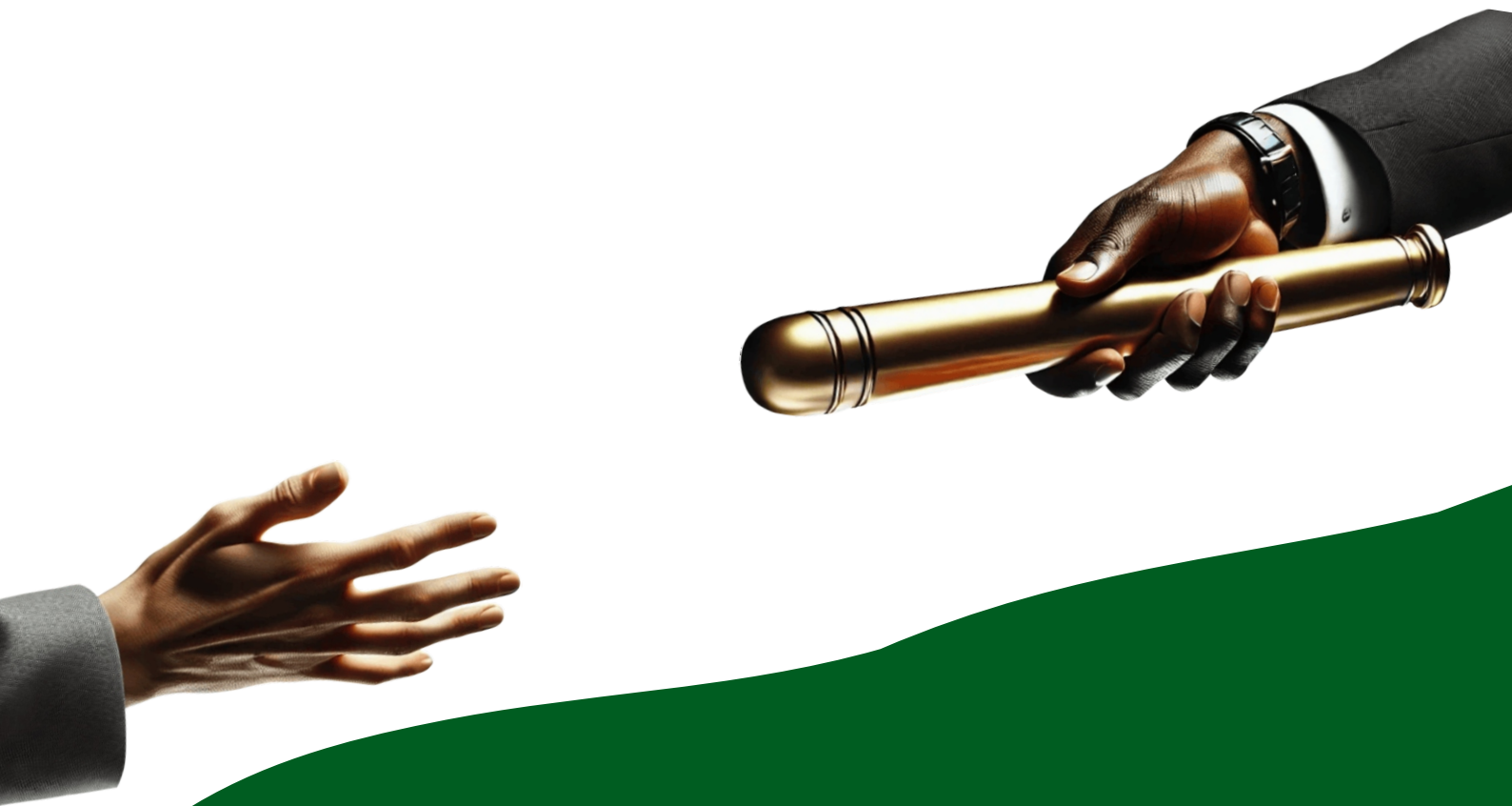


iNNOVORA

Volume 01 | Issue 04 | April 2025



CIPM Ogun Secures 2-Hectare Land Approval



LEGACY

A Chronicle of Impacts

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■ ABOUT CIPM

Who We Are

The Chartered Institute of Personnel Management of Nigeria was established as an umbrella Association for Practitioners of Personnel Management in 1968 as the Personnel Management Association of Nigeria.

In 1973, it was renamed as Institute of Personnel Management of Nigeria. Finally, Act No 58 of 1992 chartered the Institute.

Our Vision

To be the Institute of Choice for People Management.

Our Mission

To promote Excellence in People Management through Value Creation, Optimisation of Human Potential, Standardisation and Regulation of Human Resource Management.

Our Core Values

- **Service:** We understand the needs of our stakeholders and are committed to their delight.
- **Creativity:** We innovate to create value and drive advancement of new frontiers.
- **Respect:** We recognize that every individual holds a special value and as such will ensure their dignity in all our interactions.
- **Integrity:** We commit to being honest in all our dealings.
- **Professionalism:** We are committed to continuous learning and uphold the best practice in our field.
- **Teamwork:** We collaborate to deliver valuable results.

Objectives of the Institute

The objectives of the Institute are

- To promote and develop the science and practice of personnel management in all its ramifications;
- To foster and maintain investigations and research into the best means, and method of applying the science and art of Personnel Management and to encourage, extend, increase, disseminate and promote knowledge and the exchange of information and ideas with regard to all questions relating thereto or connect therewith;
- To develop and maintain high standard of professional competence and ensure that the management of human resource in Nigeria, both in public and private sectors, conforms with the best professional standards;
- To conduct research into and publish materials relating to the discipline of Human Resource Management.



EXECUTIVES

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Vice Chairman

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Welcome to the 4th edition of iNNOVORA Magazine, the official publication of the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch. As with every edition, we remain steadfast in our mission to document, dissect, and disseminate the most compelling narratives at the intersection of human resource management and digital transformation. This edition, however, holds a deeper resonance — it is not merely a report; it is a reflection, a celebration, and a tribute to Legacy.

In just two short years, what began as a bold vision has evolved into a blueprint of enduring transformation. The word “legacy” often evokes images of the distant past, but for us at CIPM Ogun, legacy is now — it is every decision made, every barrier broken, every young mind empowered, and every strategic step taken toward a sustainable future.

This issue chronicles the lasting imprints of the current administration. From governance reforms to infrastructural milestones, each initiative tells a story of purpose, of resolve, and of a forward-looking institution committed to excellence.

We begin with a landmark achievement — the allocation of a two-hectare land by the Ogun State Government for the development of a world-class secretariat. This historic feat, driven by collective synergy between national leaders, state officials, and branch executives, sets the tone for an audacious future of innovation, training, and collaboration.

We also spotlight the introduction of a Governance & Strategic Framework — a first of its kind for the branch — offering a codified structure for leadership continuity, transparency, and accountability. It’s not just documentation; it’s a handbook for posterity.

Our journey of impact is also deeply inclusive. The expansion of chapters, restructuring of meetings, and engagement with private and public institutions have not only broadened our physical reach but enriched our human network. In areas previously underserved, the CIPM flag now flies high — from Ibese-Illaro to Remo-ljebu, from Oke-Mosan to RCCG.

We are witnessing a legacy of growth — over 300 new potential members, impactful student outreach across institutions, and strategic inductions at leadership levels. This is more than membership; it is a movement — nurturing the next generation of HR thought leaders.

Visibility has not been left behind. Through sustained media presence, a vibrant social media strategy, and the launch of this very magazine, the CIPM Ogun brand now commands national attention. iNNOVORA itself has become a beacon of thought leadership, pushing the boundaries of HR dialogue across the country.

Equally profound is our commitment to societal impact. Through job fairs and career development programs, over 1,000 young Nigerians have been guided toward purposeful careers. It is a legacy not written in policies, but in lives transformed.

We have also taken bold strides in digital innovation. With the revamp of our website, CRM deployment, and alignment with the national SOAR agenda, we have laid a firm digital foundation — one that ensures members are connected, informed, and equipped to thrive in a tech-driven future.

All these achievements are undergirded by a deep focus on capacity development. Through conferences, trainings, and knowledge-sharing initiatives, we are not just keeping pace with global trends — we are shaping them. The value we offer members today is unmatched, and the seeds we’ve sown will continue to bear fruit for years to come.

In this edition, we invite you to take a moment — not just to read, but to reflect. As you flip through these pages, let them remind you of what is possible when vision meets execution, when leadership meets collaboration, and when service meets passion.

This is our story. This is our legacy.
And it is only the beginning.

Warm regards,


Sean Olabode Badiru, MCIPM
Editor-in-Chief





■ Abiodun

CIPM Ogun Secures 2-Hectare Land Approval

Tolulope Eko, ACIPM



■ Gobir



■ Badiru

In a groundbreaking move poised to redefine the landscape of human resource management in Ogun State, the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch, has secured a two-hectare allocation for a state-of-the-art multifunctional secretariat. This landmark achievement marks a major step forward in the Institute's mission to foster institutional growth, operational excellence, and professional development.

The breakthrough came on October 8, 2024, when the

Ogun State Government issued a provisional letter of allocation, granting a sprawling 20,069.907 square meter space for this visionary project. The acquisition marks a pivotal moment in expanding the Institute's influence and capacity across the state, with a focus on future-proofing HR operations in the region.

This milestone goes beyond territorial expansion—it is a strategic investment in the future of HR leadership and practice. The planned secretariat will become a vibrant hub for innovation,

professional training, and cross-sector collaboration. It will serve as a central meeting point for CIPM members, HR professionals, and stakeholders, fostering transformative initiatives that will reshape both public and private sector operations in Ogun State and beyond.

"This secretariat will be a beacon of excellence for HR professionals, offering a dedicated space for growth, collaboration, and the advancement of our profession in Nigeria," said Sean Olabode Badiru, Chairman of the CIPM Ogun State Branch.

The success of this acquisition reflects the relentless dedication of the national and state leadership of CIPM. While Mallam Ahmed Ladan Gobir, FCIPM, President of the Institute, has played a pivotal role by committing resources to ensure that the required payment for this project is fully covered, the contribution of other national leaders has been equally instrumental.



■ Onasanya



■ Fagbohun

Special acknowledgment goes to Mrs. Chidinma Obiejesi, FCIPM, Vice President of the Institute, whose encouragement was the catalyst for applying to the Ogun State Government for the land allocation. Her vision and guidance helped shape this significant achievement from the very beginning.

Also instrumental to this success is the Registrar of the Institute, Ms. Oluwatoyin Naiwo, FCIPM. She used her esteemed office to follow up diligently with key government officials in the state, facilitating negotiations and ensuring the allocation process moved forward smoothly. Together, the President, Vice President, and Registrar also visited the Ogun State Head of Service to advocate for the Institute's interests.

This achievement was made possible through the unwavering support of key Ogun State government officials:

- Mr. Kehinde Onasanya, Head of Service of Ogun State, played a critical role by ensuring the final approval and issuance of the allocation letter. His timely intervention was essential to securing this milestone.
- Mr. Kolawole Peter Fagbohun, Immediate Past Head of Service, initiated the allocation process and used his office to facilitate the necessary approvals and documentation, laying the foundation for this landmark achievement.
- Mr. Jola Oyeneye, mni, MCIPM, Permanent Secretary, Bureau of Public Service Reforms, championed the Institute's interests by leveraging his influence to ensure a smooth and efficient negotiation process.

The internal leadership of the CIPM Ogun State Branch also played a crucial role in realizing this vision. Special recognition goes to Mrs. Oladunni Adetona,

ACIPM, Vice Chairman of the branch and Director of Administration and Supply in the Ogun State Civil Service. Her relentless follow-up and deep involvement were instrumental in ensuring the seamless processing of the land allocation.

"Our collaborative spirit is the backbone of this achievement," noted Badiru. "This land is not just an asset; it represents opportunity, growth, and the limitless potential of HR professionals in Ogun State and Nigeria as a whole."

As CIPM advances this monumental project, the focus remains on laying a foundation for innovation, growth, and excellence. The secretariat is expected to amplify the Institute's influence, drive business transformation, and support socio-economic development in Ogun State.



Our BLUEPRINT for GOVERNANCE & STRATEGY

Consistency, transparency, and strategic foresight remain the bedrock of sustainable leadership. Over the last two years, the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch has demonstrated an unwavering commitment to institutional excellence by documenting the CIPM Ogun State Branch Governance & Strategic Framework—a groundbreaking initiative that has set a new standard for governance and operational efficiency.

This comprehensive reference document encapsulates the resolutions, and strategic frameworks approved by the Branch Executive Committee. It serves as a structured guide for decision-making, ensuring that the administration of the branch and its various committees remains aligned with the overarching objectives of the institute. By codifying governance principles, operational guidelines, and strategic resolutions, the framework provides a clear and consistent direction for both current and future leadership.

Prior to the development of this framework, institutional memory within the branch was primarily passed down through informal channels, leaving room for gaps in continuity and execution. Recognizing the need for a well-structured governance model, the Executive Committee took decisive action to document the foundational policies and strategic resolutions that shape the branch's administration.

With this framework in place, the CIPM Ogun State Branch has achieved:

- **Governance Continuity:** Leadership transitions are now seamless, ensuring that future branch executives can build upon past successes without reinventing processes.
- **Strategic Alignment:** Every policy and decision is guided by a structured framework, reinforcing alignment with CIPM's mission and long-term vision.
- **Transparency and Accountability:** Clear documentation of resolutions enhances trust, ensuring that governance decisions are made openly and with accountability.
- **Operational Efficiency:** Standardized policies empower committees and officers with a reliable reference point, eliminating ambiguity and promoting consistency in execution.

Beyond its immediate benefits, this governance framework is a legacy document—a guiding light for generations of CIPM Ogun State Branch leaders to come. It ensures that best practices are upheld, strategic objectives are met, and the values of professionalism and accountability remain at the heart of the branch's operations.

By institutionalizing knowledge and codifying best practices, the CIPM Ogun State Branch is not only preserving its past but securing its future. This initiative is a testament to visionary leadership—one that prioritizes long-term sustainability over short-term gains.



Expanding Our Horizon

A LEGACY OF INCLUSIVITY

The leadership of the CIPM Ogun State Branch has been unwavering in its commitment to fostering growth, enhancing engagement, and expanding the reach of our professional community. One of the current administration's most significant achievements over the last two years has been the deliberate and strategic development of new chapters and the reinforcement of existing ones. This initiative is not just about increasing numbers—it represents our dedication to inclusivity, professional growth, and building a stronger, more connected HR community across the state.

Recognizing the logistical challenges faced by members attending monthly meetings in Abeokuta, a strategic restructuring was implemented to foster greater efficiency and participation. Instead of convening monthly branch-wide meetings, individual chapters now hold their own gatherings, submitting comprehensive progress reports to the branch leadership.

This adjustment serves a dual purpose: it streamlines communication between the chapters and the branch leadership while alleviating the burden of travel, particularly for members from distant locations. By empowering local chapters to manage their affairs more autonomously, we have fostered a greater sense of ownership and inclusiveness—ensuring every member's voice is heard and valued.

Revitalizing Existing Chapters

Ota Chapter

A dedicated effort was made to re-engage the Ota Chapter, leading to a noticeable surge in member participation and involvement. Through targeted outreach and consistent engagement, members are now more actively involved in institute activities, reflecting a rejuvenated sense of purpose and commitment within the chapter.

Agbara Chapter

Support was extended to fortify the Agbara Chapter's operational capacity. By fostering stronger ties and encouraging professional collaboration, we have created a more robust network of HR professionals in this industrial hub, setting a foundation for future growth and collaboration in one of Ogun State's vital economic zones.

Oke-Mosan Chapter

On 29th August 2023, the Oke-Mosan Chapter witnessed its formal inauguration through a landmark professional development seminar. This event was more than just an educational opportunity; it signified a pivotal moment for HR professionals within the civil service. Distinguished attendees, including the then Ogun State Head of Service, Mr. Kolawole Peter Fagbohun, and four Permanent Secretaries, underscored the event's importance. The successful turnout and support demonstrated the enthusiasm and dedication of members from the civil service, highlighting the growing recognition of CIPM's role in enhancing HR capacity within government structures.

RCCG Chapter

The 9th Branch Conference was strategically held at the RCCG chapter, further integrating faith-based institutions into the broader CIPM framework. This engagement fortified relationships within the chapter and aligned their goals more closely with the institute's objectives, fostering growth and collaboration within a vibrant and unique community.

Establishing New Chapters

Ibese-Ilaro Chapter

The Ibese-Ilaro Chapter was initiated in May 2024 and officially inaugurated in

November 2024. This chapter holds strategic importance, particularly for HR professionals working at major industrial institutions like Dangote Cement Plant Ibese, Lafarge Cement Plant Ibese, and the Federal Polytechnic, Ilaro. By bringing together HR professionals from these industrial giants, the chapter fosters a collaborative platform for addressing workplace challenges, sharing best practices, and driving HR excellence in a region critical to Nigeria's industrial landscape.

Remo-Ijebu Chapter

The Remo-Ijebu Chapter was officially initiated on 23rd January 2025, marking a major milestone in our efforts to extend CIPM's influence across Ogun State. This development is especially significant as it unites HR professionals across the Ijebu and Remo axis, fostering greater collaboration and expanding our professional network in the eastern region of the state.

Abeokuta Chapter

In response to the growing need for inclusivity among non-civil service members in Abeokuta, the branch leadership has taken decisive steps toward establishing a chapter specifically designed to engage professionals outside the civil service sector. The existing Oke-Mosan Chapter primarily comprises civil servants, leaving a noticeable gap for private-sector HR professionals within the region.

To address this, a dedicated committee, spearheaded by Dr. Peter Ogunkunle, FCIPM, Mr. Muslihu Afisi, FCIPM, and Dr. Segun Oshadare, MCIPM, has been actively working on the development of the new chapter. Their efforts have already yielded promising results, as meetings have commenced within the Branch Secretariat facility.

These initial gatherings are fostering engagement among HR professionals from various sectors, building momentum toward the official establishment of the chapter. The branch leadership is optimistic that the chapter will be formally inaugurated later this year. Once fully operational, the Abeokuta Chapter will serve as a vital hub for private-sector HR professionals, further enhancing inclusivity and expanding the branch's influence across all sectors of the Ogun State HR community.

Financial Empowerment for Chapter Growth

Traditionally, members were required to pay subscriptions separately to both their local chapters and the branch—a system that often created financial strain and administrative complexities for members.

To address this, the branch executive committee streamlined the process by directing that members pay their subscriptions exclusively to their respective chapters. Under this new arrangement, chapters were expected to remit 40% of the collected funds to the branch. This policy not only simplified the payment structure but also empowered the chapters to take greater responsibility for managing their financial resources.

However, in a magnanimous decision aimed at fostering growth and development, **the branch executive committee granted a remittance holiday to all chapters, by temporarily waiving the remittance requirement. Instead of sending 40% of subscriptions to the branch, chapters were encouraged to reinvest these funds directly into their operations and developmental initiatives.**

This strategic move had a transformative impact on the chapters:

- Increased financial autonomy allowed chapters to fund their own programs, workshops, and initiatives.
- Strengthened local capacity led to improved member engagement and participation at the chapter level.
- Fostered innovation as chapters were able to independently manage their financial resources and experiment with new activities.

This remittance holiday has been instrumental in accelerating chapter growth across Ogun State. However, this financial waiver will come to an end with the conclusion of the current administration, signaling a return to the original remittance structure while leaving behind a stronger, more capable network of chapters.

This legacy of empowerment and strategic growth will continue to benefit HR professionals across the state long after the current administration's term concludes, laying a solid foundation for future leaders to build upon. By strengthening existing chapters, establishing new ones, and providing financial relief through the remittance holiday, the leadership has created a more resilient and expansive professional network.

STRENGTHENING BONDS, BUILDING CAPACITY



CIPM Ogun State Branch held a highly impactful professional development seminar for Admin Officers in the Ogun State Public Service. The well-attended event, aimed at strengthening the CIPM Oke-Mosan Chapter, inspired growth, learning, and deeper professional engagement.



CIPM Ogun State Branch hosted its key stakeholders at Park Inn Hotel, Abeokuta. It was an evening of laughter, fine dining, and heartfelt bonding. Truly, relationships were strengthened and memories made.



Cross-section of members of the CIPM Remo/Ijebu Chapter during their initiation ceremony.



Cross-section of members of the CIPM Ibese/Ilaro Chapter during their inauguration ceremony.



Cross-section of members of the CIPM Ogun State Branch during the Branch's 9th Annual Conference held at the RCCG.

HIGHLIGHTS FROM THE 2024 CIPM OGUN STATE BRANCH AWARDS





Courtesy visit to FUNAAB Vice Chancellor,
Prof. Olusola Babatunde Kehinde

A LEGACY OF GROWTH

**ALONE, WE CAN
DO SO LITTLE;
TOGETHER, WE CAN
DO SO MUCH.**

- HELEN KELLER



Since our assumption of office in March 2023, the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch has embarked on an ambitious journey to attract new members and fortify the institute's relevance across the professional landscape. What began as a strategic goal has now become a resounding achievement that speaks volumes about our commitment to growth, professional development, and institutional relevance.

The Branch Chairman,
Sean Olabode Badiru, MCIPM
with RUN Vice Chancellor,
Prof. Shadrach Olufemi Akindele
and Dr. Sola Owoeye, ACIPM
during a courtesy visit.



In a remarkably short period, our branch successfully drew the interest of over 300 individuals who eagerly filled out forms to join the institute. This surge in applications reflects the growing appeal and increasing value that our branch holds within Nigeria's HR and business community. Beyond just numbers, these new potential members signify the evolving strength and diversity of our professional network. The immediate transmission of their details to CIPM Headquarters for proper registration demonstrates our efficiency and dedication to ensuring a seamless onboarding process.

Attracting new members is not merely about increasing our numbers; it's about creating a vibrant, diverse, and dynamic community of professionals who bring fresh perspectives, innovative ideas, and renewed energy. This influx of new members will undoubtedly enrich our existing community, fostering an environment where learning, networking, and growth thrive. More members also mean a broader talent pool, increased collaboration opportunities, and a stronger voice for the Ogun State Branch within the national discourse on HR best practices.

Our Strategic Alliances

Our achievements extend far beyond membership growth. Recognizing the importance of engaging with emerging professionals, we launched targeted outreach efforts to introduce young people to the realities of the world of work. Through these engagements, we have had the opportunity to speak with students and young professionals at Moshood Abiola Polytechnic, Lagos State University, the Federal University of Technology, Akure, Olabisi Onabanjo University, and the NYSC Orientation Camp in Ogun State. These interactions have allowed us to guide and inspire future professionals, equipping them with the knowledge and insights needed to navigate their careers successfully.



The Branch Chairman,
Sean Olabode Badiru, MCIPM
with LASU Vice Chancellor,
Prof. Ibiyemi Olatunji-Bello, MCIPM

We have also advanced membership expansion efforts by engaging with the Honourable Members of the Ekiti State House of Assembly, facilitating their admission into the institute. This underscores our commitment to broadening the reach of CIPM and ensuring that key decision-makers recognize the value of professional HR expertise in governance and administration.

These alliances are strategic. They not only strengthen our presence in academic and governmental circles but also pave the way for professional development programs, mentorship opportunities, and knowledge-sharing initiatives that benefit both our members and the broader HR community.



The Branch Chairman, Sean Olabode Badiru, MCIPM, with the Speaker of the Ekiti State House of Assembly, Rt. Hon. Adeoye Stephen Aribasoye, alongside some branch leaders during a courtesy visit.



The Branch Chairman, Sean Olabode Badiru, MCIPM, alongside the leadership of FUTA, during the establishment of the FUTA HR Club

One of our most notable accomplishments is our partnership with Lagos State University. Through deliberate engagement and sustained efforts, we successfully facilitated the induction of LASU's top leadership—including the Vice Chancellor, Deputy Vice Chancellors, and other key institutional leaders—into the institute. This achievement is more than symbolic; it signifies a shared commitment to advancing professional excellence and embedding HR best practices within Nigeria's academic ecosystem.

Sean Olabode Badiru, MCIPM, with the Deputy Vice-Chancellor (Academics) of LASU, Prof. Olufunsho Omobitan, MCIPM, during his induction into CIPM.

The fact that the Ogun State Branch played a pivotal role in this groundbreaking induction underscores our strategic leadership and dedication to elevating the standards of human resource management across sectors. This partnership promises a wealth of opportunities, including collaborative research, HR development programs, and knowledge exchange that will benefit both LASU and the broader CIPM network.





CIPM Ogun State Branch Chairman, Sean Olabode Badiru, MCIPM, with CIPM Ondo State leadership at the inauguration of the FUTA HR Club.

Another defining milestone in our journey was the successful establishment of an HR Club at the Federal University of Technology, Akure. This landmark achievement was made possible during a career fair we organized in collaboration with the RCCG National Young Adults and Youth Affairs.

The HR Club is designed to nurture the next generation of HR professionals by creating a platform for students to engage with industry experts, access mentorship opportunities, and gain practical insights into the dynamic world of human resource management. This initiative reflects our long-term vision of developing young professionals, ensuring that students at FUTA and beyond are equipped with the knowledge, skills, and network needed to thrive in the HR field.



The immediate Past President Mr. Olusegun Mojeed, FCIPM, fnli with the Ogun State Head of Service (2023–2024), Mr. Kolawole Fagbohun, during a courtesy visit facilitated by the CIPM Ogun State Branch.



CIPM Ogun State Branch Chairman, Sean Olabode Badiru, MCIPM, with Dr. Sola Owoeye, ACIPM and Coleman Cables Ltd. officials during a courtesy visit.

Our success in attracting new members, establishing strategic partnerships, and fostering student development reflects a broader vision of growth, inclusion, and professional excellence. This chapter of our legacy is not just about numbers or partnerships—it is about creating a foundation for sustained impact. By fostering a vibrant network of professionals, strengthening institutional collaborations, and investing in the future of HR leadership, we are ensuring that the CIPM remains a beacon of leadership, innovation, and opportunity for years to come.



Enhanced Brand Visibility

One of the most significant achievements of our administration has been the remarkable enhancement of the CIPM brand visibility—an accomplishment that has substantially elevated our branch's profile within the institute and across Nigeria's professional landscape.

Our events and activities have consistently attracted national attention, featuring prominently in major newspapers and receiving coverage on leading TV stations across the country. This extensive media recognition does more than just celebrate our achievements; it validates the relevance, impact, and influence of our branch in the broader professional community. It has positioned the CIPM Ogun State Branch as a hub of excellence, thought leadership, and innovation in the field of human resource management.

Brand visibility extends beyond recognition—it fosters influence, credibility, and opportunity. By amplifying the reach of our initiatives, we have opened new doors for partnerships, increased engagement among members, and set a benchmark for other branches nationwide. Most importantly, it has provided a robust platform for HR professionals in Ogun State, allowing their contributions to be acknowledged and celebrated at the national level.

A pivotal part of our visibility strategy has been the successful launch and sustained publication of Innovora Magazine, a hallmark of our commitment to fostering insightful dialogue and professional growth. This publication stands as a testament to our dedication to knowledge-sharing and innovation.

The maiden edition, launched in July 2023, received widespread acclaim and was honored with a cash gift from the institute, highlighting its significance and relevance to the professional community.

The second edition, published in October 2023 in conjunction with our 9th Annual Conference, captured the essence of the conference's themes and achievements. Every physical attendee received a copy, ensuring direct engagement with professionals and decision-makers across various industries.

The third edition, published in December 2024, marked another significant milestone, focusing on the theme of Organizational Culture. This edition explored the dynamics of workplace culture, offering practical insights on fostering inclusive, high-performing, and values-driven organizations. It was not just a reflection of current industry trends but also a guide for organizations striving for cultural transformation.

Each edition of Innovora Magazine has strengthened our position as a thought leader, creating a platform where professionals can share ideas, celebrate achievements, and contribute to the ongoing development of HR practices in Nigeria.

Understanding the power of digital platforms, our administration made a deliberate effort to enhance our social media presence. Through consistent and meaningful engagement, we transformed our digital platforms into active spaces for conversation, knowledge-sharing, and professional networking.

The results have been profound. Our social media initiatives have significantly increased our branch's visibility, enabling us to reach a broader audience, foster connections, and position the CIPM Ogun State Branch as a leading resource within the HR community and beyond.

Our success in enhancing brand visibility is not just about media coverage or social media numbers—it's about creating lasting influence and setting new standards. This achievement has solidified our branch's relevance in the national conversation around human resource management, ensuring that the CIPM Ogun State Branch remains at the forefront of professional excellence.

QUOTES ON PR AND MARKETING

- "Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does." - Stuart Henderson Britt
- "If you don't give the market the story to talk about, they'll define your brand's story for you." - David Brier
- "People do not buy goods and services. They buy relations, stories, and magic." - Seth Godin
- "Make your customer the hero of your stories." - Ann Handley
- "Marketing is no longer about the stuff that you make, but about the stories you tell." - Seth Godin
- "Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad." - Richard Branson
- "In marketing, I've seen only one strategy that can't miss: to market to your best customers first." - John Romero
- "Ignoring online marketing is like opening a business but not telling anyone." - Anonymous
- "Content is fire, social media is gasoline." - Jay Baer
- "Brand is just a perception, and perception will match reality over time." - Elon Musk
- "Publicity is the engine of success." - Napoleon Bonaparte
- "Marketing is too important to be left to the marketing department." - David Packard
- "Good marketing makes the company look smart. Great marketing makes the customer feel smart." - Joe Chernov
- "Public relations are a key component of any operation in this day of instant communications and rightly inquisitive citizens." - Alvin Adams
- "Marketing without data is like driving with your eyes closed." - Dan Zarrella
- "The aim of marketing is to know and understand the customer so well the product or service fits them and sells itself." - Peter Drucker
- "The best ideas are nothing without great marketing." - Kevin Stirtz

NEWS

Vanguard

February 22, 2024

Acquire problem solving skills, CIPM tells Corps members

BUSINESS DAY

Students urged to chart path towards career development, entrepreneurship



Seyi John Salau

February 4, 2024

THE Sun

CIPM Ogun State tasks members on maximizing potential in HR

📅 24th September 2023

NEWS

Vanguard

September 15, 2023

CIPM Ogun tasks HR professionals on efficiency

PUNCH

...Nigeria's most widely read newspaper

LASU canvasses value-adding education

6th February 2024

The Guardian

Conscience, Nurtured by Truth

CIPM, RCCG group partner Redeemer's University to empower students

By Guardian Nigeria

13 February 2024 | 9:33 am

EMPOWERING FUTURES: OUR CSR LEGACY

In the spirit of true leadership and commitment to societal welfare, the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch, under the stewardship of the current administration, embarked on a transformative journey that transcended the boundaries of professional development. With a clear vision for impact and inclusivity, our branch made Corporate Social Responsibility a central pillar of its mission.

This dedication found powerful expression through strategic collaborations with external partners, resulting in the successful organization of four significant Career Fairs—each designed to bridge the gap between aspiring professionals and meaningful employment opportunities. These events were not merely gatherings but catalysts for real, life-changing outcomes.

THE BEST WAY
TO FIND YOURSELF
IS TO LOSE YOURSELF
IN THE SERVICE OF OTHERS.

- MAHATMA GANDHI



The immediate Past President
Mr. Olusegun Mojeed, FCIPM, fnli
with CIPM Ogun State Branch Chairman,
Sean Olabode Badiru, MCIPM,
at the LASU Career Fair.

At the heart of these Career Fairs was the commitment to nurture talent and foster professional growth. Through personalized career counseling and one-on-one CV reviews, over 1,000 graduates were equipped with the necessary tools to navigate an increasingly competitive job market. These interactions provided invaluable insights into industry expectations, personal branding, and career readiness, transforming uncertainty into clarity for countless young professionals.

However, the impact went beyond advice and mentorship. The career fairs facilitated direct recruitment opportunities, leading to over 50 job offers extended on-site. For many participants, this was more than just employment—it was the beginning of a journey toward financial independence, personal growth, and professional achievement.

The significance of this initiative cannot be overstated. At a time when youth unemployment remains a pressing national challenge, these career fairs provided a beacon of hope and a practical solution to joblessness in our community. By connecting job seekers directly with potential employers, our branch played a pivotal role in reducing unemployment and stimulating economic growth within Ogun State and beyond.

Moreover, this initiative reaffirmed the institute's commitment to inclusivity and community development. It showcased how a professional body could extend its influence beyond the boardroom to address societal issues—empowering individuals, transforming families, and strengthening communities in the process.



ECM Adeyemi Ajayi, FCIPM,
addressing participants
at one of our Career Fairs.

The resounding success of these career fairs did not go unnoticed. Our efforts garnered national attention, with the events receiving prominent coverage in major newspapers across Nigeria. This widespread recognition not only elevated the profile of CIPM Ogun State Branch but also underscored the importance of corporate social responsibility in shaping a better future for the nation.

As we look ahead, these career fairs will remain a cornerstone of our CSR initiatives—reminding us that the true measure of leadership lies not only in professional accomplishments but in the lives we touch and the futures we help shape.

The Branch Chairman,
Sean Olabode Badiru, MCIPM,
addressing students of
Olabisi Onabanjo University, Ago Iwoye.



Mr. Olusegun Mojeed, FCIPM,
speaking at a Career Fair.



Sean Olabode Badiru, MCIPM,
addressing corps members.



Mr. Wale Adediran, FCIPM,
speaking at a Career Fair.



Distinguished industry leaders at one of our Career Fairs



Sean Badiru speaking at one of our Career Fairs



RCCG Youth Leaders with CIPM Ogun State Branch Chairman, Sean Olabode Badiru, MCIPM,
at a Career Fair organized in partnership with CIPM Ogun and sponsored by RCCG.

Pathway to Achieving Organisational Goals

Oladunni Adetona, ACIPM



Organisational Goals are targets set by the Management for the Employees to fulfil from time to time depending on the goods and services provided by the Organisations. How the goals are achieved in any Organisation are based on a number of factors which are the Key Performance Indicators (KPIs) that cannot be overlooked.

The goals achieved will simply rate the Organisations as being successful or a failure because that is the only visible thing that is seen by the generality of People compared to the underlying factors that are involved:

The factors are:

1. **Punctuality:** There is a general saying that punctuality is the soul of business. What this means is if schedules and duties are not attended to on time, there could be delays in delivering goals which can then affect the activities that are in line and this can have an overlapping effect in delivering goods and services at the right time.
2. **Commitment and Dedication:** When you show commitment and dedication you put in all your effort in achieving goals and leave no room for vacuum. When Employees show commitment and dedication to duty they go out of their way and convenience to fulfil Organisational goals.
3. **Creativity and Innovation:** All Employees are expected to be creative and innovative in their line of duty because this will drive them to achieve more goals as they inject new ideas and ways of carrying out their obligation into the Organisation they find themselves. These brings about sustainable growth and development in the Organisation.
4. **Respect:** When Employees respect each other's opinion on certain matters that affect the Organisation either positively or negatively, it enables and ensures smooth attendance to duties and schedules. Respect must be shown from the Staff to Management and vice versa so that goals can be delivered without any hitch.
5. **Appropriate Rewards:** An appropriate reward system in terms of promotion and motivation must be put in place to ginger Employees to do more for the Organisation so that the Organisation can surpass the targets set from time to time. Adequate incentive must therefore be given to deserving employees as a form of reward.

6. **Being Focused:** Employees are expected to be focused in carrying out the actual and reasonable goals of the Organisation. This will sometimes save cost in the long run since the very important matters are given priority and serious attention against trivial matters that will not yield any positive result.
7. **Training and Development:** Organisations do not exist in abstract, People make up the Organisation. Therefore, dequate training and development must be facilitated at all times for Staff for them to sharpen their skill from time to time and be in tune with new ways that will enhance their performance. These will increase and improve productivity which is the ultimate for any Organisation.
8. **Deployment of IT:** Organisations that are up to date in IT are more efficient in their operations. The world is evolving as well as IT which has gained ground over time. Organisations that want to survive and remain relevant in the scheme of things must be ready to adopt and adapt to new IT Skills that will improve their performance.
9. **Doing away with distractions:** Distractions like gossip and backbiting in an Organisation can affect drive negatively and slow down the attainment of goals. This should be avoided to prevent ill fillings among Employees.
10. **Maintaining a healthy Workforce:** This will definitely promote and sustain productivity within an Organisation. A system must be put in place for a continuous health check for Staff to minimize interruption in production if any health issue should arise.
11. **Being Open to Criticism:** In an Organisation where criticism is allowed, loopholes can be quickly detected and nipped in the bud before it gets out of hand. Therefore, standard in terms of production and services can be maintained and sustained. This can make Organisations to stay afloat even in an unpredictable circumstance.
12. **Working in harmony with all Staff:** When you have a good working relationship with Staff it makes work easy. Being a team player give others the opportunity to contribute their quota to production, growth and development in an Organisation. It also gives Staff a sense of belonging. Divide and rule should be totally eliminated from the workplace because it can lead to stagnation in some quarters.
13. **Don't Settle for Less:** Setting of goals must be a continuous process so that once they are achieved another can be set in order to maintain standard in the Organisation. This will distinguish and make the Organisation stand out among others.



A Legacy of Capacity Development

At the heart of every thriving organization lies the unwavering commitment to the growth and development of its members. CIPM Ogun State Branch has exemplified this principle through a series of strategic capacity development initiatives designed to elevate both individual and collective competencies within the HR profession.

Our journey toward empowering our members has been marked by offering free professional development courses that cater to various aspects of Human Resources and leadership development. These courses have not only sharpened the skills of our members but have also reinforced our dedication to advancing HR practices in Nigeria. Among the standout programs were:

- Understanding Core HR Processes
- Fundamentals of Performance Management
- 2-day Performance Management Workshop
- Time Management
- Workplace Ethics
- Career Fair – Theme: Accelerate
- Women in Leadership: Taking a Seat at the Table
- Strategic HR in the Digital Age
- Building a People-First Culture
- Unlocking Data Insights with AI
- Crafting a Winning Competency Framework

These initiatives have not only enriched the professional capabilities of our members but also positioned our branch as a beacon of progressive HR development in Nigeria.

Our 9th and 10th Annual Conferences served as landmark events in our journey of capacity building. The overwhelming participation and the invaluable contributions from distinguished speakers elevated the stature of these conferences, creating platforms for knowledge exchange and networking that extended beyond state and national borders. These events demonstrated the branch's commitment to fostering collaboration and pushing the boundaries of HR thought leadership.

Our dedication to providing value-added services was further strengthened by the creation of a members-only section on our website. This exclusive resource hub offers access to premium materials, including:

- Industry research reports
- HR toolkits
- Policy templates
- Case studies tailored to the unique challenges and opportunities faced by HR professionals

The culmination of these achievements has significantly elevated the perceived value of the CIPM Ogun State Branch.



A Digital Leap Forward

In this era of rapid technological advancement, the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch has boldly embraced digital transformation, marking a significant milestone in our journey toward modernization and operational excellence. This achievement not only highlights our commitment to innovation but also reflects our dedication to delivering unmatched value to our members.

At the heart of this transformation was the successful implementation of a robust website and a suite of digital tools designed to streamline event planning and revolutionize our communication strategies. Our focus on digital innovation ensures that members remain connected, informed, and engaged with the latest developments in the HR space. The newly designed interactive website serves as a dynamic hub for all branch-related activities, providing seamless access to information, event registration, and updates.

Beyond the website, our adoption of advanced Customer Relationship Management systems has significantly elevated operational efficiency. These tools enable targeted communication, personalized engagement, and a streamlined approach to managing member interactions. The impact has been profound—our events are now better coordinated, communication is clearer and more effective, and members feel more connected to the branch's initiatives than ever before.

Recognizing the importance of aligning with national initiatives, we made a strategic decision to discontinue plans for a branch-specific mobile application. The national body, under the distinguished leadership of Mallam Ahmed Ladan Gobir, FCIPM, is developing a comprehensive mobile application that will cater to the needs of all members across branches. This alignment with the national SOAR agenda ensures consistency, reduces redundancy, and fosters a unified digital experience for every member.

This decision was further supported by the fact that our Branch Chairman, Engr. Sean Olabode Badiru, MCIPM, plays a pivotal role as a member of the Innovation and Digital Transformation Committee of the Institute. His involvement ensures that the unique needs and interests of our branch are represented in the national digital initiatives.

This robust digital transformation has elevated our branch's operations, enhanced member engagement, and positioned us as a forward-thinking body ready to tackle the challenges of the future. By embracing innovation, we are not just staying relevant—we are setting the standard for excellence in the digital age.

As we continue this journey, we remain committed to leveraging technology to empower our members, streamline operations, and foster a vibrant, inclusive, and forward-looking HR community.



Strong Communication System

In every successful organization, effective communication forms the bedrock of progress. For the Chartered Institute of Personnel Management of Nigeria, Ogun State Branch, this truth became a driving force behind one of our most significant achievements—establishing a robust communication system that transformed how we connect, collaborate, and lead.

Recognizing the growing need for seamless communication across our diverse chapters, we took proactive steps to bridge existing gaps and foster unity within the branch. This effort was not just about exchanging information but about creating an ecosystem where every member, regardless of location or chapter affiliation, could stay connected, informed, and empowered.

Consolidation Through a Centralized WhatsApp Community

The first stride toward transformation was the creation of a centralized WhatsApp community for the branch. Previously, fragmented communication within individual chapter groups often led to missed updates, duplicated efforts, and a disconnect between members across different chapters. By consolidating all chapter WhatsApp groups into a single, unified platform, we ensured that information flowed effortlessly across the entire branch.

This new system allowed members to connect directly, exchange ideas, share opportunities, and collaborate on projects with ease. The impact was immediate—communication became faster, more transparent, and more inclusive, fostering a sense of belonging and shared purpose among members.

Integrating Chapter Chairmen into Branch Executive Meetings

Our commitment to strengthening communication didn't stop with digital integration. To promote clearer and more effective leadership communication, we introduced a groundbreaking initiative—integrating chapter chairmen into branch executive committee meetings.

This move bridged the communication gap between the central leadership and individual chapters, enabling real-time dialogue on key issues, strategic alignment, and collaborative decision-making. Chapter chairmen now had a direct channel to voice their concerns, share achievements, and align chapter goals with the broader objectives of the branch. This initiative fostered unity, reduced delays in decision-making, and created a more inclusive leadership structure.

Streamlining Information Flow with a Dedicated Email Communication System

In an age where timely information dissemination is critical, we also established an official email communication system. This system became a reliable channel for sharing important announcements, updates, resources, and opportunities directly with members.

By leveraging email, we ensured that no member was left uninformed and that critical updates reached everyone simultaneously. This system not only streamlined communication but also provided a professional platform for distributing official documents and resources, enhancing the credibility and efficiency of our internal operations.

The Value of a Strong Communication Infrastructure

The impact of these initiatives has been far-reaching. Today, CIPM Ogun State Branch boasts a communication system that is faster, more transparent, and significantly more collaborative. Information now travels seamlessly across chapters, fostering stronger relationships, better coordination, and deeper engagement among members.

More importantly, this achievement has laid the foundation for future growth. A connected branch is an empowered branch—one where every member, regardless of their role or location, has a voice, stays informed, and contributes to the collective vision of advancing the HR profession in Ogun State.

QUOTES ON COMMUNICATION

- "The single biggest problem in communication is the illusion that it has taken place." - George Bernard Shaw
- "Effective communication is the bridge between confusion and clarity." - Nat Turner
- "Wise men speak because they have something to say; fools because they have to say something." - Plato
- "Effective communication is 20% what you know and 80% how you feel about what you know." - Jim Rohn
- "Communication to a relationship is like oxygen to life. Without it, it dies." - Tony Gaskins
- "The right word may be effective, but no word was ever as effective as a rightly timed pause." - Mark Twain
- "Good communication is the bridge between confusion and clarity." - Nat Turner
- "Speak clearly, if you speak at all; carve every word before you let it fall." - Oliver Wendell Holmes Sr.
- "The most important thing in communication is hearing what isn't said." - Peter Drucker
- "Kind words can be short and easy to speak, but their echoes are truly endless." - Mother Teresa
- "Words are, of course, the most powerful drug used by mankind." - Rudyard Kipling
- "Communication works for those who work at it." - John Powell
- "To effectively communicate, we must realize that we are all different in the way we perceive the world." - Tony Robbins
- "Good communication is just as stimulating as black coffee, and just as hard to sleep after." - Anne Morrow Lindbergh



Improved Membership and Stakeholder Engagement

In our journey to strengthen the foundation of the CIPM Ogun State Branch, one of the most significant achievements of this administration has been the transformation of membership and stakeholder engagement. Recognizing the importance of fostering a sense of belonging and active participation among our members, we took deliberate steps to create platforms for meaningful interaction and collaboration across all chapters.

A pivotal move was the establishment of various committees comprising members from every chapter of the branch. These committees were designed not only to decentralize leadership responsibilities but also to encourage widespread member participation. This inclusive approach empowered members to contribute their expertise, ensuring that decisions reflected diverse perspectives and enriched our collective progress.

To complement this initiative, we launched a dedicated Member Support Center, a hub created to provide seamless assistance and engagement opportunities. This center became the go-to resource for members seeking guidance, information, or support, significantly improving response times and enhancing the overall member experience. The ease of access to assistance fostered a stronger connection between the branch leadership and its members, reinforcing our commitment to their professional growth and satisfaction.

Understanding the need for cohesive leadership and effective conflict resolution, we established the Leadership and Mediation Committee. This committee served as a cornerstone for unity within the branch, ensuring that disputes were addressed promptly and equitably. By fostering a culture of understanding and collaboration, we strengthened internal relationships and built a solid framework for sustained harmony within our community.

Beyond structural improvements, our administration prioritized direct member engagement through periodic branch general meetings. These forums provided invaluable opportunities for members to voice their opinions, share feedback, and stay informed about key developments within the institute. The open dialogue nurtured by these meetings ensured that every member felt heard, valued, and actively involved in shaping the future of the branch.

The impact of these initiatives has been profound. Member participation surged, unity among chapters strengthened, and stakeholder relationships flourished through strategic collaborations. By prioritizing engagement and inclusivity, we have laid the groundwork for a vibrant, dynamic, and forward-thinking branch that continues to uphold the highest standards of professionalism and excellence.



Securing Financial Stability

In the journey of organizational growth, financial sustainability stands as the backbone of progress and innovation. Under the visionary leadership of Engr. Sean Olabode Badiru, the CIPM Ogun State Branch has achieved remarkable strides in this domain, setting a precedent that will serve as a blueprint for future administrations. The financial strategies deployed during this administration were not merely about securing funds—they were crafted to empower the chapters, drive professional development, and ensure long-term stability for the branch.

The first cornerstone of this achievement was the introduction of professional development courses. Understanding the need to provide value-driven opportunities, the branch offered free professional development sessions to its members and the wider HR community. However, participants seeking official recognition of their learning were encouraged to pay for certificates of participation. This strategy not only boosted the branch's revenue but also incentivized continuous learning, helping members enhance their credentials and remain competitive in their careers.

In addition to educational initiatives, the branch actively sought and secured sponsorships for key events. These partnerships not only provided essential funding but also fostered meaningful

relationships with corporate stakeholders and industry leaders. Complementing these efforts were paid workshops tailored to address pressing HR challenges and emerging industry trends. The dual benefit was clear: members gained valuable skills, and the revenue generated contributed to the branch's financial health.

The branch's magazines became more than just publications—they transformed into lucrative platforms for businesses and organizations to advertise their services. The inclusion of paid adverts generated consistent income, ensuring that the magazine remained both a valuable communication tool and a sustainable financial asset.

Perhaps one of the most innovative decisions of this administration was the strategic approach to member subscriptions. Traditionally, members contributed through their local chapters, with 40% of these funds expected to be remitted to the branch. However, in a gesture of exceptional leadership and empowerment, Engr. Sean Olabode Badiru's executive committee granted a remittance holiday throughout the administration's tenure.

Rather than collecting the usual 40% remittance from chapters, the branch allowed chapters to reinvest these funds

directly into their growth and development. This decision had a profound impact, enabling chapters to:

- Improve infrastructure for meetings and events.
- Organize chapter-specific workshops and seminars.
- Provide better welfare for members.

This policy not only strengthened the chapters but also promoted inclusivity and autonomy within the branch. The success of this initiative has been evident in the vibrant growth and increased activity levels across all chapters. However, with the end of this

administration, this tax holiday will conclude, marking the end of a significant era of financial leniency aimed at fostering grassroots development.

Looking ahead, the branch has laid out plans to invest in the money market. This forward-thinking strategy is designed to hedge against inflation, ensuring that funds do not lose value while sitting idle in bank accounts. By leveraging financial instruments that yield consistent returns, the branch aims to secure its financial future and maintain a steady flow of resources for upcoming initiatives.

QUOTES ON FINANCIAL MANAGEMENT

- "A budget is telling your money where to go instead of wondering where it went." - Dave Ramsey
- "Do not save what is left after spending, but spend what is left after saving." - Warren Buffett
- "The person who doesn't know where his next dollar is coming from usually doesn't know where his last dollar went." - Unknown
- "Wealth consists not in having great possessions, but in having few wants." - Epictetus
- "Financial fitness is not a pipe dream or a state of mind—it's a reality if you are willing to pursue it and embrace it." - Will Robinson
- "Beware of little expenses; a small leak will sink a great ship." - Benjamin Franklin
- "It's not your salary that makes you rich, it's your spending habits." - Charles A. Jaffe
- "Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like." - Will Rogers
- "You must gain control over your money or the lack of it will forever control you." - Dave Ramsey
- "A good financial plan is a road map that shows us exactly how the choices we make today will affect our future." - Alexa Von Tobel
- "The lack of money is the root of all evil." - Mark Twain
- "Planning is bringing the future into the present so that you can do something about it now." - Alan Lakein
- "When you understand that your self-worth is not determined by your net-worth, then you'll have financial freedom." - Suze Orman
- "Financial peace isn't the acquisition of stuff. It's learning to live on less than you make." - Dave Ramsey
- "Failing to plan is planning to fail—especially when it comes to money." - Unknown
- "Wealth is the ability to fully experience life." - Henry David Thoreau
- "Money without financial intelligence is money soon gone." - Robert Kiyosaki

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