

THE PUBLICATION OF NNEW LAGOS CHAPTER, JANUARY 2025

## FROM THE DESK OF THE CHAIRPERSON



Dear Distinguished Members,

Happy New Year once again! I am filled with excitement as we step into 2025 together, ready to achieve even greater heights. I trust this year will bring you success in your personal and business pursuits.

Welcome to an Exciting Year of Growth and Collaboration!

Our engagements across all sectors have officially begun, and I encourage every member to actively connect and work with their sector heads. This is the time to channel our collective energy and resources toward achieving impactful results. Collaboration remains our strength, and I'm confident that together, we'll make remarkable progress.

### NNEW's 20th Anniversary: Let's Make It Grand!

As we prepare for the 20th Anniversary Celebration in October 2025, the chapter has been tasked with securing sponsorships to make this milestone event a memorable one. Your sector heads will be reaching out to provide guidance on this. To encourage participation, a 10% commission will be paid to every member who successfully secures sponsorship. Let's rise to the occasion and make history together!

### February Network Meeting: Mark Your Calendar

We are kicking off the year with our February Network Meeting on Thursday, 13th February 2025. Members are encouraged to attend either online or offline. At this meeting, subscription notepads will be distributed, so please seize the opportunity to renew your subscriptions if you haven't already done so.

### Stay Informed, Stay Engaged

I urge you to stay connected by reading all important updates shared in our general group. Additionally, make time to attend events and training programs designed to boost your business growth, expand your knowledge, and enhance your entrepreneurial journey.

Let us all bring our passion, creativity, and energy into this year's activities. Together, we can achieve extraordinary things!

Here's to a year of purpose, progress, and prosperity!

With warm regards,  
Dr. Ekaete Aniekan Etiebet  
Chairperson, NNEW Lagos Chapter



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## EDITORIAL

### A YEAR OF GROWTH, IMPACT, AND COLLABORATION



Dear Esteemed Members,

Happy New Year and welcome to 2025. We are excited about the opportunities this year holds as we continue our mission of empowering women entrepreneurs for growth, excellence, and impact.

We kicked off the year with a powerful learning session as the Manufacturing Sector hosted its first webinar on January 14th, themed “Developing an Effective Strategy for Your Business in 2025.” This insightful session provide members with practical strategies to navigate the business landscape and position their ventures for success.

Following this, our Executives, Heads of Sectors, and Heads of Committee Leaders gathered for a strategic retreat from January 22nd to 23rd

January 22nd to 23rd The retreat was a time for reflection, goal setting, and strategy development to ensure a more structured and impactful year for our members. It reaffirmed our commitment to fostering business growth, strengthening collaborations, and achieving sustainable success.

To round off the month, the Trade and Commerce Sector hosted a Mini-Workshop Webinar on January 30th, themed 2025 Vision Board. This session focused on goal-setting, business planning, and visualization techniques to help members take intentional steps toward their aspirations.

As we move into February, we look forward to our first Network Meeting of the Year an opportunity for members to connect, learn, and explore new business opportunities. Stay tuned for details!

This edition of our newsletter is packed with highlights, updates, and inspiring stories to keep you informed and motivated. Let’s make 2025 a year of innovation, collaboration, and remarkable achievements!

Together, we grow. Together, we thrive.

Warm regards,  
Uloma Nkemakolam  
PRO, NNEW Lagos Chapter



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## **BEST PRACTICES AND PROFESSIONAL DEVELOPMENT FOR TEACHERS**

**Teachers play a vital role in shaping students' lives. Here are some ideas to inspire and support educators in their journey:**

### **Teacher Spotlight**

**Every teacher has a story to tell. Some go above and beyond to inspire their students, create innovative lessons, or support their communities. By sharing these stories, we celebrate their impact and motivate others to follow their example.**

### **Classroom Management Tips**

**Effective classroom management creates a positive learning environment. Tips like setting clear expectations, using positive reinforcement, and staying consistent can help teachers manage their classrooms with ease. Simple strategies like using timers, engaging activities, and quick feedback can also keep students focused.**

### **Professional Development Opportunities**

**Continuous learning is key to growth. Teachers can benefit from attending conferences, enrolling in workshops, or taking online courses to enhance their skills. Staying updated with the latest teaching methods and technologies ensures a better learning experience for students.**

**By sharing best practices and supporting one another, educators can continue making a lasting difference in their classrooms.**



## **Teacher Spotlight: Inspiring Change in the Classroom** **An inspiring story of Ms. Sarah**

**Meet Ms. Sarah Thompson, a 5th-grade teacher who has transformed her classroom into a haven of creativity and learning. Teaching in a low-income neighborhood, Sarah noticed her students often struggled with engagement and confidence. Determined to make a difference, she introduced project-based learning to help students connect their lessons to real-world challenges.**

**One of her most impactful projects was a "Community Heroes" initiative, where students researched local leaders, interviewed them, and presented their findings. The project not only boosted academic skills but also instilled pride and confidence in her students.**

**Sarah also started a morning mindfulness routine to help students begin their day focused and calm. Her dedication has led to higher student participation, improved grades, and stronger relationships in the classroom.**

**Ms. Thompson's story reminds us of the incredible impact a passionate teacher can have. Through creativity and care, she has empowered her students to thrive.**

**Stella Nwankwo**  
**Proprietress, Golden Heights School**  
**Tiktok: stellataalkshow**



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## **DEPLOYING AN EFFECTIVE BUSINESS STRATEGY IN 2025**

**The Manufacturing Sector held a Family meeting on Tuesday 14th January at 7pm Via Zoom.**

**The session provided valuable insights into effective planning for 2025. Mrs. Abisola Oshodi led discussions on the need for adaptability and agility in a dynamic global environment, emphasizing the importance of making demands from business membership organizations (BMOs) and relevant sectors. She encouraged participants to share their strategies, fostering an interactive session with active contributions and questions.**

**A key focus was on effective marketing strategies, where Abisola Oshodi stressed optimizing operations, enhancing customer experience, leveraging technology, and conducting regular situation analyses. She highlighted the importance of understanding market size, customer needs, and competition while maintaining strategic partnerships for long-term success.**

**To further strengthen businesses, She guided participants through conducting a situation analysis, stressing the need to study industry trends, competitors, and government initiatives that could provide growth opportunities. She encouraged businesses to identify their competitive edge and align strategies with emerging market trends in sectors such as health and agriculture.**

**Another crucial aspect covered was aligning objectives with company vision. Mrs. Abisola Oshodi advised businesses to set clear objectives, break them down into measurable goals, and prioritize them based on available resources. She emphasized the significance of a strong online presence and the strategic use of social media to reach target audiences effectively.**

**Financial management was also a major highlight of the session. Mrs. Abisola Oshodi underscored the importance of reviewing financial performance, budgeting, managing cash flow, and identifying funding opportunities. She advised businesses to optimize operations, minimize inefficiencies, and implement inventory control to avoid unnecessary stock accumulation.**



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## **DEPLOYING AN EFFECTIVE BUSINESS STRATEGY IN 2025. (contd.)**

To enhance customer engagement, Mrs. Abisola Oshodi introduced strategies for improving customer experience, recommending the use of CRM systems, customer feedback surveys, and investment in technology. She reiterated the importance of strategic partnerships, performance tracking, and adaptability to ensure business sustainability.

This engaging session provided practical tools for businesses to navigate 2025 with confidence, ensuring growth, sustainability, and success.



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## VISION BOARD 2025

### Report on Business Growth and Goal-Setting Session

**This Mini workshop featured an insightful discussion led by Mrs. Oluwafeyikemi Amosu, also known as IderaConsult. She began by emphasizing the role of data in setting business goals, using the real estate business Pinky and Mj Limited as an example. She advised participants to review past performance before setting new targets and encouraged honesty in creating vision boards, viewing them as guiding tools rather than sources of pressure.**

**Mrs. Oluwafeyikemi Amosu shared her personal journey of adopting a healthier lifestyle through goal-setting, demonstrating how a structured vision board helped her achieve her weight loss goals. She also recounted her experience in starting a jewelry business, which initially struggled due to her lack of business knowledge. After attending an online marketing class, she gained the insights needed to grow her business successfully. This underscored the importance of setting realistic goals and taking actionable steps toward achieving them.**

**She further stressed the need for clarity and specificity in business goal-setting, particularly concerning income and target markets. She advised Seyi, a fashion entrepreneur, to define her audience and business impact while emphasizing the need for at least three sources of income. In response to Mojibola, an event manager struggling with financial tracking, Mrs. Oluwafeyikemi Amosu highlighted the importance of documenting income and maintaining structured financial records.**

**The discussion on financial stability emphasized diversifying income streams. She shared her experience of managing three businesses: Idera Jewelry for operational costs, consulting for personal projects, and a future-focused venture for long-term investments. She advised participants to explore multiple income sources to ensure financial security and freedom.**

**She also highlighted the significance of an online presence for business success in 2024, encouraging consistent branding and strategic social media use. She advised hiring professionals for content creation if necessary and integrating business promotions into daily interactions. Participants found her insights practical and valuable.**



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## VISION BOARD 2025

**Addressing concerns about managing multiple business responsibilities, Mrs. Oluwafeyikemi Amosu recommended documenting finances, using separate accounts, and leveraging digital tools. She emphasized goal-setting, accountability partners, and continuous learning.**

**The session concluded with a discussion on vision boards and personal growth.**



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# REAL ESTATE BE MORE WORKSHOP.



**REAL ESTATE**

**BE MORE WORKSHOP**

**DATE: Wednesday, 29th January 2025**

**TIME: 2.00pm**



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## Executives Retreat with the Heads of Sectors and Heads of Committees





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## EXCO RETREAT





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HAPPY 2025 NEW YEAR