



From Strategy to the Marketplace:

- Mentor: Why You Need One



Presented by
Olufemi Awoyemi PhD, FCA, Fiapm, ACIT, MloD

MD/CEO
proshare

September 21, 2013
Lekki, Lagos, Nigeria

“A lot of people have gone further than they thought they could because someone else thought they could.”

- Unknown



Five Things I seek to Achieve

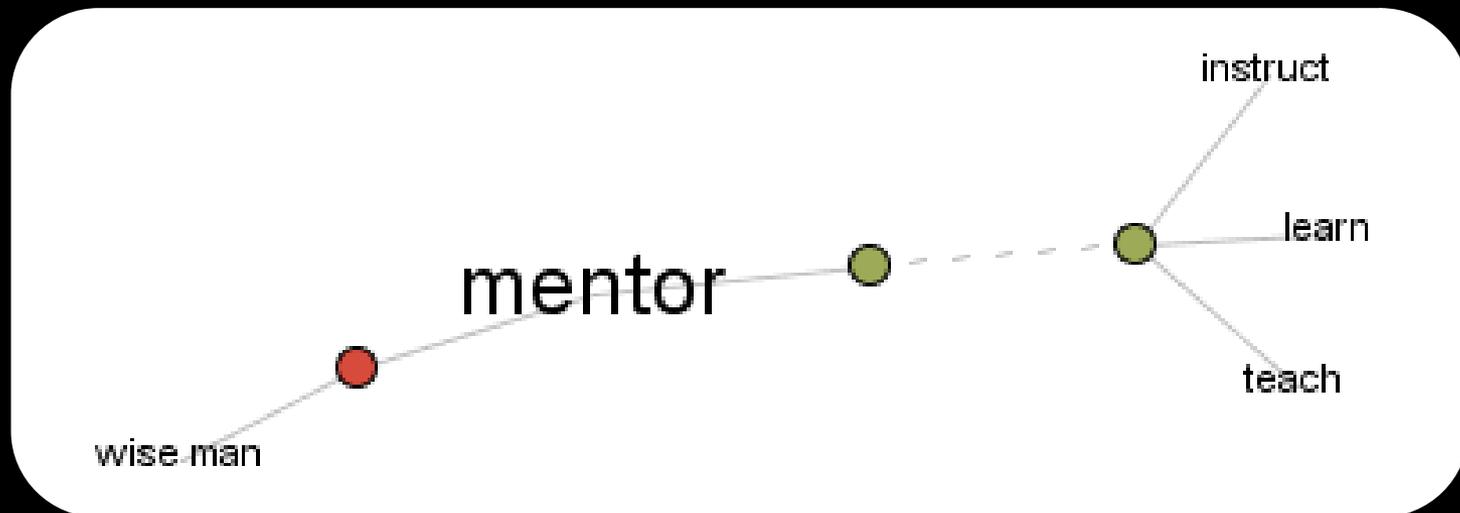
- 💡 Confront the stereotype about MENTORS
- 💡 Share insights on Mentoring E
- 💡 Go from Prose to Poetry – present REASONS why you need a MENTOR
- 💡 Show how to Think Theater, Not Role – A graphic image of a MENTOR
- 💡 Provide some closing thoughts AND answer your questions!

1. Stereotypes about MENTORING?



MENTOR: *person who recommends, teaches, or otherwise helps*

Role Model, Coach, Instructor, **Sponsor**, Guide,
Adviser, Teacher, Trainer, Tutor, Counselor,
Counsel, Authority, Backseat Driver,
Confidant, Consultant, Director, Expert, Helper,
Master, Veteran, Pro, Inspiration





proshare

MENTOR – Who is that?

...A mentor is someone who has **walked the path** you are about or **intend to follow**.



MENTOR — Who is he/she?

...when people think of mentors, they envision a **trailblazer**, someone who has *successfully* navigated the labyrinth of his or her domain or industry.

However, mentors ought **not** to be stereotyped in such manner, hence the reason we are all here today.



2. The WORKPLACE ... - *Insights*



How Managers in the Workplace Think

**COMPETING TO BE THE
BEST**



COMPETING TO BE UNIQUE



The worst error in strategy is to compete with rivals on the
same dimensions

By: Professor Michael E. Porter
Harvard Business School



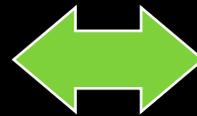
How Managers Achieve Superior Performance

**Operational
Effectiveness**

Assimilating, and
extending **best practices**



Do the **same thing better**



**Strategic
Positioning**

unique + sustainable



Do things **differently** to achieve
a **different purpose**

Inspired by Professor Michael E. Porter competitiveness Strategy Work



Five Tests of a Good Workplace Strategy

1. A **unique value proposition** compared to other equally competent employees
2. A **different**, tailored value chain – going beyond the expected and charting new paths for the firm
3. Clear tradeoffs in employment cost-benefit, and choosing what **not to do**
4. Activities in the value chain that **fit together and reinforce organisational and personal goals**
5. **Strategic continuity** with continual improvement in realization

Inspired by Professor Michael E. Porter competitiveness Strategy Work



Insights: To deliver this, a mentor can help...

- 💡 Iron sharpens iron, and one man sharpens another - *Proverbs 27:17*
- 💡 Whoever walks with the wise becomes wise, but the companion of fools will suffer harm - *Proverbs 13:20*
- 💡 Give instruction to a wise man, and he will be still wiser; teach a righteous man, and he will increase in learning - *Proverbs 9:9*

At the risk of oversimplification, you need a **mentor** for **three** reasons.



3. Moving Mentorship from Prose to Poetry : **- REASONS why you need a MENTOR**



Mentorship – The Competitive Edge

.. Too much Prose and not enough Poetry

- 💡 Don't go for an unattainable perfect solution, go for what that works – low cost based, high entry barrier
- 💡 Embrace the “nuisance value” in unconventional people - 😄
- 💡 Pursue whatever strategy you agree on by recruiting people who can relate to the changing realities...
- 💡 It's a bit odd for you to realize this – but you need to bring in those who may not '*fit the bill*' but can plug your competence and skill gap in a different way.
- 💡 Find competences you cant hire but consider valuable to help you get your message out – consistently – *self promotion*



1. Modelling

-  The simplest method to jumpstart any activity is to build on existing knowledge and avoid starting from scratch.
-  You need to be able to see around the corner and the most dependable way to do this is by seeking out (hint: mentor) someone who has walked the path.
-  It is important to note that the mentor might not have succeed but can share valuable insights and feedback that will assist the mentee in avoiding similar mistakes.
-  This is a subtle difference between a mentor and a coach

2. Accelerated Learning

-  Experience is an invaluable tool in decision making.
-  Conversely, lack of experience can set you back for years if you make a wrong decision at a critical inflection point in your career.
-  It is important to seek out a mentor in your organization or domain with experience to accelerate your learning and the quality of your decision making.



3. Networking

-  Mentors, by virtue of prior experience have built up a network of contacts over time.
-  This network of diverse expertise can act as an informal advisory group
-  Having a mentor that can facilitate such interactions is not only invaluable but critical.



4. Think Theatre, Not Play:

- A Graphic Image of a MENTOR**



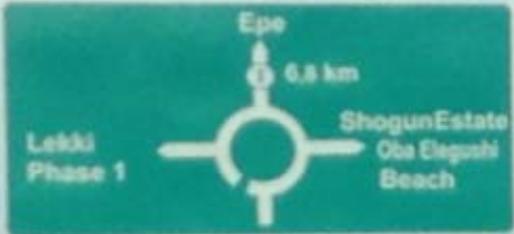


Never think about being the actor
(how well can I deliver this?)

.....think about the playwright
(how well can I write this!)

**A Great Performance Starts
With a Great Script!**





Tomorrow is looking good.

01 271 5000

www.airmpension.com





The MENTOR is your BRIDGE

5. Closing Thoughts



Imperatives: Finding Inspiration / Mentor

By First Unlearning doing by Perspiration

Understandably, many of us here have our hands full already trying to survive the current challenges of an emerging economy...

However, in doing so, we all run the risk of developing **tunnel vision** at a time when finding **new direction** is crucial.

We have to look above and beyond the current crisis and find a way to **leap over the shadows of our realities** by finding a way to go beyond the 'day-to-day-struggle' to survive, and inspire ourselves to spark new ideas and innovation.



The Limits of Logic

.. Recognise this and embrace unreasonableness

-  To some, the word reasonable is seen as a compliment. But is it? Are we part of the social changes that are taking place in Nigeria, and right across Africa?
-  From The Economist to WSJ, to Bloomberg to Reuters to FT to Soweto Herald – its all about INVEST IN AFRICA with Nigeria as the gateway with up to 160m people.
-  Remember consultants thought us how to swim on dry land? Be a key part of the conversation and inspire in your circle of influence every emotion from outrage to delight.
-  If you want to succeed, rather than just survive, you need to think differently – work with men with passion and put your trust in the quality of executable ideas rather than the quantity of numbers....

Thank You!

Q & A

