



CREM NEWSLETTER

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MENTORING FOR INNOVATION IN THE ENTERPRISE SECTOR

HIGHLIGHTS

Editorial
Cover Page

From the Dean's Desk
Pages 1

Performance Reports
Pages 4

Testimonials
Pages 8



Editorial

CREM is a service provider in the areas of research, enterprise, workforce management and training delivery across Nigeria and West Africa. We are set to equip organization's human resources with skills, competences and change creating capacities. Our model is the People, Process, Technology and Service approach to enhance service delivery and customer satisfaction.

We exist to enable organizations keep in touch with state of the arts development and competences in their business areas with a view to enabling such businesses as a whole remain attuned with global trends regarding staff capacity and competences development, organizational process improvement, business management, technology skill acquisition and general

organizational health. CREM's input enables competitive advantage.

CREM's first two years were marked with hard work, smart work and dedication towards the delivery of the mandate set by the shareholders and their values which is to promote a centre of excellence in the areas of research in enterprise and action in management. This was done with utmost dynamism.

In carrying out our core and collective duties, our actions are commensurate to our outcome. The team in this publication showcases its business activities. This is in the areas of strategy, operations and fulfillment of the set goals within its short period. You are welcome on board.

From The Dean's Desk



These last two years have been very eventful in the life of Center for Research in Enterprise and Action in Management (CREM). We are very happy that as 2019 draws to a close, we can make references to notable achievements we have made in these last two years, especially to those we made in the year 2019. These successes did not come easy; they were the fruits of application, consistency, and commitment by all of the staff. As a rule, success is more demanding but brings with it a deep sense of satisfaction when it is recorded in a period of great social challenge, unpredictability and economic shocks.

2019 was precisely such a year in the life of CREM. It was marked by some visible signs of depression in our economy, by growing unemployment and by a very sluggish GDP growth accompanied by a widening of economic and social inequities. Yet despite these, CREM persevered, survived and thrived in 2019. This 2019 year started on a very eventful note for us. We were able to build on a number of the key successes, and on the foundations that were laid in our first year. These include the good foundations laid during the stakeholders' forum of 2018 and the series of very carefully planned and targeted trainings with which we were able to reach to core segments of our targeted clients. We went further on and were able to inspire greater confidence in our key market and sector area client which is Grooming People for Better Livelihood Centre, who we were able to convince of the need to inject more clients centered soft skills trainings in their on boarding training packages and programs. We are proud that we have gone on to successfully develop a package of training that is fully aligned to this vision of a rounded microfinance practitioner.

We have also shown great versatility in the management of tasks assigned to us – one of these has been in the very efficient way we managed Grooming Centre's Scholarship Scheme. This scheme was designed to encourage research and development in the area of inclusive micro finance. We were able to select the first batch of

awardees and carried out the award ceremony in a very well attended program. I am happy too that we were able to, in this 2019 to deliver those soft skill programs in cost effective manners and that feedbacks and evaluation that we have been getting from the participants show a very enthusiastic welcome and appreciation of the value we brought to their capacity building programmes. Our outreach programs have also been quite effective, and we have provided well attended fora and public events where topics of key developmental importance and national concern with broad international appeal were roundly discussed by our panel of judges and experts and a series of beneficial and far reaching decisions taken. Issues dealt with at such fora include things like poverty alleviation, the green economy, gender and digital revolution all of this, with a focus on their implications for business and enterprise development. Things can only get better with such wonderful beginnings. We have also been able to make key leaps and successes in the area of research, and have carried out a number of significant researches, the most notable of which is the one on social economic impact analysis of Grooming Centre loan on the lives of Grooming Centre microfinance institution clients which we are almost rounding up now. Further successes in the year included carefully designed in-plant programs which were delivered to clients within the Lagos area. In addition, a number of well-designed development packages were made further available to the general public at very efficient market prices and even though participation was not at its optimum level, these outings had the effect of advertising us as professional innovation driven agency capable of delivering high quality but affordable and targeted training programs. Our clinics and our in-plant programs have also witnessed notable successes and appreciations.

The CREM website is up and active, thanks to the hiring of a digital marketing/IT solution provider. The website has been receiving a high level of likes and traffic, thereby bringing CREM and Grooming Centre microfinance institution activities to the attention of netizens. These things can only get better.

We are therefore optimistic that with this humble beginning that 2020 will be quite a breakthrough one for us. Enquires from a number of local and international agencies also show that we are now beginning to become recognized as a go-to place for training and human capital development. As we grow and expand in 2020, one can hope for an expansion of our market share and we will continue to work to make CREM the go-to place for research and capacity build. Our major assets continue to be on dedicated team of highly trained professionals, and our primary key success factor has been the support and empathy we continue to enjoy from our founder, Chairman and CEO, Dr Godwin Nwabunka.

NOELIHEBUZOR

DEAN

January, 2020



On Our Marks...

The Centre for Research in Enterprise and Action in Management (CREM) was designed to institute and promote a continuous research based approach to enterprise and management education leveraging appropriate technology and best practice.

CREM has management and staff team of seven. They are well trained, result driven, client centric, reliable professionals with capacity to deliver on commitments. Their rapid responsiveness, adaptability to resource needs and great sense of urgency result in cost effective pricing for its customers.



| CREM 's inaugural Team



Get Set...

CREM, at inception held strategy sessions, research and market study. In line with the outcome of these activities, the Centre came out with strong competitive products and services. Every aspect of CREM is structured around the products and services which is also closely tied to the vision and mission set by the founders. The services were also designed to translate the needs of customers into opportune realities which in turn would also turn in profits.

Part of the strategy session was review of all existing training manuals, programmes and courses after which new calendars were developed for all business sectors. Meetings were also held with Grooming Centre Training, Operations and Risk Departments to identify new areas of training to benefit their staff. At the end, a brochure was developed to accommodate Microfinance Institutions/Micro Finance Banks; Open, Implant and soft skill training programs. In addition, courses were developed for developmental programmes meant to intervene in the areas of microfinance and enterprise.



CREM soft skill infusion training for Grooming Centre CO's.

In order to promote CREM's products and services within its target market and the general public and to drive penetration, the team developed a strong strategy through online and offline media, social media as well as print and electronic media.

In addition, digital marketing was designed to create awareness and engage the public through regular content based interactions and feedbacks. This medium also assisted in evaluating CREM's market share through Search Engine Optimization.

CREM partnered and collaborated with other organizations and institutions as a fulfillment agent and for business expansion and accreditation.



Delivery of Digital training in CREM in partnership with Sanstoz and Google



Participants at CREM digital training programme



WE ARE ON THE GO...

CREM delivers courses in microfinance, enterprise and entrepreneurship. Various forms of these training courses have been offered to microfinance banks and institutes, Micro, Medium and Small Enterprises sectors as well as corporate organizations within and outside Lagos. The Centre also offers soft skill courses such as Effective Communication, Anger Management, Team Building, Emotional Intelligence and Customer Relationship Management. Over 1000 people have benefitted from the courses in the past two years. CREM within almost two years of operations have built a robust database alumni of 2000, who have passed through one form of training or the other in the Centre.



The COO of CREM, Mr. Martins Ndigwe delivering a course to a set of entrepreneurs in Lagos



CREM delivering Implant training at Arca Payments in Victoria Island, Lagos

CREM CLINIC & BREAKFAST MEETING

In meeting the increasing demand by participants from our various training programs for mentoring and coaching, CREM created CREM BUSINESS CLINIC held every quarter and at other periods as may be needed by customers. The triangular mentoring model involves individual and focus groups discussions and interactions. It is a platform where people consult with experienced practitioners at the Centre for mentorship and advisory services on the challenging areas of their various businesses.

This has drawn a lot of SME practitioners who have benefitted resulting in improvement in their business management.



The Dean of CREM, Dr. Noel Ihebuzor mentoring entrepreneurs at CREM Business Clinic



Participants at CREM Business Clinic

There are also opportunities created in CREM to gather some experienced stakeholders to share their experiences in the area of microfinance and enterprise. These came up from time to time as Breakfast Meetings. The feedback were used in designing service deliveries to mitigate various challenges in the sector.

DEVELOPMENT PROGRAMMES

CREM designed what it referred to as Developmental Programmes to respond to issues and challenges in the Micro sector. This assisted business practitioner to acquire skills required to manage their businesses successfully thereby making more profits. It also assists such practitioners to build an endearing relationship with their clients. Others are Technology Management Programme (TMP), Agric Management Programme (AMP) and Leadership Management Programme (LMP). Others are Information Management Programme (IMP), Agric Management Programme (AMP) and Leadership Management Programme (LMP). The result has been encouraging. Within one year, over 600 business men and women have benefitted from these programmes.



The HLD of CREM, Mrs. Yemisi Bamishile delivering a course during a BOP training programme



Participants at CREM's Agric Management Programme



Participants at CREM's Business Management Programme

RESEARCH & CONSULTING

CREM has the capacity for project management. It consults in the areas of developing business strategies. It has carried out social and economic impact assessment for Grooming Centre, one of the largest microfinance institutions in Africa. It also successfully carried out a scholarship grant scheme for the institute where nine undergraduates and 16 postgraduate students were awarded grants to carry out research in the areas of microfinance and enterprise.



The CEO of Grooming Centre, Dr. Godwin Nwabunka (4th from left) presenting a GC scholarship grant award to one of the winners while others look on.

BUSINESS FORUM

CREM created an annual solution based platform where various issues affecting the microfinance and enterprise were discussed. Participants at the CREM Business Forum include operators, regulators, experts, funders and all other stakeholders. Two of these events have been held where topics such as funding the SMEs and emerging trends in microfinance and enterprise were



Participants at CREM's inaugural Business Forum



L-R Dr Noel Ihebuzor, Dean of CREM, Mr. Franklin Odoemene, Director, Grooming Centre, Dr Godwin Nwabunka, Mr. Alex Enyinna, MD/CEO, Grooming Microfinance bank at CREM's Business Forum in Lagos.

SOCIAL PROGRAMS

The Centre has promoted dialogue and understanding among people below the poverty line, the communities they live in and world community at large through interventions in line with Sustainable Development Goals.

These programmes were created to position CREM at the forefront of promoting social inclusiveness through knowledge sharing. To achieve this, CREM developed a national event calendar capturing national and international events partly as a manifestation of its Corporate Social Responsibility. These include Children's Day, Valentine Day, Women's Day and International Poverty Alleviation Day.



Chief (Mrs) Roseline Idimogu presenting a bag of rice to a lucky winner during the marking of Int'l Poverty Alleviation Day in CREM while CREM's Marketing Manager, Mr. Paulinus Ihebuzor looks on.



Women at CREM to mark Int'l Women's Day 2019



CREM Celebrating with Children on their Day



CREM Management celebrating with Mr. & Mrs Godwin Nwabunka



CREM's visit to SOS Children's home Lagos



One of CREM social outing



CREM staff bonding was also enhanced through birthday celebrations, anniversaries, team health exercise and other social activities.



CREM celebrating Valentine's Day with Youths at an orphanage in Lagos



Chairman of CREM celebrating 1st anniversary with his team



Birthday Celebration in CREM



1st Anniversary celebration with CREM Chairman, Dr Godwin Nwabunka

TESTIMONIALS

Mrs. Diana Okafor
(CEO, Lend a Light)



I benefitted a lot from CREM programme. I run an organization that requires such management skills that I acquired in the training. This was why I came along with my partners. The training will help me to be more organized even with the things I earlier took for granted in making my business work. CREM is a place to be. The facilitators were good and the learning environment cozy and serene. I sincerely recommend CREM to all entrepreneurs.

Mrs. Theresa Odey
(CEO, Entex Furniture)



CREM's programme was worth my while. The facilitators were on point. I'm looking forward to doing more trainings with CREM. I learnt a lot in the areas of digital marketing, new innovations and these will assist in taking my business to the next level.

Ms Nneoma Nwosu,
(CEO, Neniesville)



On a scale of 100, I will score CREM's BMP 100. I had been looking forward to such training in the past but they were usually very expensive. I'm happy that CREM gave me the opportunity at such a subsidized rate. I benefitted so much from the programme which will assist me improve on my business. I recommend it to

Pastor Sam Onimisi
(LOCCIM)



Right from the onset to the finishing point, every aspect of the CREM's training programme is interesting, educative and something no business man would wish away. One area I benefitted was budgeting. Many businesses fail as a result of poor budgeting. Even when people budget, they usually don't respect their budget. This is because they lack financial discipline. I recommend the Centre to all business people and also for start ups. Even Chief Executives of SMEs ought to be part of their programme.

Dr. Nwakor Uche Joseph
(CEO, Chonik Electronics Ltd)



I give excellent to CREM generally. I love the way and manner the facilitators handled the courses. It is a re-orientation of business ideas. I had a new orientation for business management. I will send all my staff to attend their training.

Mrs. Ikwuemesi Helen Anulika
(Grooming Centre)



Through the experience I had in CREM's training, I will be able to establish my own business and conveniently manage it both financially and otherwise. I benefitted extensively from the training and would recommend it to others to share the knowledge.

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