



WHAT DO WE MEAN BY YOUTH POWER?

Youth Power is a Practice
- Lived experience for
achieving the future goals
of young people

Youth Power is a Vision
/Mindset - Guiding belief
for sharing Power with
Young People



Youth Power is a Strategy - of
procuring the resources and
mastering the tactics for
sustaining the process, the
actions for gaining collective
power, authority & influence

Youth Power is a Process -
For gaining full access to
personal and collective
power, authority and
influence



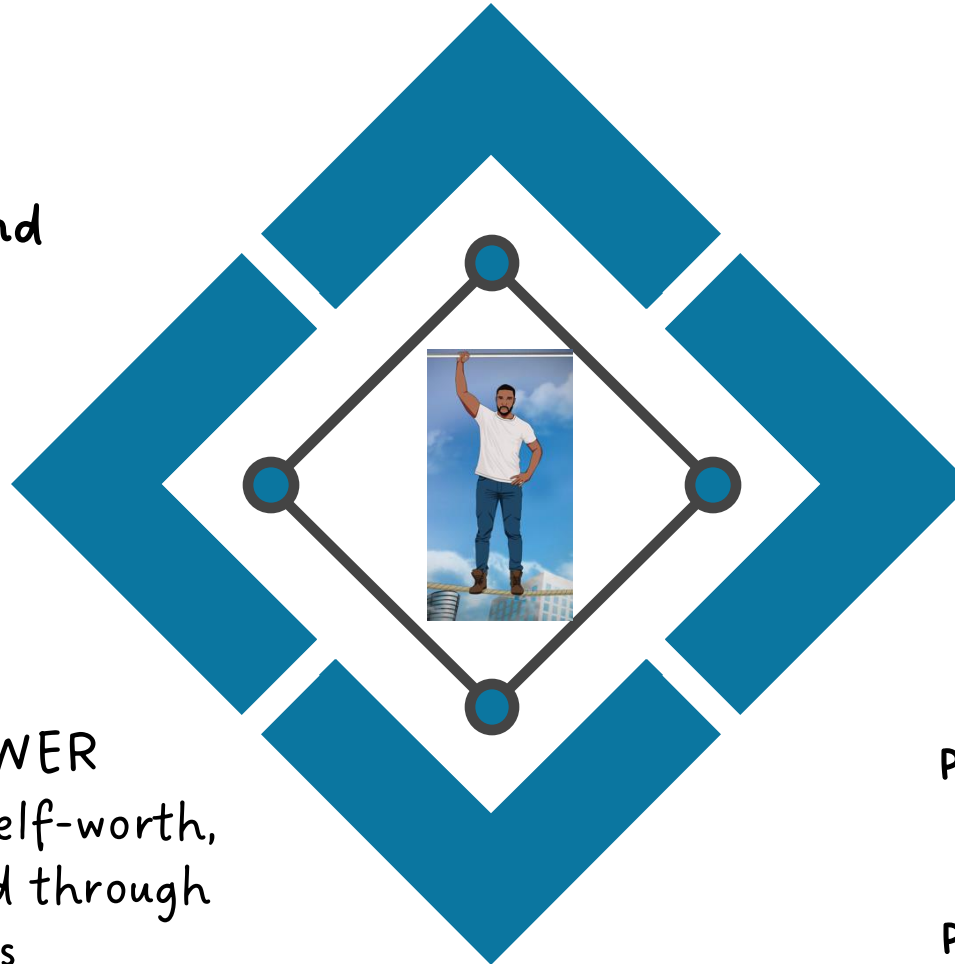
WHAT DO WE MEAN BY YOUTH POWER?

YOUTH POWER

Leverage personal transformations and potential power

YOUTH POWER

Awareness of power relations that either prevent or enable you to achieve their potential



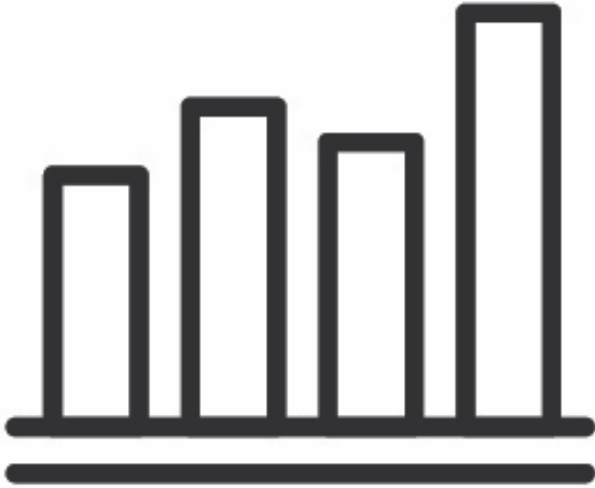
YOUTH POWER

POWER WITHIN: self-worth, confidence gained through awareness

YOUTH POWER
POWER TO: ability to take action and participate

&
POWER WITH: More power within through collaborative action.





**DOLA BAMGBOYE
FOUNDATION**

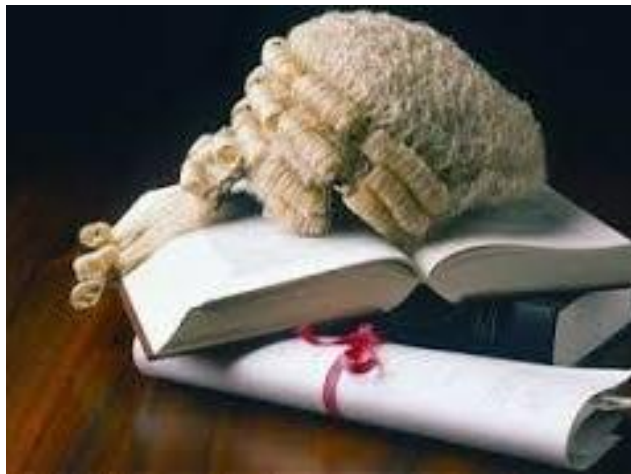
BUSINESS PLANNING WORKSHOP





Entrepreneurs

- Aliko Dangote
- Femi Otedola
- Tony Elumelu
- Folorunsho Alakija
- Abdul Samad Rabiu



Self Employed Professional

- Public Relations/Marketing
- ICT Services
- Legal Services
- Engineering
- Financial Services
- Health Services
- Construction /Real Estate
- Entertainers
- Food Services
- Education Services

assets

resources



products

services

Describe your business?



What is the main purpose of the business?



What do you hope to achieve by doing this business?



What product or service will you provide?



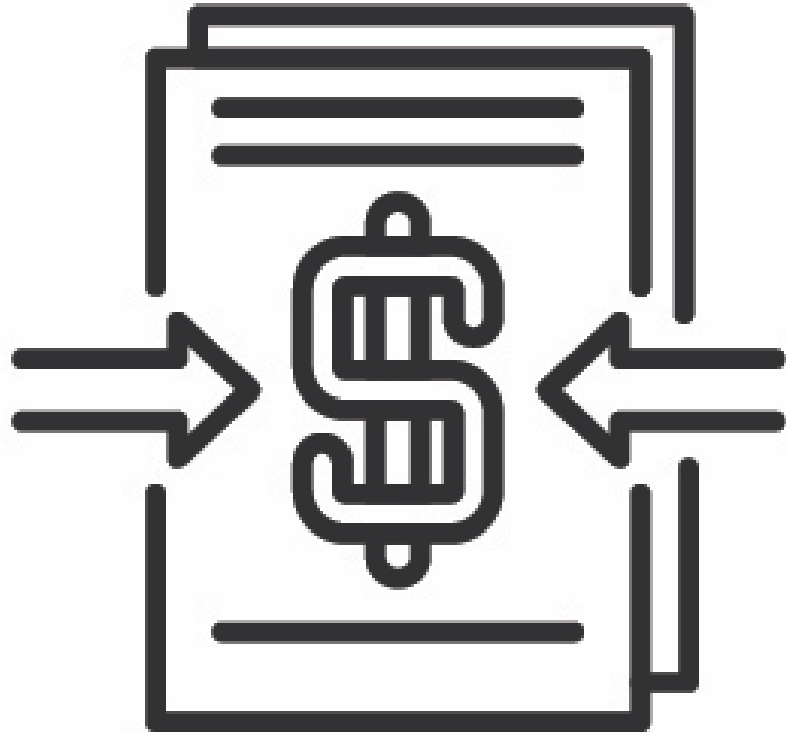
Who are your customers?



What makes your business unique or better than others?



Financial Projections in the next 2 years



How much funding are you seeking?

What will it be used for?





FINANCIAL INFORMATION

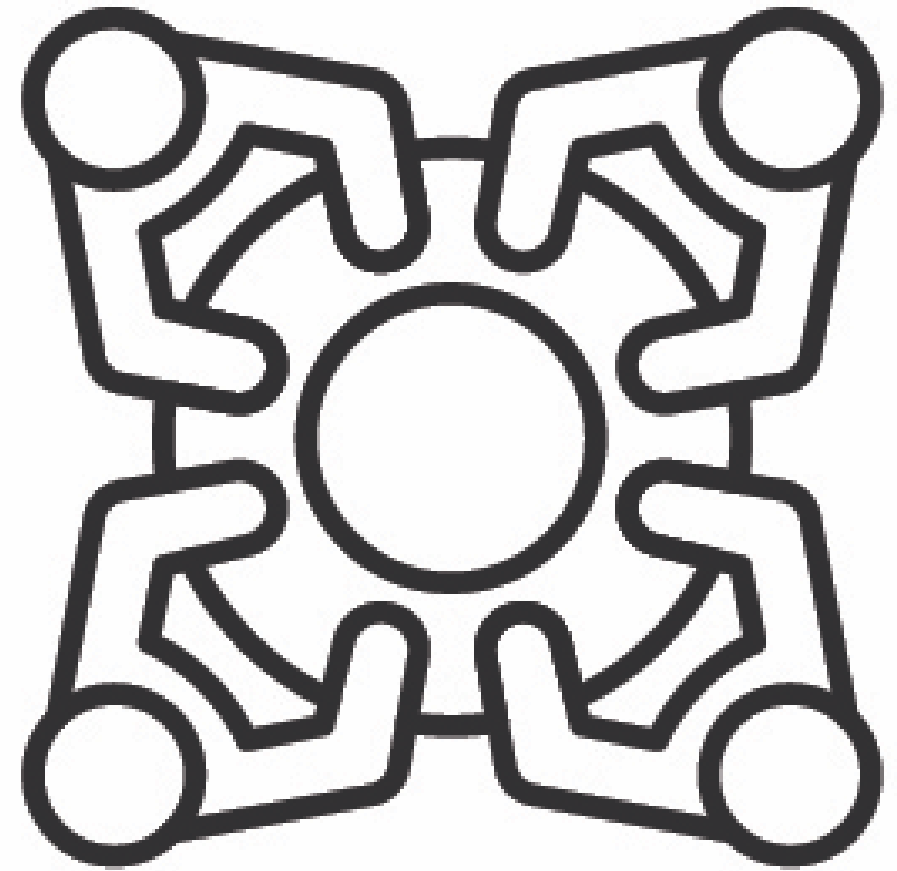
- START UP COSTS
- CURRENT FUNDING SOURCES
- FINANCIAL PROJECTIONS
- FINANCIAL ASSUMPTIONS

COMPETITIVE ADVANTAGE

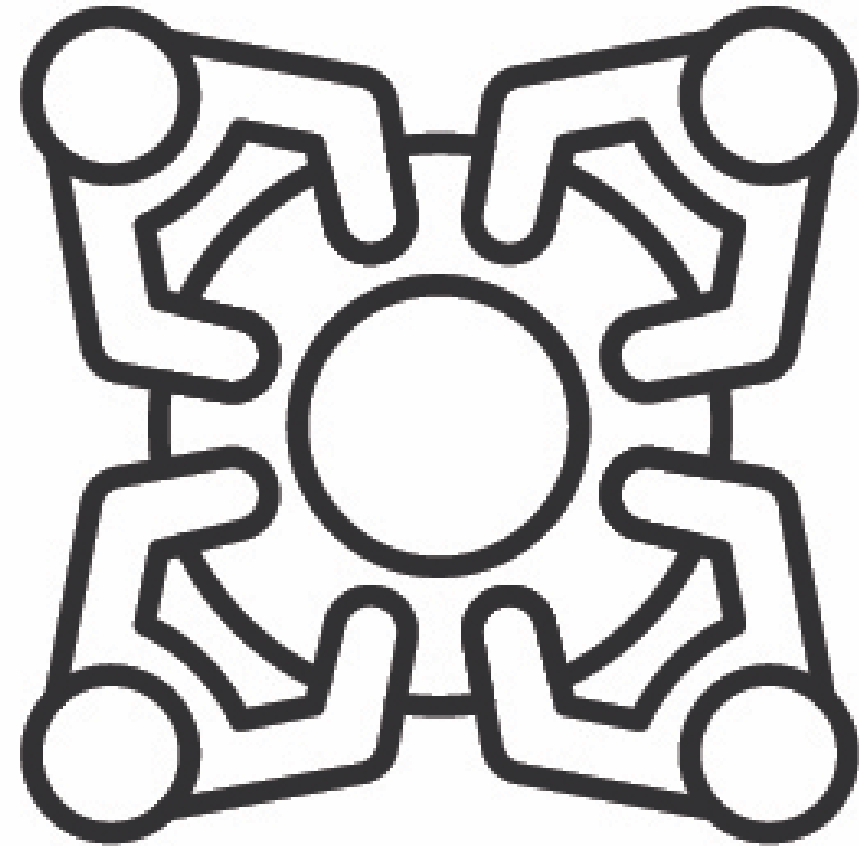
1. **Cost Leadership**
2. **Offering Unique Products**
3. **Concentrating on a specific customers**
4. **Strong brand reputation**
5. **Intellectual Property**
6. **Unique resources or access**
7. **Superior customer service**
8. **Network Effects (Social Media Communities)**
9. **High Switching Costs**



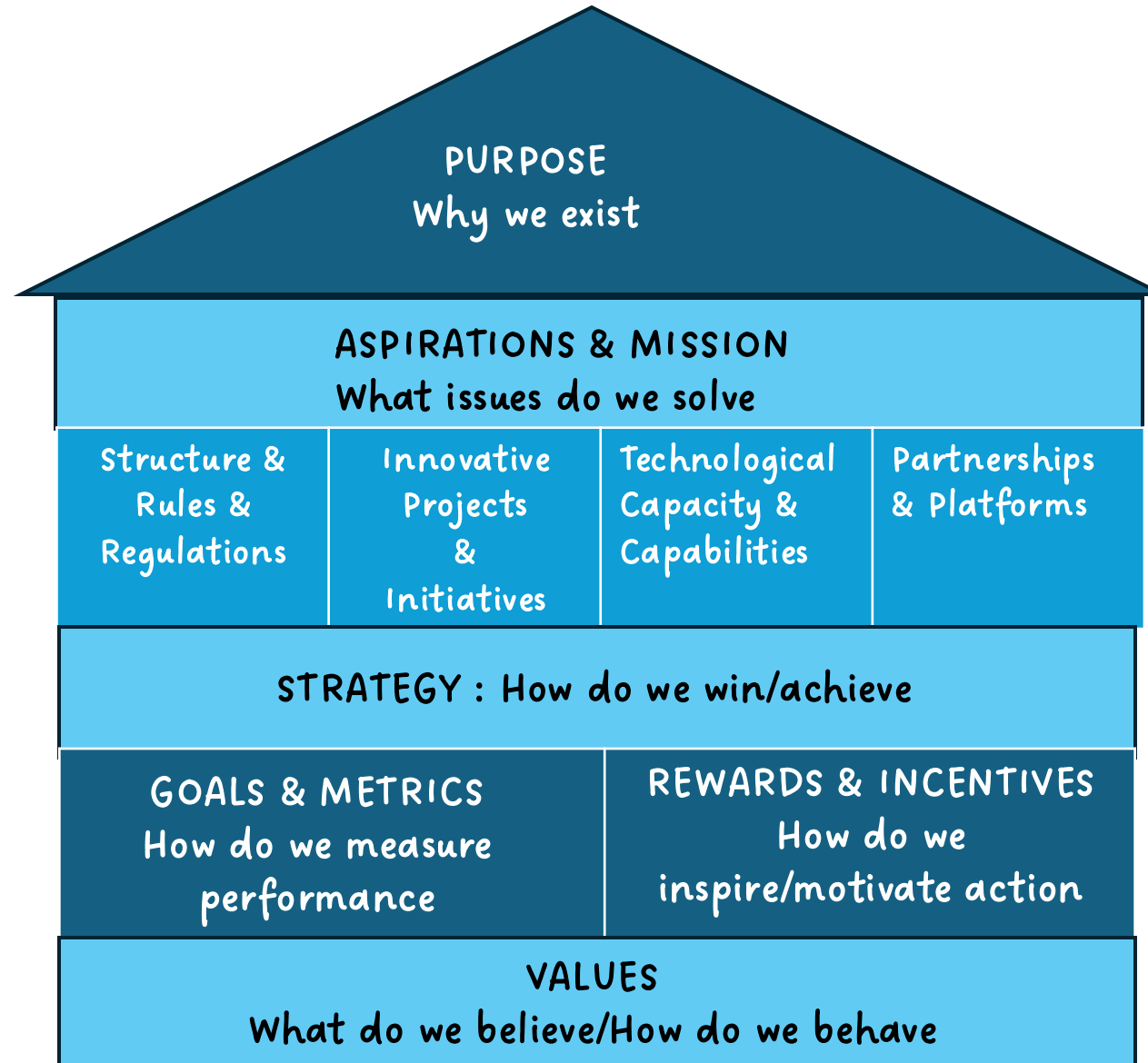
**What Problem Are
You Solving for
your Target Market
OR
What Value are
you creating ?**



VALUE = BENEFITS - COSTS



How to embed Purpose at every stage of business growth. Envision
The company as a house



Well - being + generational
wealth transfer
Using your money, time &
passions to make a difference

Redistribute/
Share/Leave a
legacy

Live Well
/Enjoy
Life

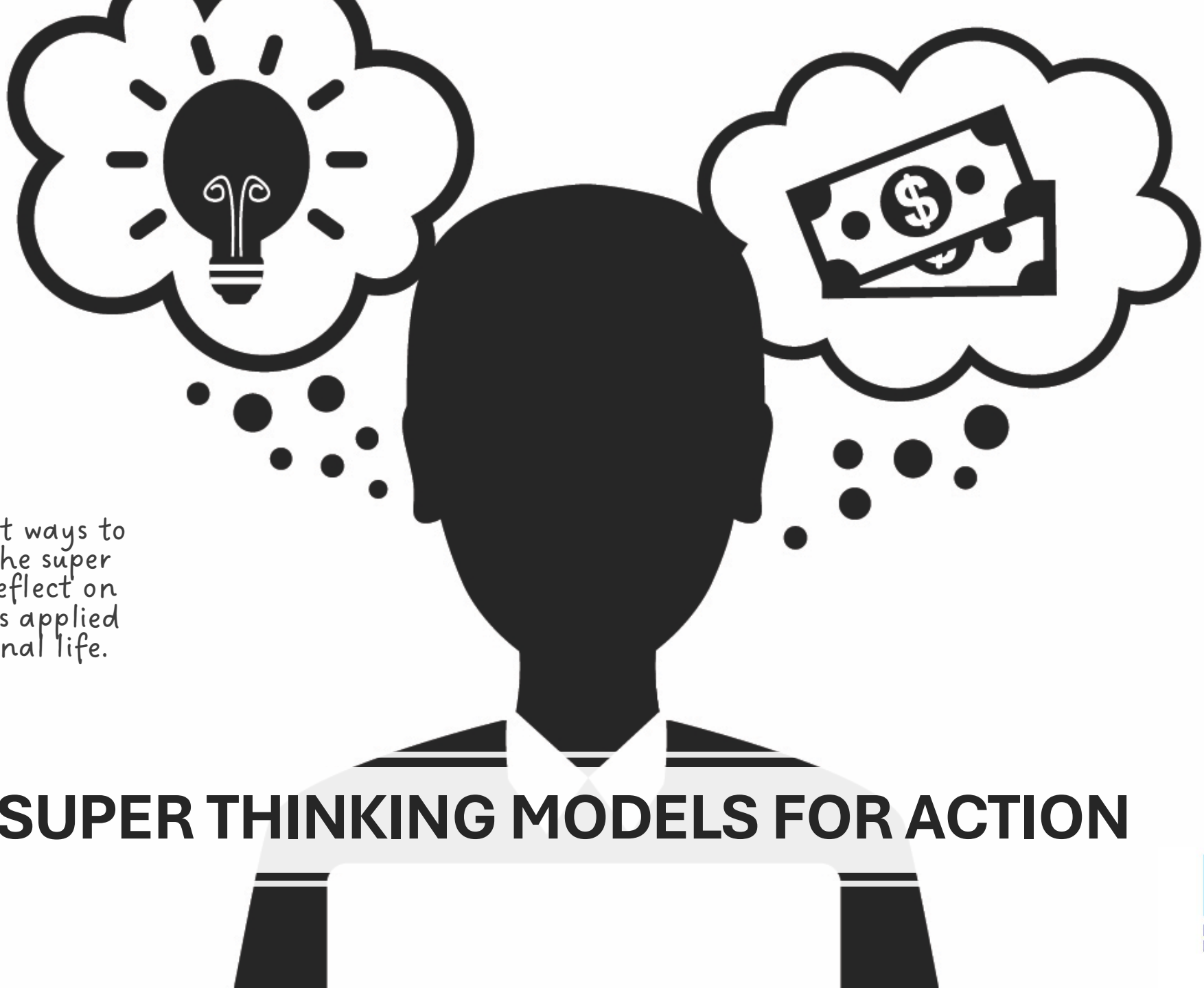
Plan
/Invest
/Sustain

Create
/Grow

How to achieve long -
term value creation &
goals, plan wisely, sustain
yourself/family/assets/
future

How to make money
and create wealth?

How to maintain your chosen
lifestyle, achieve your plans,
dreams & aspirations



One of the best ways to understand the super models is to reflect on each theory as applied to your personal life.

6 SUPER THINKING MODELS FOR ACTION

MASLOW'S HEIRARCHY OF NNEDS



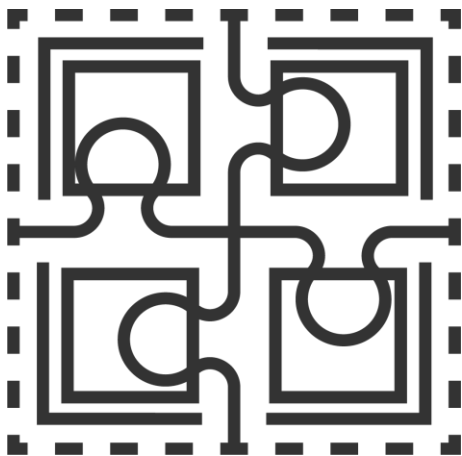
SWOT ANALYSIS



JOHARI'S WINDOW



BCG MATRIX



PARETO PRINCIPLE




PRIORITIZATION (EISENHOWER) MATRIX





6 SUPER THINKING MODELS FOR ACTION

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MASLOW'S HEIRARCHY OF NNEDS

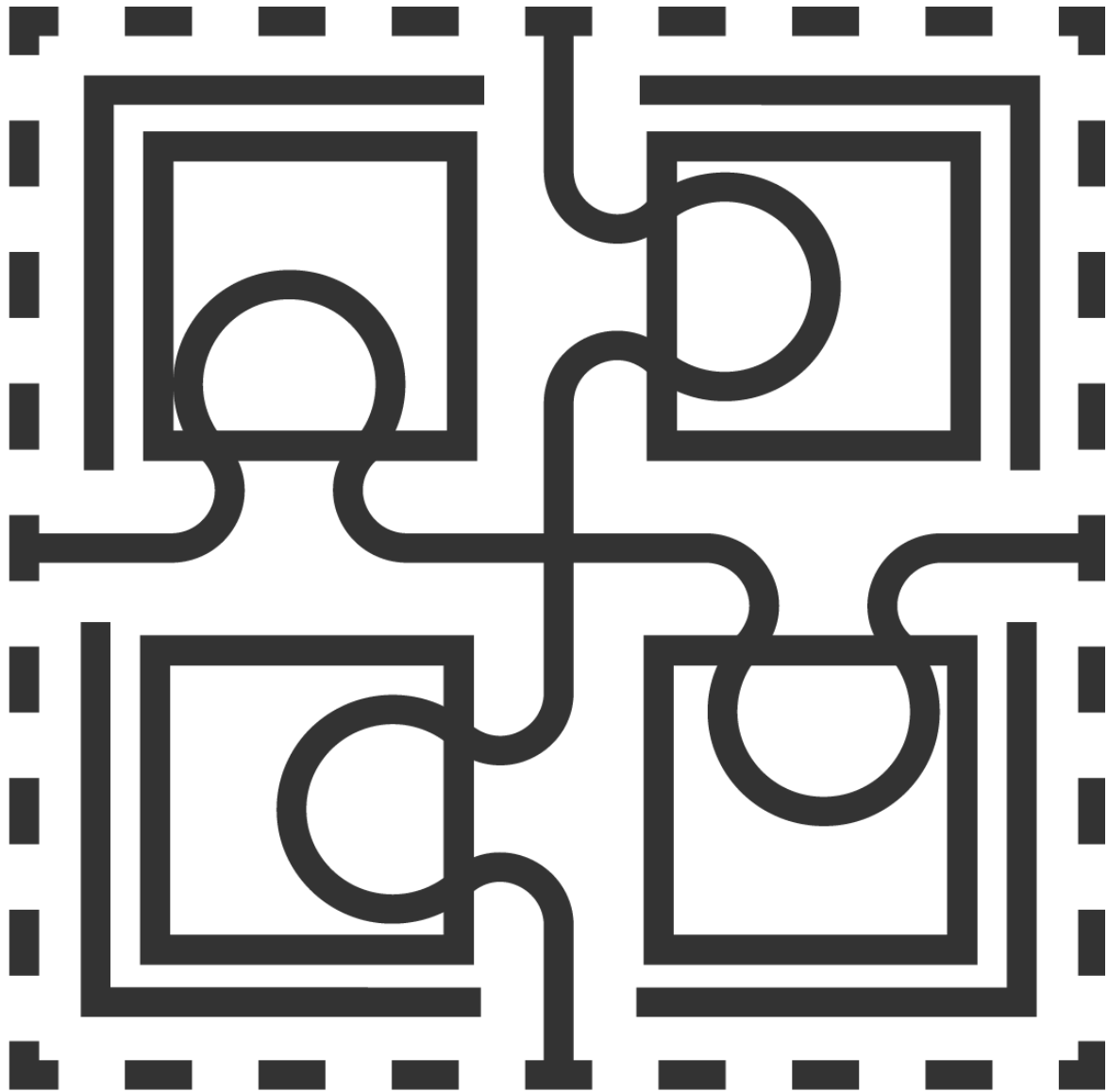


SWOT ANALYSIS

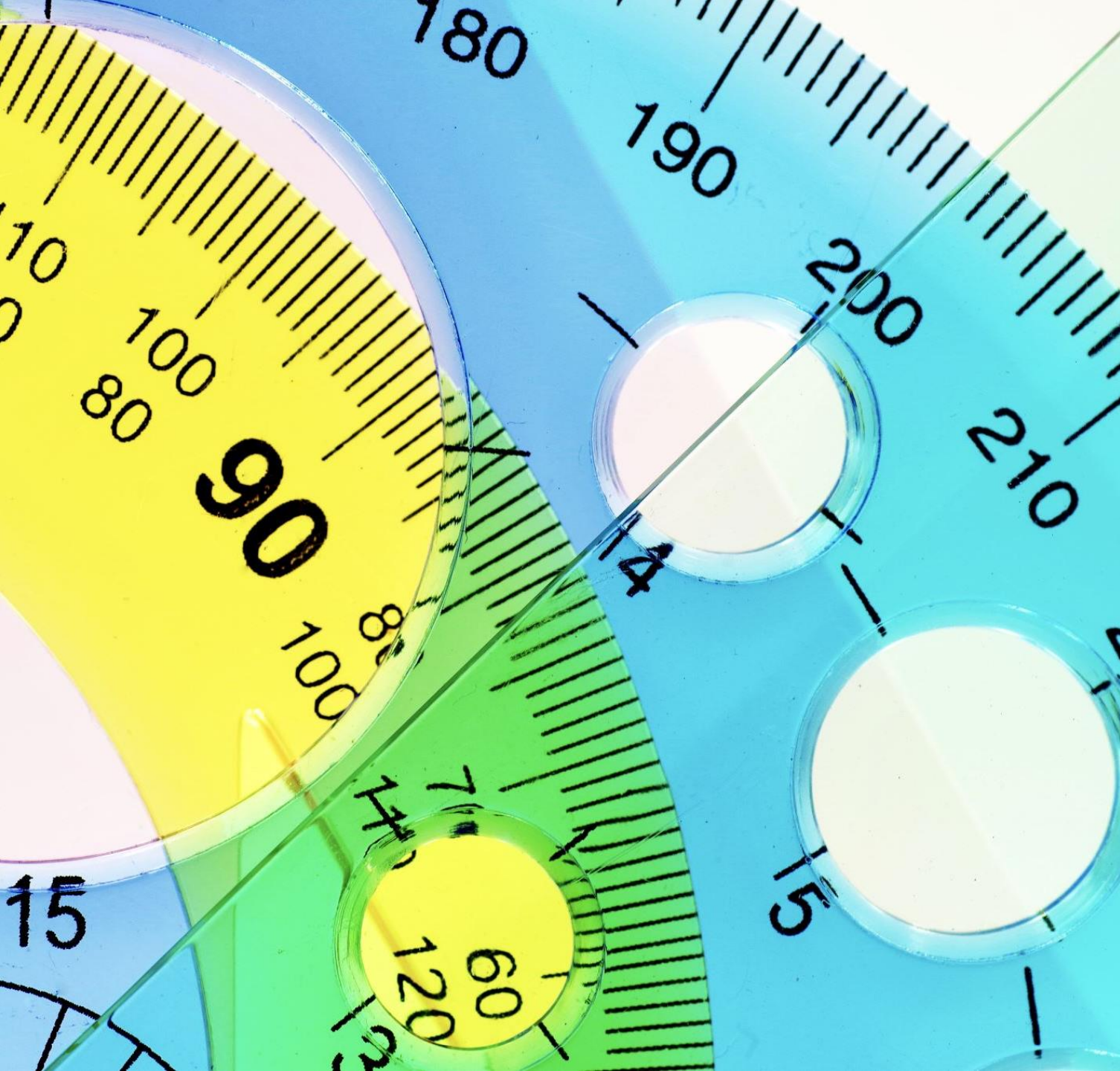


JOHARI'S WINDOW





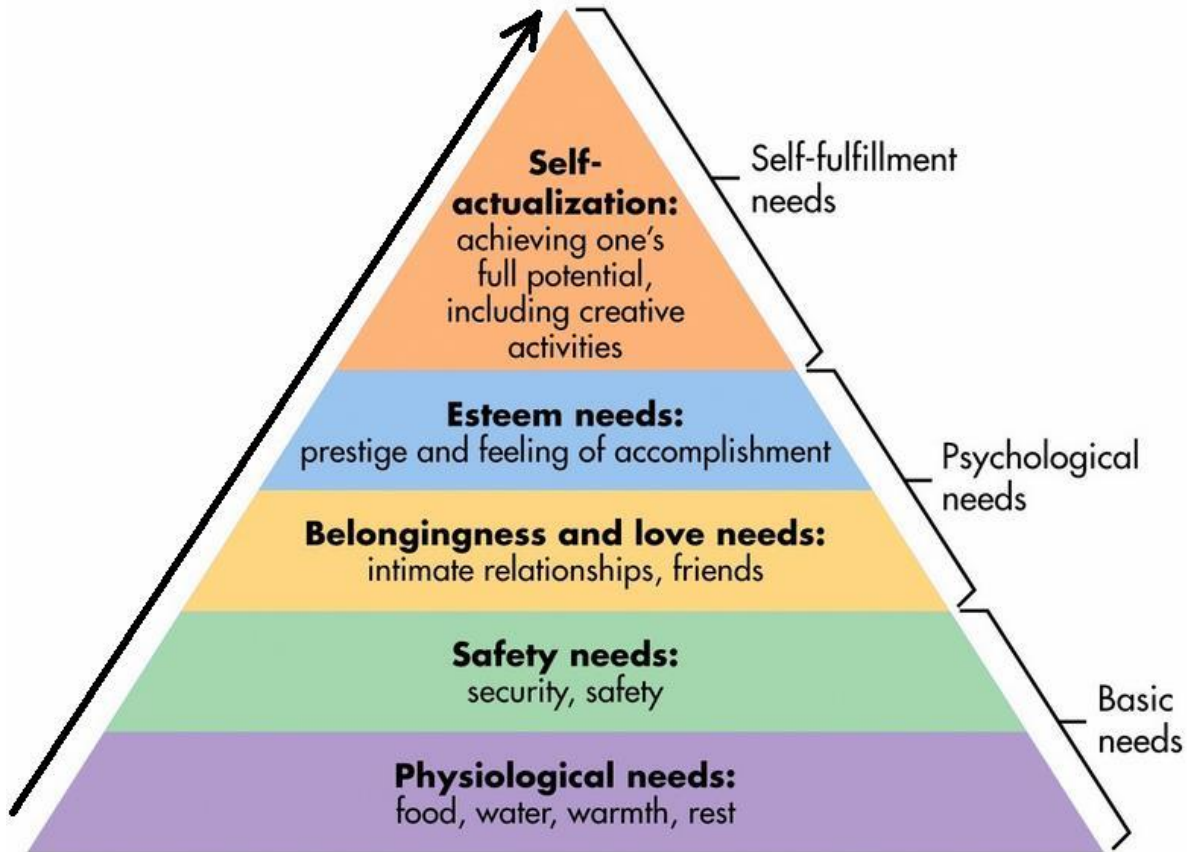
BCG (BOSTON CONSULTING GROUP) MATRIX



PARETO PRINCIPLE 80/20 RULE

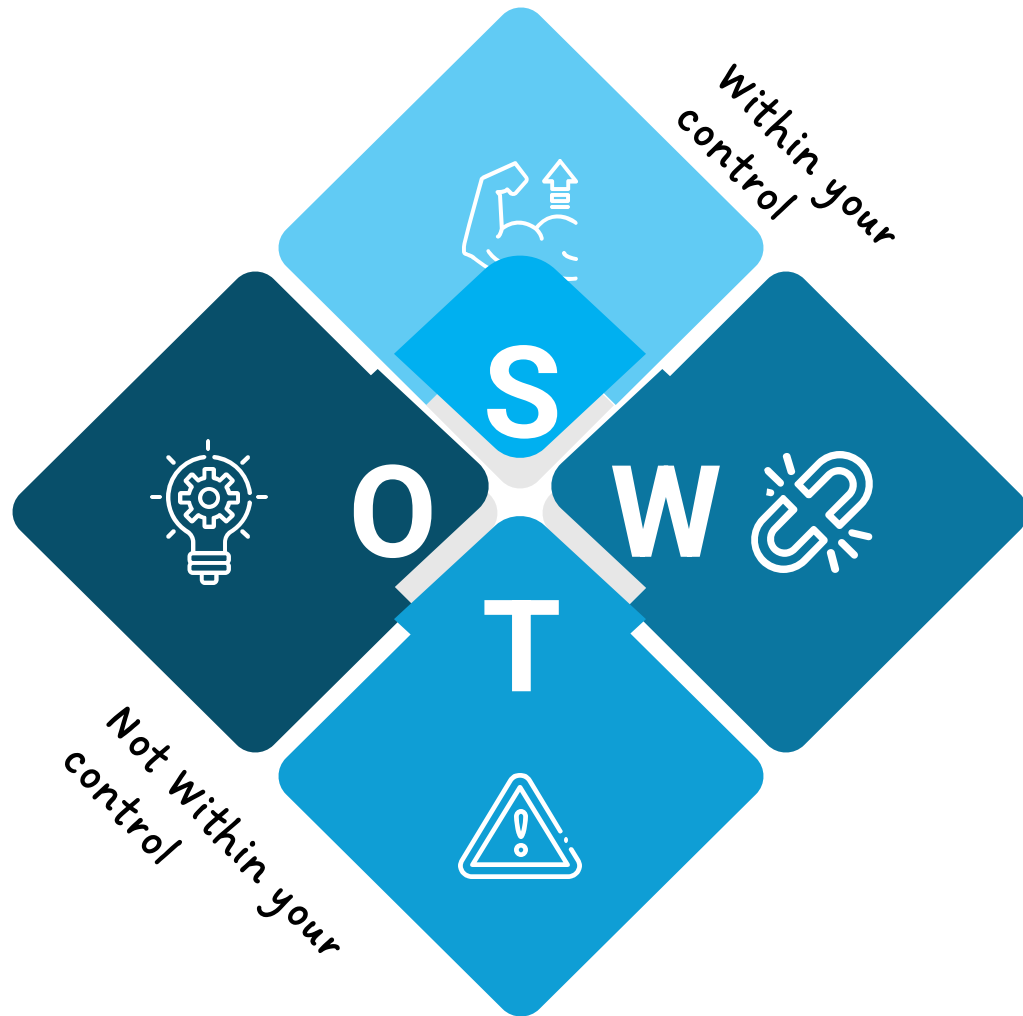


PRIORITIZATION (EISENHOWER) MATRIX



According to the Psychologist Abraham Maslow, the most basic and important need is our **physiological and safety needs:** we need to be healthy, have a roof over our head and food in our belly. This makes us feel safe & secure

- Reflect on your behaviour for the past week.
- What needs, according to Abraham Maslow, have you been pursuing in the last 7 days?
- What does your answer say about your own personal quest towards self-actualisation?



Conduct a personal SWOT to assess your strengths, weaknesses, opportunities, and threats in order to gain a better understanding of yourself and your current situation

- **S:** Reflect on your skills, knowledge, experiences, and personal qualities that set you apart from others. These can include things like communication skills, creativity, leadership abilities, and technical expertise.
- **W:** In which areas do you think you need improvement or where do you lack critical skills or resources. This could include things like poor time management, lack of experience in a particular area, or difficulty with public speaking.
- **O :** Consider external factors that could potentially benefit you or provide new opportunities for growth and development. This could include things like industry trends, networking opportunities, or new technologies.
- **T:** Think about external factors that could pose challenges or obstacles to your personal or professional growth. This could include things like economic downturns, competition in your field, or changes in regulations.

Once you have identified your strengths, weaknesses, opportunities, and threats, analyze them to determine which are most significant; and how they may impact your goals and objectives. Prioritize them based on their importance and relevance to your current situation.

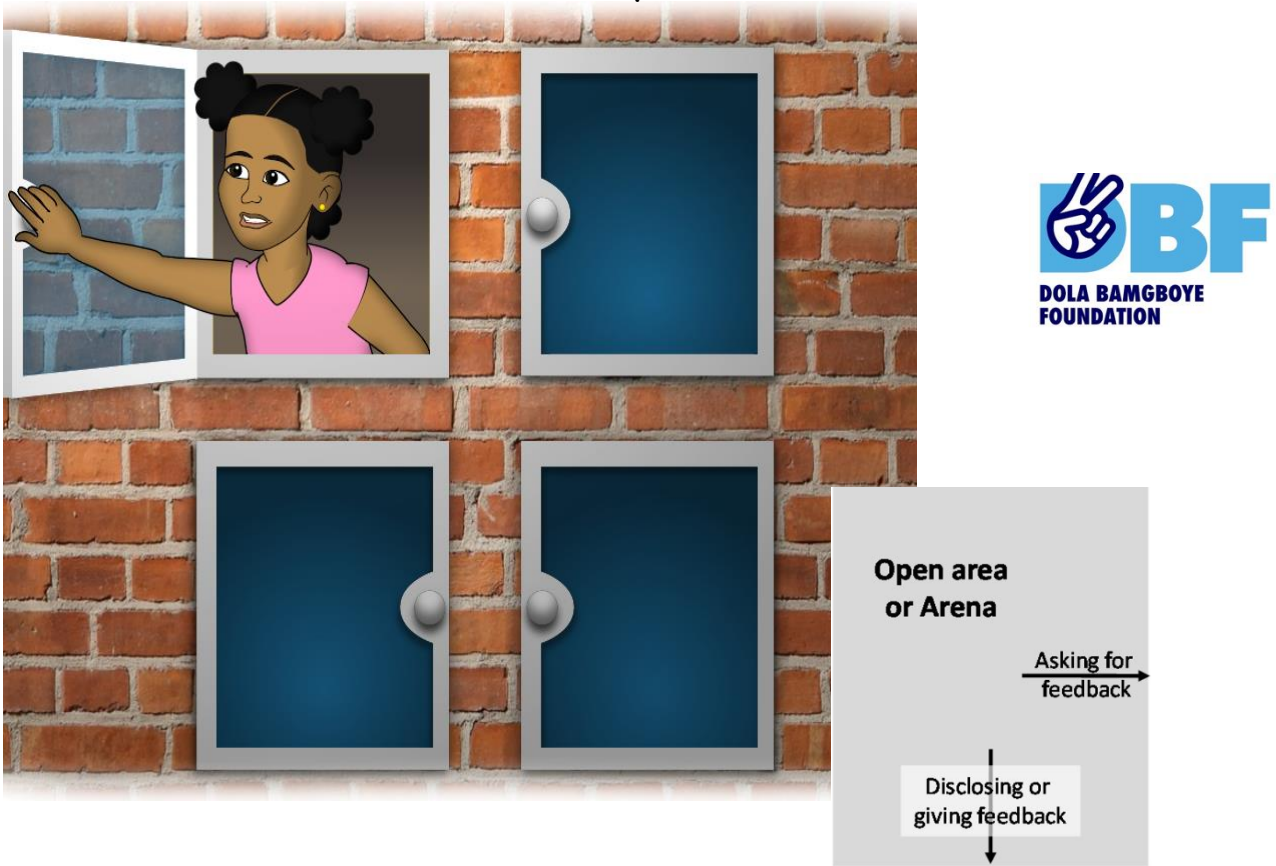
People rely on a combination of self-awareness and trust to build positive relationships.

But how do you build those qualities? The Johari Window can be used to develop self-awareness, trust and communication

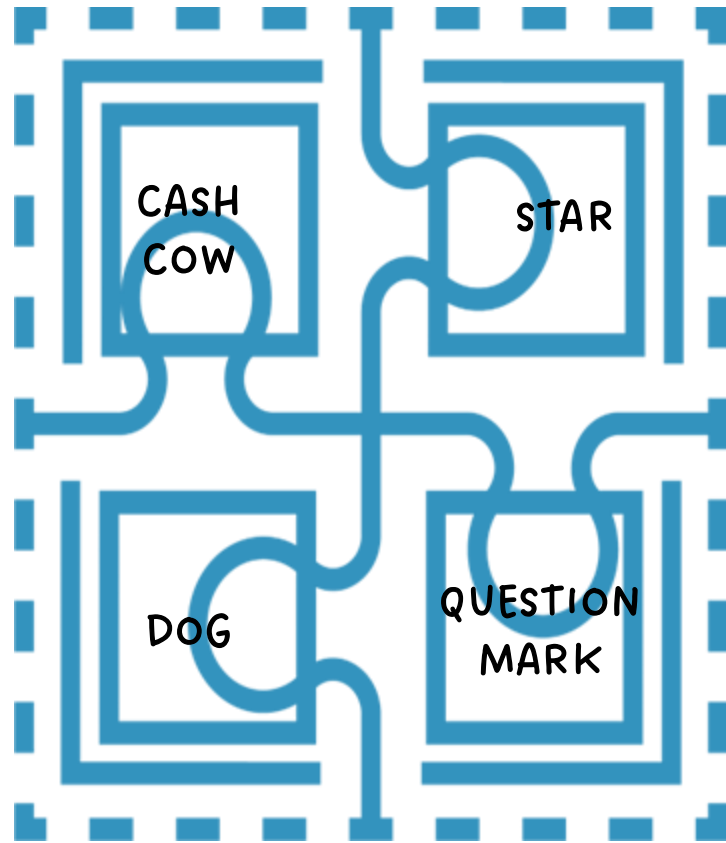
	Known to self	Not Known to self
Known to others	Open/self-area or arena	Blind self or blind spot
Not Known to others	Hidden area or façade (Mask)	Unknown area

The aim in any relationship is to develop the 'open area' .
When we work in this area with others we are at our most effective and productive, and the relationship is at its most productive too

- Each person is represented in the Johari model through four quadrants, similar to windowpanes.
- Each of the four windowpanes represents personal information, feelings and motivation
- It also signifies whether that information is known or unknown to oneself or others in four viewpoints.



The Boston Consulting Group designed the 'BCG matrix' in the 1970s. It is one of the best-known methods for product portfolio planning, based on the concept of the product life cycle. Helps you to identify and assess the priorities for growth in a product portfolio.



Stars are products that enjoy a relatively high market share in a strongly growing market. They are (potentially) profitable and may grow further. It is therefore advisable to invest in these products.

Cash cows are products that are extremely profitable, and where no extra effort or investment is needed to maintain the status quo. A product becomes a cash cow when the growth of a product's market decreases but the company's market share remains high and stable.

Question marks are products that have high market growth but small market share and so their growth rate is uncertain. Investments to generate further growth may or may not yield big results in the future. Additional investigation into how and where to invest is advised.

Dogs should be dropped or divested when they are not profitable. If profitable, do not invest in them, but make the best of their current value. This may even mean selling the product's operations and/or brand.

Do's : Analyse your current business portfolio periodically and decide which products require investment.

Pay attention to market changes and your competitors.

Don'ts : Do not hesitate to drop or divest the dogs that are not profitable.

Italian economist Pareto, observed late in the 19th century that approximately 80% of the land in Italy was owned by 20% of the population. He later noticed this distribution in other areas as well, such as his garden where 20% of the pea pods produced 80% of the peas. Also known as the 80/20 rule, it is an observation that roughly 80% of outcomes come from 20% of causes. The 80/20 rule is an **observation** and a **guideline**, not a strict mathematical law. The actual percentages can vary depending on the situation (it could be 70/30, 90/10, etc.)

The principle can be applied in different ways:

Business: 80% of a company's profits might come from 20% of its customers or products. Identifying these key areas allows businesses to focus their efforts for maximum impact.

Time Management: 20% of your tasks might contribute to 80% of your results. Prioritizing these high-impact tasks can significantly increase productivity.

Economics: As Pareto initially observed, in wealth distribution, 20% of the population own 80% of the assets

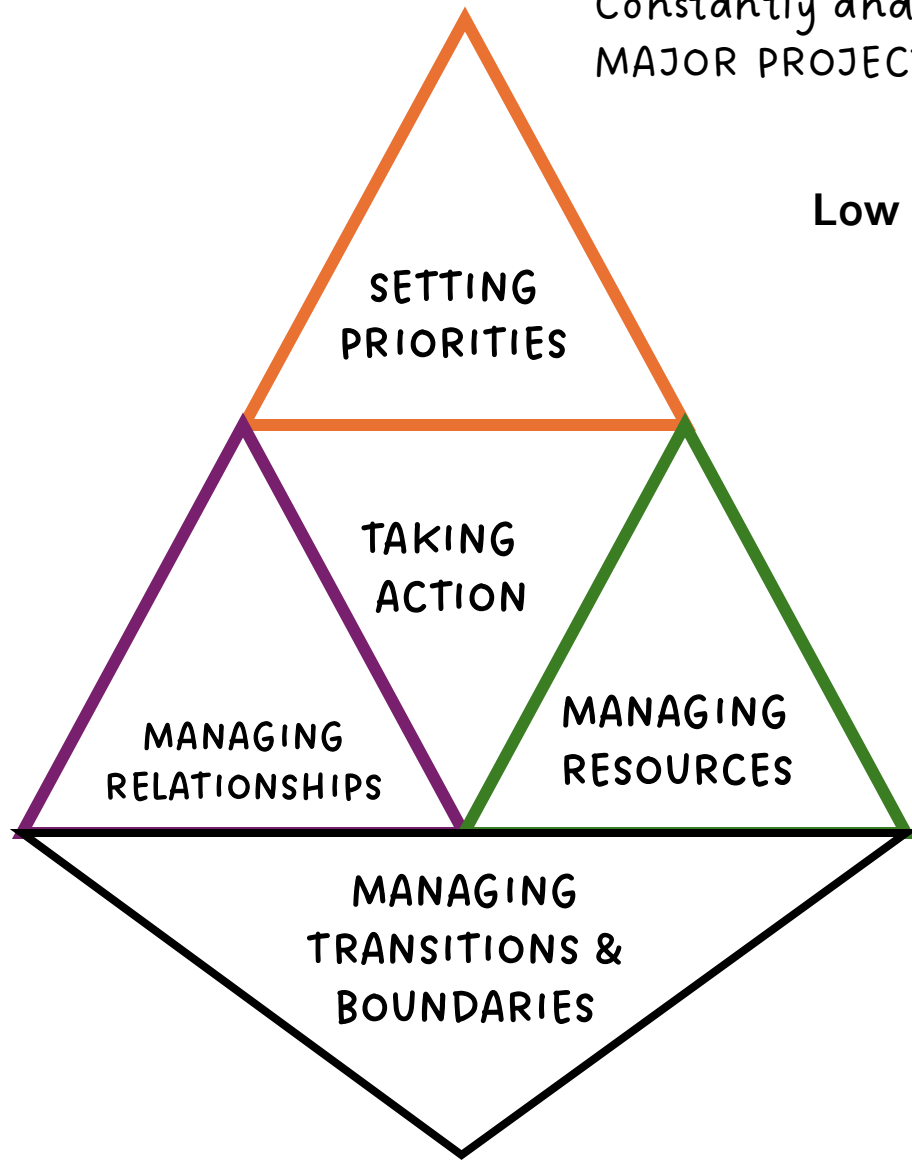
Personal Life: 20% of your efforts in learning a new skill might lead to 80% of your progress. Similarly, 20% of your relationships might provide 80% of your support and satisfaction.

Focus on the vital few: The principle highlights the importance of identifying and concentrating on the 20% of factors that drive the majority of the results.

Prioritization: It provides a framework for prioritizing tasks, efforts, and resources to achieve the greatest impact.

Efficiency: By focusing on the most effective inputs, you can achieve more with less effort and resources.

Achieving a Good Balance in terms of Effort and Impact
Constantly and efficiently harnessing/channeling your time/ energy of self/ others towards
MAJOR PROJECTS/VISION/MISSION



Low Effort (Easy)

High Effort (Hard)

High

I
M
P
A
C
T

Low

Quick Wins

Spend 5 Minutes Thinking about these every week

Do as many as you can without compromising the bigger picture

What task seems like HIGH effort but can actually be completed quickly?

Major Projects

Block out time to do the work

Plan & clarify required outputs

Break tasks into smaller achievable steps/lower effort sub - tasks

Map out cascading tasks

Time Fillers

Is this task necessary? If yes, then make use of 15 - 30 minute gaps in your day/between meetings

Use this to take a break from intense/bigger tasks/Stay productive motivated or boost your energy level

Hard Pull

Is this task necessary?

Who else might enjoy this task or complete it faster?

Who can you delegate it to , who might benefit from the experience?

What other ways are there to approach this task?

TIPS (IF YOU HAVE TO DO IT)

Take regular breaks

Add some fun (music)

Break it into smaller tasks