

For the past four years, he has worked extensively with Startups all around the country, helping them position and reposition themselves to grab market share. He has directly trained more than five hundred young entrepreneurs all around the country.

He founded The Boss Approach (www.thebossapproach.com), which is an online platform that provides advice, opportunities and inspiration for African millennials.

He also runs an NGO, ProjectLEAD, which specifically focuses on capacity development of teenagers.

At the Community Level, he ran a Skills Acquisition Programme aimed at closing the skills gap for competent persons (target audience are Teenagers and Secondary School Leavers) who can handle Digital Media and Content Creation. This programme, in its first edition had forty teenagers who were being trained for free on courses such as Photography, Graphics Design, Front End Coding, Copy Writing, Social Media Marketing etc.

He is a regular Guest Speaker at several events for young people and is still in the business of actively mentoring and training youths.

He a graduate of the prestigious University of Lagos, Akoka, where he studied Political Science. He is also a graduate of the Nigerian Institute of Journalism, Ogba, where he studied Mass Communication.

He contested for a seat in the Lagos State House of Assembly, Ikeja Constituency, under KOWA Party.

This evening, I would be talking about The Big Picture, Connecting your local or small business to the bigger issues

Firstly, I'm one person who sees things from the big picture point of view

And from today onwards, I want you to see things this way

Its easier for me to do this, because, well, I'm left-brained. And left brained people are more analytical than they are creative.

And so, I get to naturally see life in terms of numbers, shapes, and defined things.

So, naturally, I always want to know how things fit, how things play together to give a bigger goal.

For some people, its not natural for them to think this way.

Especially creative people.

And that's why many creative people can't seem to successfully structure and run their businesses

Simply because they see things based on emotions.

But, over the years, what I've learned is that to succeed in business is beyond using your emotions to run it

It is more about being logical than being emotional

And that's why you need to always know what the big picture stands for

No matter how small you think what you're doing is, there is a bigger picture.

And most times, many of us don't bring these issues into consideration.

So I don't go off, I'll just list the issues I want to tackle in this talk

1. Political Economy/Global Issues

2. 21st century threat analysis

3. Growth Strategy

Let me start off with global issues.

There's a field of study called Political Economy. A very interesting one.

Now, what this field simply revolves around is the fact that politics and economy relate

And political decisions have a way of influencing business

Even down to the little or small business that you do

That is why as an entrepreneur you must always be aware of what is going on in your world

I can't imagine some people say they don't listen to the news.

That's just sad. And not only Nigerian news, but foreign news

You need to know the direction of the government, what policies do you think they want to implement and how will that affect you

Let me give you an example.

Who's heard of the new Creative Entertainment loan?

Banks are giving loans to film makers

This is because the Nigerian government is beginning to take the creative and entertainment industry serious.

The whole thing started last year, when the VP set up a technical committee to work on solutions like these

Take a look at what's happening between China and America

This case alone has the power to shake up a whole lot of things.

There are several issues that can affect that small business that you do

You need to be connected to global trends

That's the bigger picture

Your business is not set up to be local. You might be doing it in that small corner, but we are in the 21st century and the world is a global village.

Another example.

Have you heard of the theory called Philantro-Capitalism?

Your business is not just out to make money, you must also be consciously improving or helping the world.

And that's why in this era, if you are setting up a business, you should make sure that your biz is connected to at least one of the United Nations SDG

Do we know what these are?

And just sometime this year, the African Union released its focus for Africa

That was the summit Prof. Pius Adesanmi was going for when he died in the plane crash

If you're ever going to take your business bigger and probably get funding from global bodies, you need to connect it to these stuff

Let me give you few case studies.

She Leads Africa - Women Empowerment

Let me quickly move on to number two

And that's 21st century growth analysis

So, you need to understand that we are in a world that's changing every day

The first question you should always ask yourself is whether your business will still be relevant in the next few years.

Will the new technological advancement of the 21st century not sweep your business away?

Every day, industries are crashing

And this is one important analysis to do

Some years back, some people made their living by selling recharge cards, right now, that business is dead and buried

Uber and Taxify came in and rendered the yellow taxi drivers useless.

Instagram came and is crashing the comedy industry

Before, to become a comedian, you could only do standup comedy. Right now, so many guys are cashing out and they've never even done a show before.

Your threat might not be a competitor. It might just be an app. Lol

And finally, let me talk about growth strategy

I'll just drop five questions that you should answer

1. Where are you coming from (you must know your past)
2. Where are you now (you must have a clear idea of your present state?)
3. Where are you going to (you must have a clear idea of where you are going to)
4. How did you get to your present state (you must outline how you grew to the point you are now)
5. What do you need to get to where you want to get to (do a list of all you'll need, probably training, equipment, partnerships etc)

This is what is called your business strategy. With this, you can begin to understand the health of what you do and the changes that you might need to make

Ladies and ladies, at this point, I think I can draw the curtain on my lecture for tonight.

Thank you so much