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Lillian Barnard

Tech Enthusiast And First Female
Managing Director,
Microsoft South Africa



**INTERVIEW WITH
DAMILOLA SOLADOYE**
Co-founder And CEO At cycles

Startups:
**THE IDEAL
AGREEMENT**

**6 REASONS WHY
CULTURE IS IMPORTANT
FOR STARTUP GROWTH**
(Case Study: SmartCodes)

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Cake-Baking Etiquette!

(Do It Yourself)



Cake-Baking Etiquette!

(Do It Yourself)

There's nothing quite as special as pulling a freshly baked cake or tray of cookies out of the oven, and seeing people enjoy the results of your hard work.

However, as with all skills, you can't just get from here to there in your baking adventures. Assess your skill level realistically and be honest about what you can do right now.

It's not uncommon to get excited about a recipe that you want to try, only to find that you don't have some of the equipment or ingredients required for it. For this reason, it's important for an aspiring home baker to know the truly essential items to have in a baking pantry.

Essential Baking Tools

1. Oven: This is the single most important tool that you'll need for baking. There are different types of ovens at different price points. Make a choice based on how much baking you think you'll be doing.

2. Digital scale: It's preferable to measure baking ingredients by weight for accuracy and consistency.

A basic digital kitchen scale toggles between grams and ounces for flexibility. The tare function allows you to reset the current weight to zero, so you can add new ingredients without emptying out the bowl. And, it can measure up to 5kg/ 11lbs.



3. Oven thermometer: This will ensure that your baked goods cook at the correct temperature.

4. Measuring cup & spoon set: Measuring spoons are best for small quantities of different ingredients such as salt, leavenings, flavourings or oil.

With measuring cups, it's easy to over- or under-measure some ingredients such as flour or cocoa powder. Still, they're a good tool to have on hand, especially if used in the correct way.

5. Mixing bowls: You probably already have different sizes of mixing bowls at home, so you may not need to purchase new ones.

6. Sieve: A sieve helps to aerate and combine dry ingredients. Sieving your dry ingredients before use will break up lumps and keep impurities out.

7. Baking pans: You'll need at least four types of pans:

Cake-Baking Etiquette!

(Do It Yourself)

II. A loaf pan: For quick breads such as banana bread or apple bread.

III. A baking tray: For cookies and pastries.

IV. A cupcake pan: This also doubles as a muffin pan. Of course, you'll need cupcake liners for this.

8. A handheld electric mixer: While you can mix almost any cake batter or cookie dough by hand, an electric mixer will do a better job in half the time. That's always a good thing.

9. A wooden spoon: On the other hand, when you have to mix by hand, or the quantity is too small for an electric mixer, a wooden spoon can be your best friend.

10. Spatulas: These are useful for scraping down the sides and bottom of a bowl while mixing, folding dry and wet ingredients together, or getting every bit of batter out of a mixing bowl.

11. A cooling rack: All baked goods need to cool down once they come out of the oven. A wire rack helps baked goods release steam, and also allows air circulate around and under your baked goods to cool them evenly.

Before buying any of these tools, take a look around your home for items that can serve as a good alternative.

Do you have an unused wire fridge rack? That's as good as a cooling rack! Some microwave ovens are powerful enough to bake a small cake.

When I started baking, I frequently used old Danish cookies tins and Quality street chocolate tins as my baking pans.

As your skill and confidence grow, you can then add more specialised equipment to your baking arsenal.

IG: Jb bakers
Genro .o. Temitope



Interview With

Lillian Barnard

**Tech Enthusiast And First Female
Managing Director,
Microsoft South Africa**

Lillian barnard was appointed as the managing director of microsoft south Africa in march 2019, she joined microsoft in may 2017 as a public sector director for south Africa. A role she held for almost two years. Lillian has more than 20 years' experience in the ICT industry. She is a seasoned professional with proven capabilities and a strong understanding of local market.

Through the various executive positions that Lillian has held, both locally and abroad, she has gained extensive knowledge in sales, operations, business controls, strategy, business transformation and leadership. This experience, combined with her deep industry knowledge, positions her perfectly to strengthen Microsoft's commitment to South Africa and its wishes to drive its digital transformation ambitions and empower governments, organisations and individuals to achieve more.

She has become renowned for building strong, high performing teams that consistently deliver on their financial targets, while also bringing innovative digital solutions to her partners and customers. Having led large teams both locally and abroad, she is recognised for strength in developing people and creating an environment where everyone can do their best work.





Lillian is passionate about enabling a truly diverse and inclusive work place. By drawing on her own experiences. She endeavours to create a culture that enables people to bring their authentic selves to the workplace and be embraced for their individuality.

she has been pivotal in re-igniting the south african chapter of women@microsoft and spurring a culture that encourages gender equality in the workplace.

prior to joining microsoft, Lillian served as chief sales Officer for Vodacom's Enterprise Business for two years. She also headed LillianB consulting services where she was an advisor and coach to business leaders. During Lillian's 15-year career at IBM, She held a number of key leadership positions, including working for 7-years at the IBM European Headquarters in France and Switzerland.

She previously served on the boards of Vodacom South Africa, MangoAirlines and Dad-fund Non-Profit Organization.

Lillian holds a Bcom Honours in Business Economics from the university of western cape.

Career choice

From as young as 12 years old. I realise the value of education and the importance of

Interview With **Lilian Barnard**

Mathematics. I was crystal clear that I was going to go to university and pursue a degree in Commerce. I was exceptionally fortunate that I was enabled the opportunity to realise this dream, especially in the era in which I grew up.

Being the first woman Managing Director, Microsoft SA.

I am honoured to be the first woman to hold the position since Microsoft reinvested in the country in the early 1990s. I am extremely passionate about the possibilities of technology and how it can transform the industry, empower society and enable economic growth for South Africa, and Africa.

My first 3 months in role have been filled with excitement. In my first week, I had the opportunity to be part of a momentous occasion where Microsoft launched the opening of the state-of-the-art datacentres as well our multi-million-dollar investment to create economic opportunities for South Africa through the evolved Equity Equivalent Investment Programme (EEIP)

Hurdles encountered.

I was fortunate that early in my career, I was identified as Top Talent, and as a result was often placed in roles which i

felt required more experience than I could offer at point. There were three key learnings that I had, which enabled to overcome an hurdle I faced.

Firstly, I realised that my diversity of thinking, my tenacity and my passion for what I do are they three things that often enable my success in any task.

Secondly, I realised that confidence in my abilities - and finding this quickly - was going to be important as I progressed in my career, because I always had ambitious goals.

Finally, and this is still true to this, life is going to be a continuous learning journey of self- discovery that you are going to have to embrace.

Preparedness for tech.

I have more than 20 years' experience in the ICT industry, and have held various executive positions with IBM and Vodacom, both locally and abroad, that have enabled me to gain extensive knowledge in sales, operations, business controls, strategy, business transformation and leadership.

This experience, combined with my passion and commitment to continuous learning and understanding the technology trends positions me well to be successful in this industry.

My time as an entrepreneur really taught me the importance of resilience, and to keep focusing on your end goal and not give up until you achieve it.

I have also been fortunate to have a number of strong mentors, through whom I have learnt some key leadership lessons, and in particular the importance of leading through inspiration, constant focus on your people and continuous communication.

Philosophy and leadership style.

In South Africa, leaders must make learning a new way of life and have to become intentional about their learning agenda;

Interview With **Lilian Barnard**

because the tech industry is ever changing. This will ensure that you keep your skills current and it will ensure that you remain relevant.

In my journey to leadership, I learnt that it is critical to have faith in your capabilities and the confidence to express those capabilities through your authentic voice. My personal mandate is to ensure that through authenticity; I am transparent, honest and effective in communicating plans and goals for the organisation and doing so with clarity. People has always been at the core of my focus. As a leader you must be transformational in your approach and build a diverse and inclusive workplace. It is fair to say that we all understand diversity, but inclusivity is so important, and this is all about focusing on the needs of every individual, ensuring that the right conditions are in place, so everyone can reach their full potential.

As a global organisation that is committed to finding new ways of empowering people to achieve more, we are constantly evolving and creating change from within, so we can provide the best possible service to our customers.

We obsess over what matters to our customers, becoming more diverse and inclusive in everything we do and create, operating as one company instead of multiple siloed businesses and lastly, to making a difference in the lives of each other, our customers and the world around us.

Our business is anchored in a growth mindset, this inspires us to be curious about our customers -- learning all we can about their needs and challenges with a



Interview With Lilian Barnard

Imagine a computer that could accurately model the natural world, allowing us to create real and practical solutions to climate change.

A computer that could accurately model human biological systems, leading to new and incredible breakthroughs in medicine.

with a beginner's mind -- and then bringing innovative and practical solutions to meet their needs and surprise and delight them. We believe by applying a growth mindset, we have the ability to change the world; empowering every person and every organisation to achieve more.

Best and worst decisions made.

I live with the philosophy that the only risks that we regret are the ones that we have not taken. As such, I focus on ensuring I deliver to best on all the decisions that I have taken, while learning and moving on from the ones that didn't work out as planned.

Transformation in tech.

We are in the midst of a technological revolution, the 4th industrial revolution, and I believe that ARTIFICIAL INTELLIGENCE(AI) will be the defining technology of this time. Similar to the discovery of electricity or the development of the steam engine, I believe that AI will have the power to fundamentally change people's lives, transforming industry and transforming society. When developed at scale, QUANTUM COMPUTING will change the world.

Women in tech.

Women are still under represented and having women's representation in these fields is not only a matter of fairness, but our economies and societies also lose out when we fail to engage half of the world's brainpower in our engines of innovation.

We need to encourage interest from the early years of development, combat stereotypes, train teachers to inspire girls to pursue STEM careers, develop curricula that are gender-sensitive, and mentor girls and young women to adopt different mind-sets.

I have played a pivotal in re-igniting the South African chapter of Women@Microsoft and spurring a culture that encourages gender equality in the workplace.

At Microsoft, we start early in the pipeline by sparking girls' interest in technology, for example:

Our YouthSpark programmes seek to ensure that all youth have the opportunity to learn computer science through unique partnerships with governments, business, and non-profit organisations such as Code.org.

Girls represent 52 percent of the total beneficiaries of youthspark. Through YouthSpark we spearhead an initiative, DigiGirtz which is aimed at giving middle and high school girls opportunities to learn about careers in technology, connect with microsoft employees and participate in hands-on computer and technology workshops.

microsoft started a movement, inspiring girl, as well as the parents, educators and nonprofits who encourage and support them, to #MakeWhatsNext. Not only does this open up opportunities for careers in the technology industry, but in our increasingly digital world, STEM skills also offer a leg up [3] for those wanting to become researchers, consultants, business managers, teachers and many more.

Vision and Goals for Microsoft SA

SHORT TERM:

I believe that cloud computing presents a big opportunity for microsoft in SA. Public cloud services are set to triple in the next five years. This is because a lot of businesses are looking to drive innovation from cloud services. The recent opening of the datacentres and EEIP investment talks to the heart of our focus for the next 2-3 years.

I also want to work closely with our partners to make sure we continue to build the requisite skill sets so that South Africa can continue to take advantage of the fourth industrial revolution and become an emerging gaint in this space. How we will skill our people to prepare them for the job of the future will also be a challenge.

I want to continue driving the agenda of a more inclusive and diverse workplace by providing equal opportunities for men and women.

LONG TERM:

As I mentioned earlier, I am passionate about the possibilities of technology and how it can transform the industry, empower society and enable economic growth for south Africa and Africa.

Interview With **Lilian Barnard**

Together with our partner ecosystem, we are focused on enabling business and Government to harness the opportunity presented by these emerging technologies in an ethical and inclusive manner to ensure that every individual is empowered and benefits from the digital era.

Social Mission

I believe that companies that have a social mission, aligned to their core business, tend to be more inspiring to their customers, partners and employees. People deeply commit to companies with an authentic higher purpose and it enables them to be passionate about what they are doing! It is not just about doing good or doing business, it is about doing good business.

Home language, local dish and holiday spot.

In South Africa, we are spoilt with our choice of incredible food. But, with the beautiful oceans surrounding, I have to say I love fish!



THE POWER OF REJECTION

Everyone knows what rejection feels like. It is the most common emotional wound we experience. Whether you've been passed over for a job, turned down by investors or simply left on read, you've felt it. You've allowed yourself to be temporarily defined by another person's decision to reject you, even when it's not personal.

The good news is, you will never stop experiencing rejection.

Wait... did I say good news?

Yes, I did.

Here are 7 reasons to consider rejection your best friend:

1. A "No" can turn into a "Yes"

Ever heard of The 4 Hour Workweek? You know, that New York Times bestseller that created a global movement to work less and earn more? Author Tim Ferris was turned down 26 times before he found a publisher.

Stephen King's first book, *Carrie*, was also rejected 30 times, causing King to throw the manuscript in the trash. His wife took it out of the bin and encouraged him to submit it "one more time". We all know how that turned out.

2. Rejection teaches patience

Most of us see rejections as failure. Yet, most of the time, it is just the wrong timing.

You or your ideas may still be a diamond in a rough. This aspect of rejection is humbling but necessary. Good things come to those who wait (and grind too, of course).

3. Rejection destroys your competition

How many entrepreneurs, artists or writers give up in the face of rejection? Although the thought of it makes me sad, it presents an advantage for you: the more other people let "No's" stop them, the more opportunity there is for you to land this job, get into that school or secure this funding for your business idea. Resilience is your competitive advantage!

4. Rejection clears the path towards your success

You've got to see every rejection that life throws at you as obstacles you need to get past before you finally succeed.

For every 'No' you receive, you're closer to your 'Yes'. Imagine if Tim Ferris had stopped at rejection #26 or if Stephen King had really given up at rebuff #30?

5. Rejection creates opportunities for change

When facing rejection, ask yourself why you were rejected. It may be a sign that there are lessons to be learned. For instance, if you are getting a lot of impersonal rejections, that's a sign you may be doing something wrong and need to reconsider your approach. Something about your pitch, cover letter or samples may be lacking.

6. Rejection causes us to explore new paths

When a door closes, a window opens. Think about the last time you thought, "I would never have found this job / met this person if the other place hadn't refused to hire me/ person hadn't broken up with me." Rejection is a powerful force for analyzing why we go for the goals we do and what it is about these goals that drives us on, or away. It is also a good time for introspection and considering your reasons for going after certain things, people, jobs, or situations.

7. Seeking rejection makes you fearless

The more "No's" you hear, the more immune you become to rejection. Whatever goal you are trying to achieve, whether it is making a sale or finding an investor, you can train yourself to actually feel happy when getting rejected. In a TED talk, author and entrepreneur Jia Jiang shared lessons of his "100 days of straight rejection", and how it desensitized him to the pain that "No" can cause.

For 100 days straight, Jiang would make absurd requests such as requesting a "burger refill" or asking a stranger to lend him \$100.

Jiang's main takeaway was that rejection never defines you, your reaction following the rejection is what defines you.

In a word, rejection is fuel for growth.

& that's exactly why you should train yourself to embrace it!

How? By shifting your perspective.

Your ability to see things as "changeable" has a strong influence on how you react to rejection. If you can embrace the idea that life is flexible and that losses open doors of opportunities, not only will you recover faster from rejection, but you will grow more within yourself and suffer less when facing rejection.

Moral of the story: SHOOT YOUR SHOT!

Author:

Zoussi Ley

co-founder & Chief Marketing Officer
Complete Farmer





5 Reasons

why i left the western world and moved back to Africa to start a business

David Iit

I understand and appreciate the sacrifice my parents made of leaving the conflicted Democratic Republic of the Congo some years ago in hopes to offer my siblings and I a better chance at life, and until this day, I consider that to be the greatest gift they've given me. As time passed, I've learned over the years that problems aren't stop-signs but guidelines instead. Running away from your challenges is the equivalent of turning your back on the opportunity of finding a solution.

Although I'm undoubtedly grateful for my Canadian citizenship, the world-class education and the quality of life amongst many other benefits of growing up in the western world, the fact remains that it's just not where I feel I genuinely serve a purpose. Growing up in the west has granted this young African boy the ability not only to dream but to realize those dreams if I put my mind to it. With that said, it would be a blunder on my part if I didn't utilize that advantage to do my part in helping build an Africa I'm proud of can all my home.

Thus, let's get straight to it. But, let's get straight to it. But, let's keep in mind that this isn't a template for all, just my honest and most conspicuous reasons.

I find this to be accurately common with entrepreneurs; the fact that our perspective when coming across something intriguing is always to see it for what it could be and not what it is. We're problem solvers by nature, and we understand the benefits and see value solving some of the world's most significant challenges. We get goosebumps thinking about hows when put in front of a problem, the challenge of problem-solving keeps us up at night pondering on the right codes, strategies and tactics. For this reason alone, you'll probably similarly react to this fact; "Africa's population is the fastest growing in the world. It is expected to increase by roughly 50% over the next 18 years.

1. opportunity

growing from 1.2 billion people today to over 1.8 billion 2035." Some might look at this as a burden, while I can only see it as an ample amount of opportunity.

"The opportunities that everyone cannot see are the real opportunities."

Jack Ma

2. Majority Privilege

For the longest time, I thought white privilege was a thing... I was exposed to it throughout my whole life! Don't get me wrong here, it is a thing, but it appears to be the case only in the western world.

The fact is, Asian privilege is a thing too, in Asian countries. This statement might sound extremely foolish to some readers, but black privilege is alive and thriving, in majority black countries, which all happen to be in sub-saharan Africa. Use it to your advantage; the possibilities are endless when you have the support of your people.

3. wakanda forever?

Goes without being said- just a subtle yet essential reminder... wakanda won't build itself.

4. challenges

"most African governments aren't sta..." blah blah. "it's hard to do business in Africa becau..." go on, let's hear! We've heard it all before. Do yourself a favour, become antifragile. Allowing myself to be challenged by the hurdles of conducting business in this continent will only make me a better entrepreneur, there's no other way around it. If it's too easy, believe me when I say it's just not worth having... Rome wasn't built in one day, neither was it easy to complete.

I don't condone corruption in any shape or form, but I do have this to say to entrepreneurs thinking of starting up in Africa; when raising rounds of capital, always ask for slightly more than you think you need. you'll need extra cash because bribery is a common practice here, let's just say it helps cut the time in half for when in need of some services

5 Reasons

why i left the western world and moved back to Africa to start a business

David Lit

5. It's Home

When it's all said and done, it's home. I was born here, and although my parents' sacrifice significantly impacted my life, I don't believe removing a child from his natural habitat should be something young African kids should experience.

The challenge is simple, helping economics across Africa- to allow our people to have access to jobs, education, and the quality of life they deserve. We as Africans must innovate at a rapid rate if we hope not to be left behind. It's time we understand that home is what we make it and it's our duty as entrepreneurs to play our role in helping create the Africa of tomorrow.

"Time waits for no one, and it's certainly not going to wait for us to get this right..."

-David Lit



AI



**INTERVIEW WITH
DAMILOLA SOLADOYE**
Co-founder And CEO AI cycles



The private bike-sharing ecosystem is beginning to gain momentum in Africa, most especially in Nigeria. Although not new to the dense Asian cities and some parts of Europe. Some Nigerian start ups are now exploring this new business model. Such startup testing the waters is cycles, as it's redefining the way people commute within tertiary institutions, communities and cities. Using an efficient, fun and healthy means of transport, building better people, communities and a greener earth. In this interview, Alaba Ayinuola of Business Africa online spoke with Damilola Soladoye, the cofounder and CEO of cycles, to know more about the brand good start and insights into the bike-sharing business in Nigeria. Excerpts.

About cycles

Cycles is a mobility startup solving last mile transportation inefficiencies in Nigerian and African Universities, Estates and communities with our smart and efficient bicycle sharing system.

We are filling the gap of last mile transportation in communities where multiple transportation options do not exist or are not sufficient.

Interview With

Damilola Soladoye

Co-founder And CEO AI Cycles

Startup capital.

Currently, we have raised over \$5000 dollars in equity free grants majorly from the Fbstart accelerator from Facebook in partnership with Co-creation Hub. Besides this most of our capital has been bootstrapped till date with personal funds from team members.

Challenges and Competition.

Our major challenge is the pace of adoption by our target community. Most University and estate management have been slow to adopt our solution. This is purely bureaucratic as some tend to see our solution as a direct competition with the already existing means of transportation which they currently have on the ground.

It has been daunting, but we are gradually overcoming these challenges by presenting our solution as a complement to the already existing transport options and also offering our bicycle sharing system at no cost to the community. Instead, the community generates revenue off our system through a revenue share model.

Making mobility safe and accessible.

Interview With *Damilola Soladoye* Co-founder And CEO At Cycles



Globally, bicycle sharing is widely adopted in many major cities, communities and Universities all over the world. This is no surprise because cycling is a green, healthy and sustainable means of mobility. It is so because it removes the human factor of having a driver and burning fuel to make it more affordable for the end user.

It is also an accessible system as it is available 24/7 in any community deployed in. To boost safety on our system we are working closely with officials from Institute of Transport Development Policy (ITDP) and Lagos State Metropolitan Area Transport Authority (LAMATA) to ensure compliance with global safety and stand practices.

Cycles uniqueness

At cycles, what makes us unique is our passion for building green and sustainable mobility solutions coupled with a particular focus for providing great user experiences with our technology.

Cycles future.

The future for Cycles is to place Africa on the global mico-mobility map by flooding African communities with sustainable mobility systems.

We are taking steps to achieve this daily through partnerships with both local and international organisations to augment our growth.

Government support

The Government has been supporting startups and SME's in Nigeria, though I strongly believe more can be done. The future of Nigeria and Africa lies in part in its entrepreneurs and the more government involvement in this sector, the more accelerated growth is bound to occur in the country.

Logistic ecosystem

The logistics and mobility ecosystem is accelerating at a mammoth pace. Safe to say that with the recent rounds of investments in logistics/mobility-related startups, I believe massive disruption is said to happen in the coming years and more investment is said to be attracted to this sector.

Though a major set back in my opinion would be infrastructure.

Interview With
Damilola Soladoye
Co-founder And CEO At Cycles

This has and will always be a major roadblock for any logistics/mobility-related business and Government should begin to intervene appropriately.

African Entrepreneur

Sometimes it can be overwhelming, but in general, I derive joy from knowing that I am a change agent on a mission to develop and change my continent even in the little way I can.

Advice:

My advice to potential entrepreneurs or investors interested in the African space would be to see Africa as a very daunting and challenging market to penetrate. This might sound cliché, but in comparison to other markets of the world, Africa's market poses so many challenges from infrastructure, the ecosystem to customers in total. It takes courage, time and grit to build a business in Africa and every stakeholder involved in this should be aware as this would drive their expectations, timelines and overall outlook of the market in the end.

Leisure time.

I relax mostly by watching movies and I read motivational books.

Home language and local dish.

"Sişẹ", this means work! My favourite dish is pounded yam and egusi soup.

Holiday spot.

My favourite holiday spot on the continent would be the pyramids of Egypt.

Short Bio:

Damilola Soladoye is a passionate and self-motivated individual interested in technology, mobility and solving societal problems. A first class graduate of Covenant University and alumni of the premier cohort of the Fbstart accelerator program from Facebook in collaboration with Co-creation Hub, Nigeria.



6 Reasons why culture is important for start up growth (CASE STUDY: CODES)

When I was in Harvard business school, I learnt a lot regarding how to operate profitable businesses by not only making just a business grow and expand in different markets but also to make an impact to your clients and customers. Being in the US as Harvard student for couple of weeks was major shift on my perception about what growth is, and how we Africans are not taking advantage of what we have. Hence fast forward, I would like share with the startup community on why culture should be most important to let everyone involve on the process.

1. Conduct a proper SWOT analysis within your industry

I am not a huge fan of questions like "who are your competitors" as I believe everyone has a purpose. If you know where you're going and take an important challenge to venture in new opportunities, you will find yourself focusing more on delivering solutions to your customers and less looking on what others are doing. For us, we have different competitors in different category as our company structured to implement solutions for tech, advertising, products and venture in helping startups and collaborate with other corporate, hence SWOT is important as it will make you see all sort of weakness and threats and use your strength as a checklist to combat them and grow faster.

2. Use your SWOT results to review your company vision

After sitting with your team and review all the SWOT results, it's very important now to strategically review your vision, mission and purpose that will inspire everyone to deliver and know why they should work up in the morning and execute their task.

This was one of the great exercises we did at Smart Codes and we involved everyone from our top managers to the supporting teams' even drivers to security team, and collectively we awesomely re-define our purpose. The major key question to everyone was on defining our WHY which was the light to our PURPOSE. As a result, we find our main purpose was to make a mark in their project we touch and help our client's grow.

3. Train your dragons

During the SWOT process, you must measure the culture from strength to weakness and immediately invest more on your weak holes so as to train the team to be better than themselves. There is no better investment than training and empowering your existing team vs trying to hire the new one which they won't really understand your purpose at one place unless your growth need new wings and hence add one to grow faster.

Even at SC, after strategically knowing our focus was to expand in other African markets, we immediately started collaborating with top talented experts in different African markets. We inspired our team that, with this digital age of transformation, you can do anything it's just you need to plan and have courage to execute it. I remember we once invited Stanbic's CIO, Mussa Ally to come and we did amazing workshop with our team on how they can grow their career. This was not just for Smart Codes but most importantly was for their own career growth. This was done to train them to think BIG by eating an elephant in bit by bit instead of thinking or eating chips-mayai which no-one will get a wow factor from you as a person.

We have also worked closely with great minds like Max Ngari – one of the top creative people in Africa who won many awards such as the Cannes Lions awards.

4. Break your Vision into objective goals

The major learning here is, knowing how to eat an Elephant. You need to break down this elephant goal into small tasks and assign each team member to deal with a few tasks. For example, at Smart Codes we don't have KPIs but we have objective goals plan at which each team members knows what part are they executing, hence it has helped to have smooth execution and objectives which define timelines. That has been a success for us, as it works better than just calling them KPIs..



5. Show your client and partners your vision and purpose

Showing it's not an easy task, but I remember one of my Professors who was teaching us about the implementation of "Diffusion of innovations". This shows the baby steps of implementing anything new, you would 1st need to know your "Innovators" – People who will be willing to listen and then "Early Adopters" – which are more of opinion leaders, which are those around your Industry ecosystem. Surprisingly when we implemented our new VISION at Smart Codes, everyone got it and mostly we have seen people starting to add our key purpose "Making a Mark" in their hashtags, and "UNTIL ITS DONE" which is our infinity journey.

6. Share your small wins with everyone

The major thing most people have is selfishness, most of people are fearing to share their ideas and success because of competitors will know their moves, rather than looking at the mirror of sharing skills and opinions to help other grow the same way they did. Sharing most of the things we do at Smart Codes have been a major key growth from our team, as we know, only by sharing and open doors for outsiders to comment it's a two way learning, and it has been an incredible growth within our team and we have even seen it via our Innovation wing at SmartLab.

I remember one of or my classmate was inspiring using a phone brand called "ONE-PLUS" and when we asked, She says that brand helped to push her dreams because all the time she switch the phone-on its pop a message says "NEVER SETTLE" then I get that this A1 culture have been a major shift of growth at OnePlus' fanbase. Let's share our success and failures so others can learn and also collect opinions from outsiders that will only impacting our growth.

I never thought culture was a very big thing, but as Strive Masiyiwa says "believe you me" until you practice it, its when you will see the results. And it's important to impact your life with adding more books in your reading list and try to implement those learnings in your real life to measure growth results. Lastly, reading is the only way you can get a chance to learn new skills, as we all know "you can only give the output of what you know" and knowledge is collectively inputs and output of your interest.

I am looking forward to share more and please also share your growth list via the comment section below, so we can all learn from you as well and collectively we can **MAKE A MARK** across our African ecosystem.





Start Ups
**THE IDEAL
PARTNERSHIP
AGREEMENT**

A photograph of three men sitting around a table in a meeting. The man on the left is wearing a red shirt, the man in the middle is wearing a blue and white plaid shirt, and the man on the right is wearing a light purple shirt. They are all looking towards the right side of the frame. There are coffee cups and papers on the table.

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Today, I was thinking about the number of friendships turned businesses that have been destroyed because of one simple thing- no partnership agreement. We have all been there, you have this eureka moment! You want to share it with your friend and both of you decide to go into business together. This is fantastic! This is worth celebrating! However, along the line disagreements slip in, he wants it that way and you want it this way. He's wondering why you didn't ask him before you hired the new manager, on and on and at the end of the day one partner leaves business with hurt feelings and the greater loss is that you lost a good friend.

This should not be your story. why? Because you are reading this article *chuckle*

I know that in the past I have mentioned the importance of having a partnership agreement, but I need you to understand that not just any partnership agreement will do. You need one that covers everything that is important to your partner and everything that is important to you. There is nothing like a generic partnership agreement because people are not generic. A generic agreement cannot cater to your unique needs and preserve your friendship.

simply put, at the point where you decide to do business with your friend, you should get a lawyer. If your friend is a lawyer, get another lawyer so it can be clear that the agreement is independent. A good lawyer should help you with the agreement but these are a few things you need to agree on which can be reflected in the agreement.

1. Who is managing the company?
2. If there is conflict in decision making who has the final say?
3. How much is each person investing?
4. How are you sharing loss?
5. Who pays for company registration, etc.
6. who makes hiring decisions?
7. Who makes spending decisions?
8. What kind of account would your business run? Must you both be signatories? Which bank?

When someone comes to me requesting for a partnership agreement, they receive a LONG list of questions and issues which I request

Start Ups **THE IDEAL PARTNERSHIP AGREEMENT**

that they discuss with their partner before I ever put pen on paper. There are instances where some of our previous clients have called me that had a disagreement with their partner, but the partnership agreement I drafted for them already covered the situation so it was easily resolved. This is the goal! Avoiding litigation and conflict beforehand and resolving it. Another thing I always do is speak to BOTH partners. I know you think you know your best friend and you can answer all the partnership questions on his behalf, but it is important that the lawyer speaks to him or her too and confirms that you are both on the same page, in legal words, confirms that there is *consensus ad idem*.

In summary, the partnership agreement you need to get off to a good start is one that fully takes into consideration the needs and interests of both partners. It is one that also anticipates future conflict and resolves them.

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www.milegal.com Reni Legal is a law business which focuses on uniquely solving the legal problems facing SMES and Start-ups. For more information on partnership agreements please contact me on info@renilegal.com



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