

MAY 2026



SuccessDigest

THE NEW SIDE HUSTLE: USING CLAUDE AI TO BUILD ONLINE INCOME

PAGE 66





Happy Birthday

Pastor Mrs.
Esther
Ojeagbase

As today marks the beginning of a new year for you, may the glory of the Lord continue to shine on you.



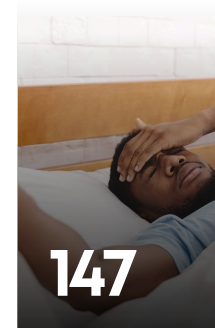
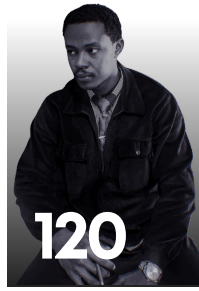


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A portrait of Samson Ojeagbase, a man with a beard and short hair, wearing a white shirt and a dark blue blazer. He is looking directly at the camera with a neutral expression. The background is a light gray with a subtle geometric pattern.

SuccessDigest

Editor's Viewpoint

**The Man
that Kept
Knocking**

**Samson
Ojeagbase**
Editor, SuccssDigest



The Man that Kept Knocking

I think I made a mistake.

This was the first thought that ran through Thomas's mind after alighting from the bus at Jibowu bus terminal.

Compared to his village of Gagi, Sokoto, Lagos was an alien world. He was overwhelmed and scared, but

Editor's Viewpoint

going back home was not an option.

Thomas came from a very poor family. His father was a farmer, his mother a small-time trader with seven children to feed. Being the firstborn, Thomas took it upon himself to support them. He worked building sites by day, the farm with his father in between, and stood security at night. What he lacked in qualifications he made up for in grit.



Editor's Viewpoint

He worked himself to the bones. But it was never enough, and not just the money. Something was biting at Thomas. He could not shake the feeling that he was meant for more. That feeling pushed him to take a leap of faith.

Thomas decided to travel to Lagos to work with a distant relative as a trader. When he told his parents, they did not disapprove. They gathered what little they had and prayed for him.



Editor's Viewpoint



He had the name of a street: Balogun Market, Lagos Island. That was all. A crumpled piece of paper, a market, and a relative he had met once at a burial seven years ago. His uncle's name was Mallam Usman. A fabric trader. That was the sum of everything Thomas knew.

He did not know what far meant in Lagos until the danfo from Jibowu crawled through traffic for two hours to cover a distance he could have walked in forty minutes back home.

Editor's Viewpoint

When he finally arrived at Balogun, the market swallowed him whole.

The noise was physical. It hit you like a wall. Traders calling out in Yoruba, Igbo, Hausa, English, and languages Thomas could not name. Mountains of fabric. Mountains of shoes. Wheelbarrows threading through gaps that did not seem wide enough. Thomas stood in the middle of it all and turned slowly, like a man trying to remember which direction he came from.

He began asking. Every fabric stall, every trader who would spare him thirty seconds. Do you know a Mallam Usman? He sells fabric.



Editor's Viewpoint

The answers came back in all shapes. One man ignored him. Another waved him deeper into the market. An older man squinted and said there were three Mallam Usmans in this market alone. Which one did he mean?

Thomas did not know which one.

He spent the entire first day searching. When night fell and the market locked its gates, he sat on the kerb outside and counted what was left in his pocket. Enough for food and perhaps three nights. He found a buka nearby and ate slowly, making it last.



Editor's Viewpoint

The next morning, he was back before the market opened. This time he went row by row.

By noon on the second day, a young man directed him to a Mallam Usman who sold Ankara and lace in the far eastern section. Thomas nearly ran. But when he arrived, the man behind the counter looked at him with a stranger's eyes. Wrong Usman.



On the third day, a tip sent him all the way to Oshodi Under-Bridge. Nobody there had heard of any fabric trader named Mallam Usman arriving from Balogun.

Editor's Viewpoint

By the time he boarded a bus back to his room that evening, his money was nearly gone and his legs felt like borrowed things.

He sat on his thin mattress and stared at the ceiling. He had come to Lagos with hope packed tight as a bag of grain. Three days in, that bag was nearly empty. He thought of his mother's face when he left, the particular sadness of someone who is proud and afraid at the same time.



He woke the next morning and walked back into Balogun. Four more hours. Nothing.

Editor's Viewpoint

He was sitting outside the market at noon, counting his remaining notes, when an older Yoruba trader sat beside him on the kerb and asked what was wrong. Thomas told him everything.

The man, Baba Remi, listened without interrupting. When Thomas finished, he said: "The mistake young men make is thinking Lagos opens its doors the first time you knock. You have to knock until your knuckles bleed. Then it opens."



Editor's Viewpoint

Friday came.

The mosque courtyard was full of men sitting in small groups after prayers. Thomas moved from group to group with his question. An hour passed. Nothing. He was preparing to leave when an elderly man touched his arm.

"Mallam Usman of Balogun? The one who sells Ankara and lace?" Thomas's heart stopped.



Editor's Viewpoint

"He moved to Tejuosho Market in Yaba. About three months ago. His brother owns a stall there. You will find him."

Thomas took a bus to Yaba. The third trader he approached pointed him down a corridor of stalls.

"The tall man with the grey cap, that one there."

Thomas looked across the market and saw a man he had not seen in seven years. Mallam Usman was taller than he remembered, thinner, with grey at his temples.



Editor's Viewpoint

He was measuring out fabric for a customer, running the cloth through his fingers with the ease of a man who had done it ten thousand times.

Thomas walked up to him. Mallam Usman looked up, tilted his head, and then something shifted in his face, recognition arriving slowly, then all at once.

"Thomas? Isa's son?"

"Yes," Thomas said. "I came to work."

His uncle looked at him for a long moment. Then he laughed, a short surprised sound, and went back to measuring his fabric.

"You came at the right time. I need an extra pair of hands. Can you start tomorrow?"

Thomas started the next morning. That was in 1987.

He would spend three years learning the fabric trade under Mallam Usman, then open his own stall in



Tejuosho, then a second in Balogun, then a warehouse in Ilupeju that supplied retailers across Lagos.

Years later, Thomas would often think about how close he came to leaving Lagos too soon.

Keep knocking, my friend.

From the desk of Samson Ojeagbase, the Editor of SuccessDigest:

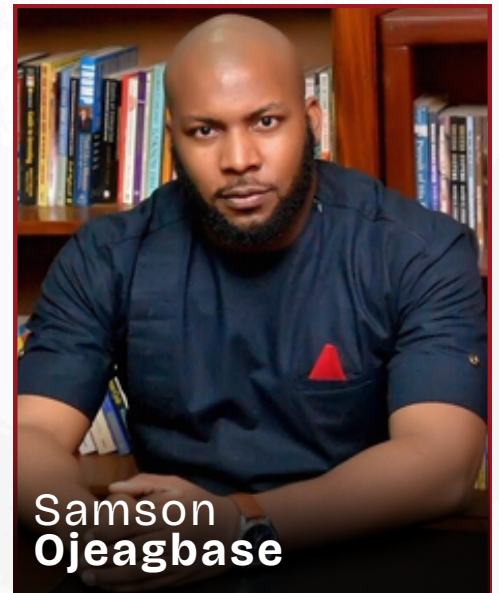
If You Are Looking To Get Ahead In Life And Business, Reading My Daily Email Could Very Well Be One Of The

Best Decisions You Make.

Dear friend,

What do you think about receiving a daily email from me that shares proven business opportunities, building better relationships and getting ahead in life?

Should I also send a free copy of **Digital SuccessDigest** straight to your email inbox every month?



If this appeals to you, I invite you to join thousands of like-minded individuals in the SuccessDigest community.

It is free to join, and you can leave at any time.

Are you ready to join us?

[**YES, I WANT IN**](#)

Note:

You will have to confirm your subscription to join the list. If you do not see the confirmation email in your inbox, kindly check your spam, junk or promotions folder and mark it as 'Not Spam' so you do not miss future emails.

A professional headshot of Pst. (Dr) Emmanuel Sunny-Ojeagbase, a Black man with short hair, wearing a brown suit jacket, a white shirt, and a patterned tie. He is smiling slightly and looking directly at the camera. The background is dark and out of focus.

SuccessDigest

Emmanuel Sunny-
Ojeagbase's

Wealth Library

**How To Use The Power Of
The World's Easiest & Most
Effective Staff Management
Secrets To Bring A Windfall
Of Profit Into Your Business**

**Pst. (Dr) Emmanuel
Sunny-Ojeagbase**
Founder, Complete Sports



How To Use The Power Of The World's Easiest & Most Effective Staff Management Secrets To Bring A Windfall Of Profit Into Your Business

The morning his wife came to me crying, I did not
hesitate.

She said her husband, my driver, had been arrested and was sitting in a police cell. They needed money to bail him. She had none.

I asked how much.

The amount she mentioned was close to his monthly salary.

Now, put yourself in my position.



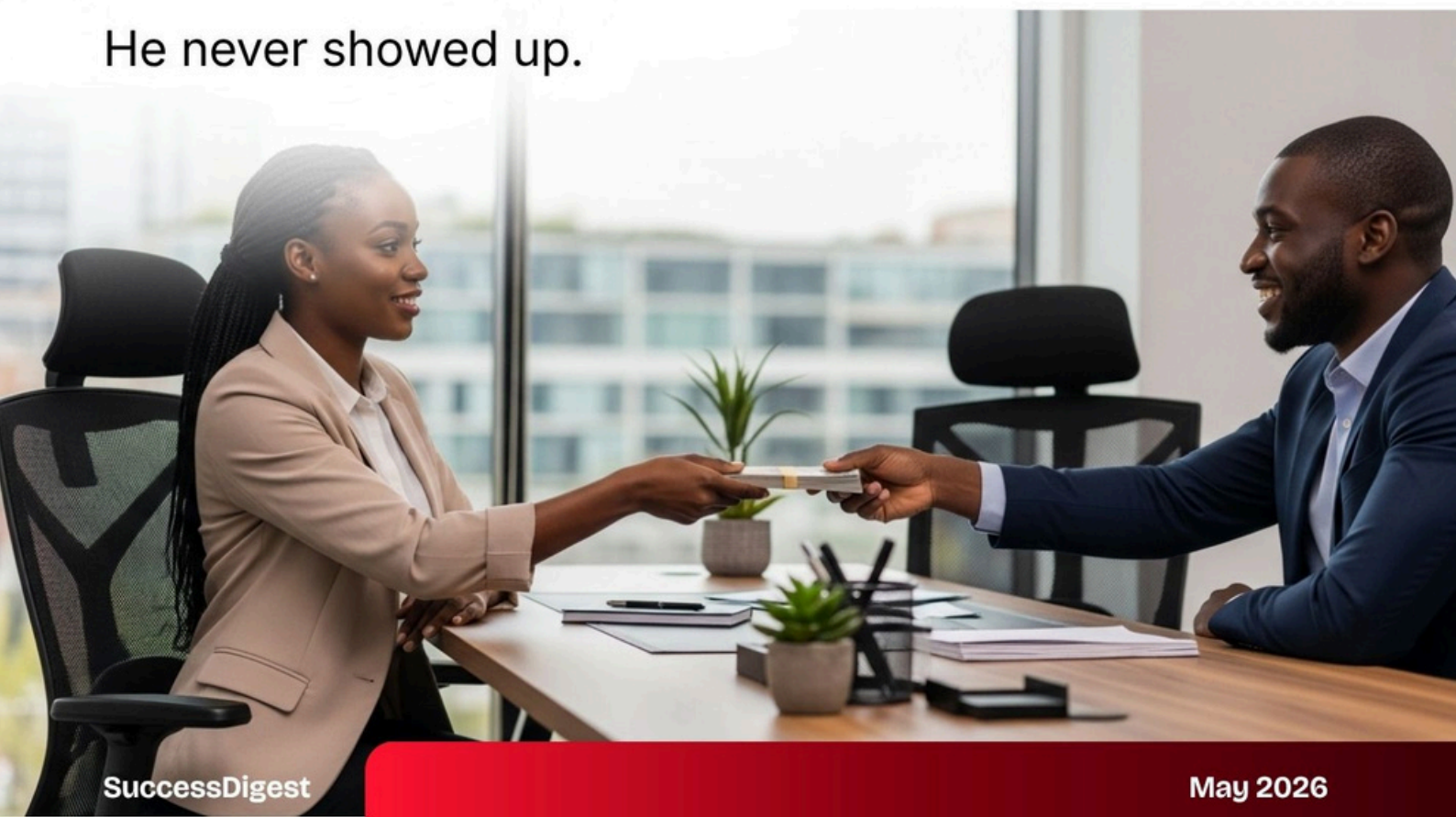
What kind of employer hears that his staff is in a police cell and begins to investigate before helping?

What kind of man delays when he can afford to step in?

So I gave her the money immediately.

We expected him back at work the next day.

He never showed up.



We sent someone to check on him. He went to the house. The neighbours said he had gone to work. His wife had gone to the market.

We checked again the following day.

That was when we discovered the truth.

He had taken another job.

The story about the police cell was false.

Till today, that incident still stays with me.

And it left me with a question I want you to answer honestly.

If another staff's wife walks into your office tomorrow with the same story, what will you do?

Will you help?

Or will you remember what happened the last time and hold back?

And if you hold back, what if this time it is real?

This is the problem with managing people.

It is not as straightforward as it sounds.



The Mistake Most Entrepreneurs Make

When I started out in business, I did not fully understand this.

Like many young entrepreneurs with more ambition than capital, I jumped into business unprepared for what was ahead.

Looking back, I realize something uncomfortable.

I was not really running a business.



I was pretending.

Yes, I had worked in the sports departments of two newspapers, the Concord Group and The Guardian.

That experience taught me how workers think.

But there is a difference between understanding workers and carrying the responsibility of paying them.

Employers think differently.



Until you cross that line, you do not fully understand what it takes to manage people.

And if you get this part wrong, your business will suffer for it.

The Truth About Every Successful Business

Every business that succeeds is built on three things:

A sound idea.

The right people.

And the ability to sell.

Remove one, and the structure begins to weaken.

Ignore one, and the business starts to bleed.

But of the three, the most unpredictable is people.

That is where most businesses quietly break down.

What Experience Taught Me About Staff

There are principles I learned the hard way. I call them secrets, not because they are complicated, but because many people never apply them.



1. People Will Always Be at the Center

There is a lot of talk today about automation.

Machines are doing work that used to require many hands.

But follow any business from idea to sale, and you will still find one constant.

A human being is involved.

Maybe fewer people are needed now. Maybe the tools have changed.

But people remain the drivers of ideas, execution, and delivery.

Ignore that, and you are building on a faulty foundation.

2. Hire for Competence, Not Convenience

When you are starting out without much capital, the temptation is strong.

You bring in people you trust. Family. Friends. Anyone willing to work for what you can afford.

I did the same.

When we launched Climax magazine in 1988, we lacked the capital to hire experienced hands. So we built a team of people who were willing, but not ready.



Three years later, the magazine shut down.

We were over 6 million naira in debt.

Much of that money was spent correcting avoidable mistakes.

That experience taught me something I have never forgotten.

Good intentions do not build a business. Competence does.



3. Treat People Well

You will hear this advice often
Treat your staff like human beings.

It sounds simple.

In practice, it is not because people are different.

Yes, you should respect them. Pay them on time. Give them the tools they need. Create a decent working environment.



But understand this.

Not everyone will respond to kindness the same way.

Some will appreciate it.

Some will take advantage of it.

And sometimes, you will not know the difference until it is too late.

That is the reality you must learn to live with.



4. Never Hire If You Cannot Pay

Take this seriously.

If you do not have the money to pay salaries, do not hire.

It is better to run a smaller operation than to carry the burden of unpaid staff.

I have been there.

Trying to manage people when cash flow is tight.

Making promises you hope to keep. Watching morale drop as salaries are delayed.

When staff are not paid, everything begins to break.

They lose focus. They come late. They leave early.

Some begin to look for ways to survive at the expense of the business.

Customers notice.

And once customers lose confidence, recovery becomes difficult.

At that point, you are no longer building a business.

You are managing decline.

Sometimes, the wiser decision is to stop, reset, and start again properly.



The Part No One Tells You

Managing staff is not just about systems or policies.
It is about judgment.

You will be tested.

There will be moments when you must decide whether
to trust or to question.

Moments when doing the right thing may still lead to
the wrong outcome.

Moments like the day I gave my driver money I never
got back.

That is part of the price of leadership.

Machines will improve.

Systems will evolve.

But the human factor in business will always remain.

And how you manage people will determine whether your business grows steadily or quietly falls apart.

**SPECIAL
OFFER**

For anyone looking to build
Wealth with peace of mind...

**Grab Six of
Pst. (Dr.) Emmanuel Sunny
Ojeagbase's books on Business
Success and Wealth Creation
for the Price of One.**



**How to Make it in
Nigeria, building your
Wealth from ground up.**

Regular Price: ₦6,500

**How to Bulletproof
yourself from Poverty.**

Regular Price: ₦6,500

**What They don't
Teach You at Lagos
Business School.**

Regular Price: ₦6,500

**Ideas! The starting point
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**How the Seven Laws of
Success changed the
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SuccessDigest

Home Front

How One
Conversation Ruined
a Happy Home

Pst. (Mrs.) Esther Ojeagbase
co-founder, SuccessDigest



How One Conversation Ruined a Happy Home

Mr. Badejoko was an engineer, sociable and well-liked. His wife, Bimbo, was quieter but warm and resourceful.

Together, they were building a stable life.

To support the family, Bimbo started a small cold room business, selling chicken, turkey, and fish.



Through a connection at her school, she secured a supply deal with a fast food outlet. Within a short time, the business began to grow.

The business was doing so well, she had to acquire a vehicle to help with deliveries and she had the full support of her husband every step of the way.

Home Front

Their home was growing.

Then, one conversation changed everything.

At a group meeting, Mr. Badejoko mentioned that his wife could supply chicken and fish for an upcoming event.

It was a casual remark of a husband supporting his wife's business.



Home Front

But some members of the group started asking if she was no longer working as a school administrator.

Others questioned whether it was wise for a woman to have that level of financial independence.

Hinting that too much freedom could create problems in a home.

Mr. Badejoko waved it off initially but the seed of doubt was planted in his heart.



Home Front

What once made him proud began to make him uncomfortable. Doubt crept in, quietly. Gradually, his perspective changed.

He began to see his wife's success differently.

And eventually, he asked her to stop the business.

Bimbo did not argue but resentment began to build in her heart towards him.

While all of this was happening, someone else was paying attention.



Home Front

A friend in that same circle, Mr. Alabi, had taken interest in the business.

Without saying a word, he approached the fast food manager and offered to supply at a lower price.

He got the contract.

Not long after, things began to unravel.

Mr. Badejoko lost his job unexpectedly. As the family struggled to adjust, Bimbo discovered that her supply business had been taken over.



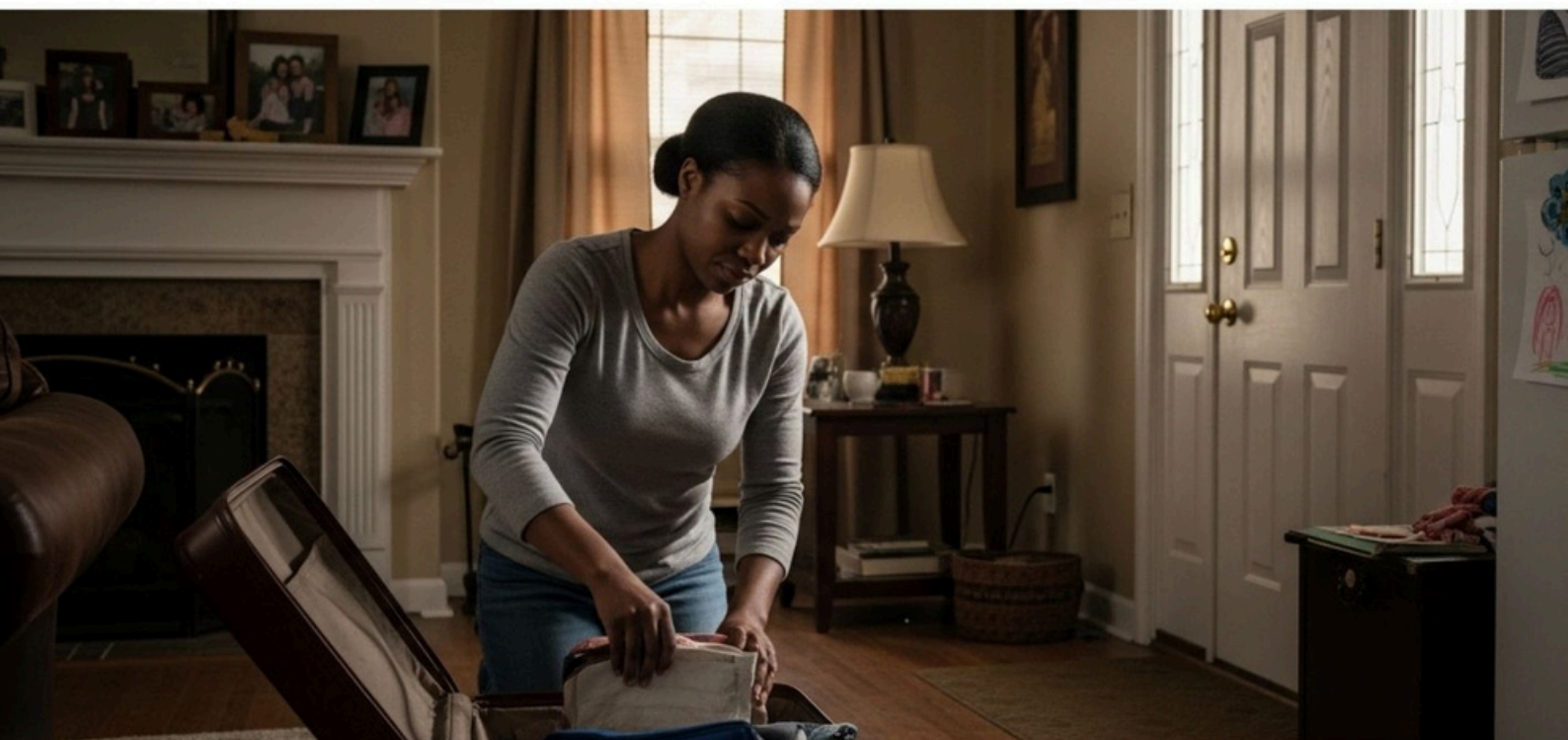
Home Front

The same friend had quietly stepped in and replaced her.

When confronted, he denied nothing. Instead, he dismissed Mr. Badejoko and even issued threats.

Upon hearing this, Bimbo quietly packed her things and moved out of the house.

The formerly happy home was now cold and quiet.



Home Front

Mr. Badejoko sat alone in the empty house filled with regrets.

What began as a simple conversation among friends had turned into something else entirely.

Mr. Badejoko did not lose everything at once.

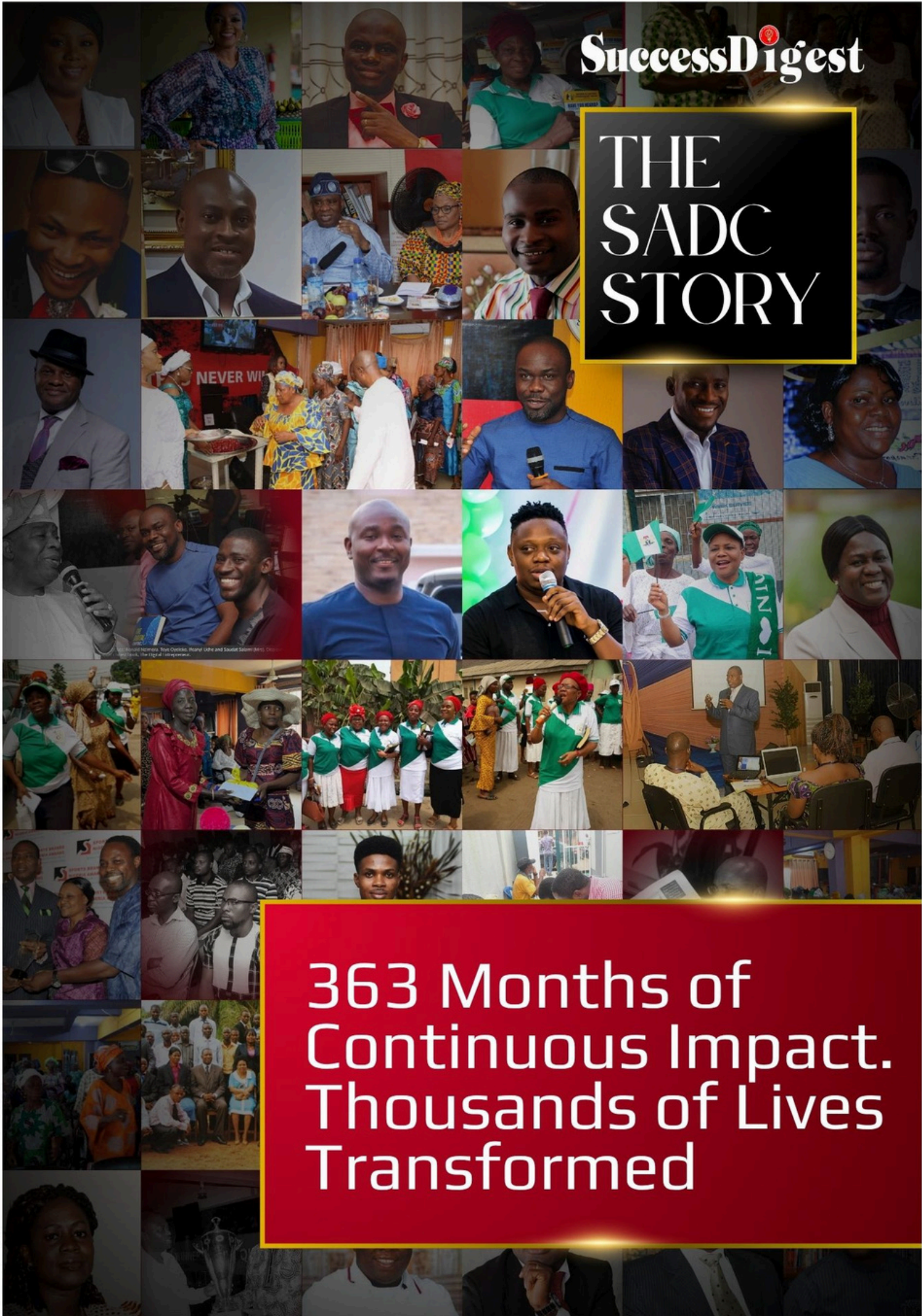
It started with a careless conversation that planted the seed of doubt in his mind.

By the time he understood what it was costing him, it was too late.



THE
SADC
STORY

363 Months of
Continuous Impact.
Thousands of Lives
Transformed



THE SADC STORY



Do you recognize these names?



Akin Alabi



Ronald Nzimora



Toyin Omotosho



Toye Oyeleke

They are some of Nigeria's most recognizable entrepreneurs today.

But before they became household names, they were readers of **SuccessDigest** just like you, looking for the knowledge that would change everything.

SuccessDigest was their launch pad.

The SADC Story



Pst. (Dr.) Emmanuel Sunny Ojeagbase and
Pst. (Mrs.) Esther Ojeagbase



30 Years of Unbroken Impact

In 1995, Pst. (Dr.) Emmanuel Sunny Ojeagbase and Pst. (Mrs.) Esther Ojeagbase had a vision: Show Nigerians the path to financial independence and provide care for the needy.

The SADC Story

That vision gave birth to two life-changing programs under **Success Attitude Development Center (SADC) Ministries of Help and Life Transformation:**

SuccessDigest – A first of its kind Entrepreneurial and Life Transformation magazine.



MONIG Benevolence – A place of safety and succour for widows in hard times.

The SADC Story



For 363 consecutive months, we have never missed a beat:

- ✓ Published **SuccessDigest** every single month
- ✓ Distributed benevolence items such as food, clothes and monetary support to widows every single month

The Numbers Tell a Powerful Story



✔ Over 50,000 widows have found hope, dignity, and practical support through MONIG benevolence.

✔ Thousands of entrepreneurs launched their success stories from knowledge gained in ***SuccessDigest***.

The SADC Story

- ✓ 363 editions of free life-changing content published without fail.
- ✓ 363 months of benevolent care.



But here's what the numbers don't show:



- ▶ The widow who no longer lives in fear because she knows MONIG benevolence has her back.
- ▶ The 'nobody' who transformed their lives and became a blessing to themselves and society.
- ▶ The parent that can now provide for their family because of a business idea picked up from **SuccessDigest.**

The SADC Story

The thousands of young Nigerians who found hope and direction in the pages of **SuccessDigest**.

Over the past 363 months, **SADC ministries of Help and Life Transformation** have remained a beacon of positive change.



The Next 363 Months

For three decades, **SADC ministries of Help and Life Transformation** was sustained through our donors who were blessed by our mission and want to make positive change in society.

This special group of people have become our **Change Partners**.

Today, we are welcoming you to join them.

Your Turn to Become a Change Partner

Think about it:

There is a young person reading a free copy of SuccessDigest on their phone because of the support of our donors.



The SADC Story

A widow will sleep with peace of mind because she knows she does not have to worry about food or financial assistance because of the support of our donors.

Lives have been transformed because of the generosity of our Change Partners.

Now it's your turn to be one of them.



How to Donate to SADC

To make a donation to SADC ministries of Help and Life Transformation,

Kindly make your donation via Bank Transfer

Account Name: **Success Attitude Development**

Bank: UBA (**United Bank for Africa**)

Account Number: **1022569737**

Kindly make the narration for the Donation:

'SADC Donation'.

Then send your Name, Phone number and donation receipt to: **donations@successdigestonline.com**.

Thank you.

Our Transparency Promise

As our Change Partner, we will keep you updated with our progress and how your donations have impacted lives. You will receive the following information via email.

- Number of widows supported with benevolence items in the previous month.
- A copy of Digital **SuccessDigest** and
- Success stories documented
- Every naira accounted for

Your trust is sacred to us. Your investment will be honoured.

363 months ago, two people decided that poverty and neglect didn't have to be Nigeria's story.

They started a magazine and cared for the widows.

The SADC Story

Today, Akin Alabi, Ronald Nzimora, Toye Oyeleke, Toyin Omotosho, and thousands of others are living proof that our mission works.

50,000+ widows can testify that the compassion is real.

But the mission can only continue with partners like you.

Will You Help Us Reach 400 Months?

In 1995, someone believed Nigeria's future could be different.



The SADC Story

In 2026, someone needs to believe it still can be.

Let that someone be you.

Samson Ojeagbase,

Editor, SuccessDigest.

Success Attitude Development Center (SADC)

Ministries of Help and Life Transformation

Celebrating 30 Years of Help and Life Transformation.

1995 - 2025 | 363 Months of Unbroken Impact

Address: The SADC building, 36, Esuola Street off Ago palace way, Okota, Lagos.

Phone Number: 0916 730 3178

Email Address: donations@successdigestonline.com

The SADC Story

P.S.: Can't donate right now? You can still help, Kindly share this magazine with people around you.

Collective action creates massive transformation.

The best investment you can make is in someone else's potential.

Thank you for being part of the next 363 months of transformation.



we speak your hair language

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- Hair Making and Retouching
- wig Making and Ventilation
- Bridal Hair Styling
- Hair Treatment
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Other Services

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➤ Book an Appointment with us Today!

SuccessDigest

TECH TALK



**The New Side
Hustle: Using
Claude AI to Build
Online Income**



The New Side Hustle: Using Claude AI to Build Online Income

Most Nigerians using Claude AI are getting about 10% of what the tool can actually do.

They open it, type a question, read the answer, and close the tab.

Tech Talk



This is barely scratching the surface of what is possible with Claude AI.

In this article, we will discover two ways to prompt Claude to make money.

Each method comes with a starter prompt you can copy and paste into Claude immediately after reading this article.

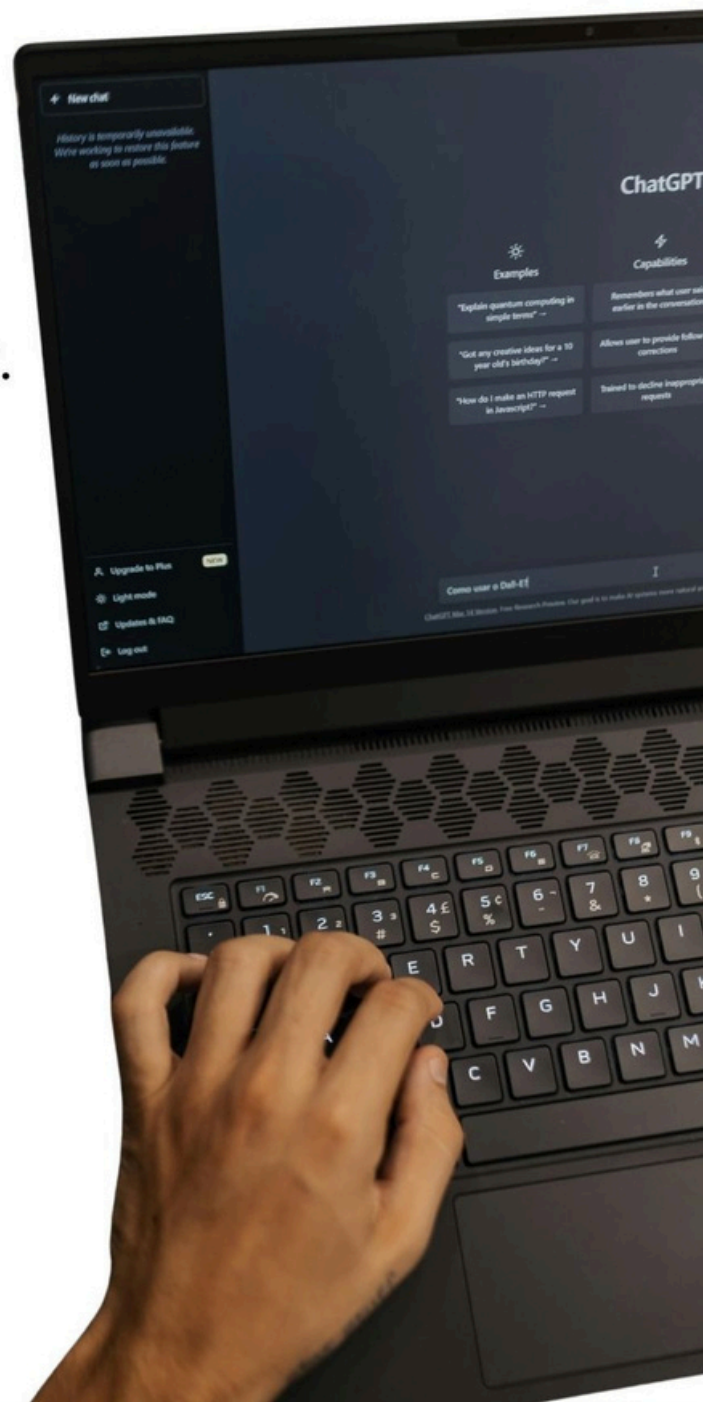
You can start on the free plan at claude.ai and test any method in this article.

1) Freelance Content Writing

Every business with a website, a social media account, or an email list needs written content.

Most business owners now know they need to create content to start competitive in the digital market space.

The issue is a lot of them do not have the skills or time to create content.



Tech Talk

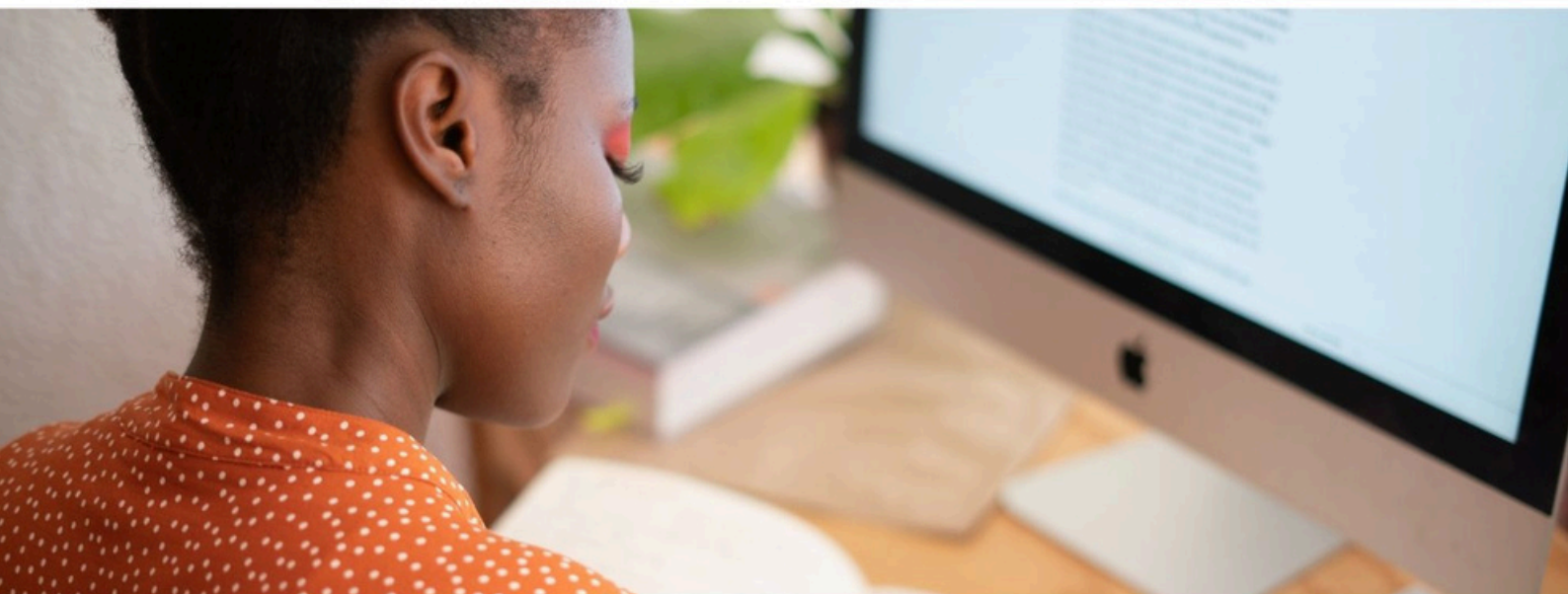
This gap is your business opportunity.

The most profitable version of this is a monthly retainer arrangement.

You agree with one business to produce a fixed number of articles or posts every month for a fixed fee.

Predictable income.

The prompt below is written to get Claude to produce content that sounds like a person who knows the industry not like a tool filling a page.



That distinction matters. Clients can tell the difference. Paste it, swap in your client's details, and you have your first deliverable.

YOUR 'UNFAIR' ADVANTAGE:

Most writers using Claude are competing on speed.



They are trying to produce as many articles as possible and charge as little as necessary to stay busy.

That is a race to the bottom and it never ends well.

The writers earning serious retainer income are doing the opposite.

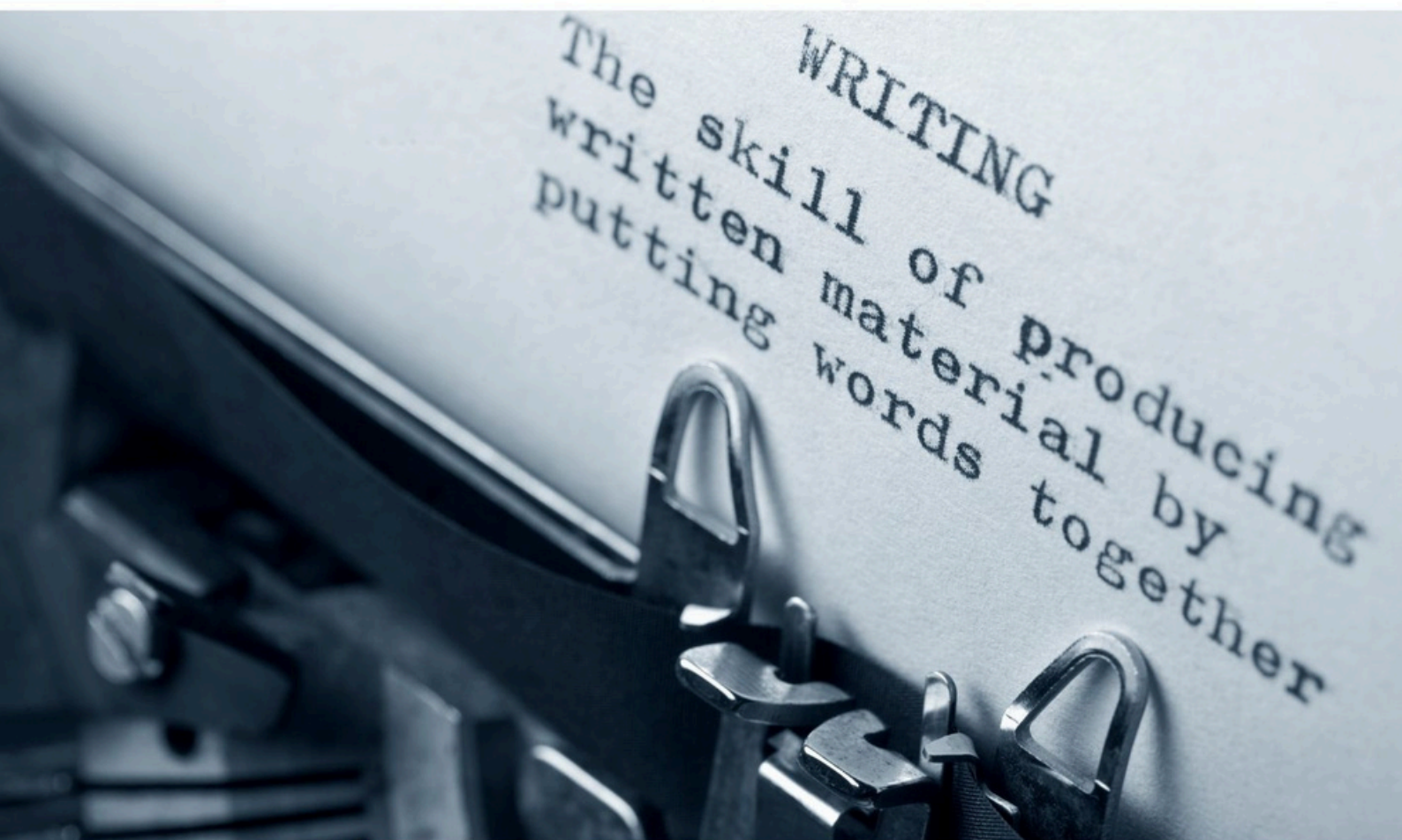
They are using Claude to produce content that reads like it was written by someone who genuinely understands the client's business and their customers.

Tech Talk

Claude's writing, when directed properly, does not read like AI output.

It reads like a thoughtful person who did their homework.

This quality is what clients are paying premium rates for.

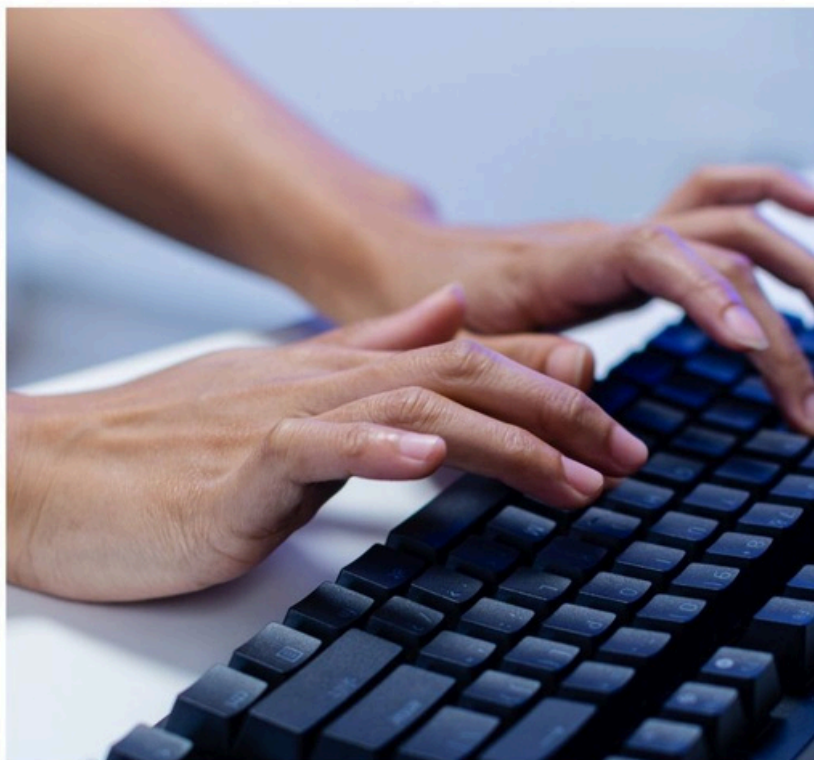


YOUR STARTER PROMPT

"I run a [type of Nigerian business]. My ideal customer is [describe them, their age, situation, and the problem they are trying to solve]."

I want to write an article about [topic]. Write it as if I am the one writing it — someone who works in this industry every day and wants to genuinely help the reader, not just fill a page.

The reader should finish this article feeling like they learned something useful from someone who actually knows what they are talking about."



2) Digital Products

This is the only income model that continues to earn money after you stop working.



You build the product once, list it on a digital product marketplace or your own website and promote it.

Then it sells on its own, at all hours of the day, to anyone with a phone and a bank account.

That is not a fantasy, it is how thousands of Nigerians are generating income online right now.

The idea is straightforward.

Tech Talk

You take something you know; a skill, a process, a hard-earned lesson from your professional or personal life and use Claude to turn it into a structured, well-written guide or e-book.

Claude handles the writing and formatting while you provide the idea.

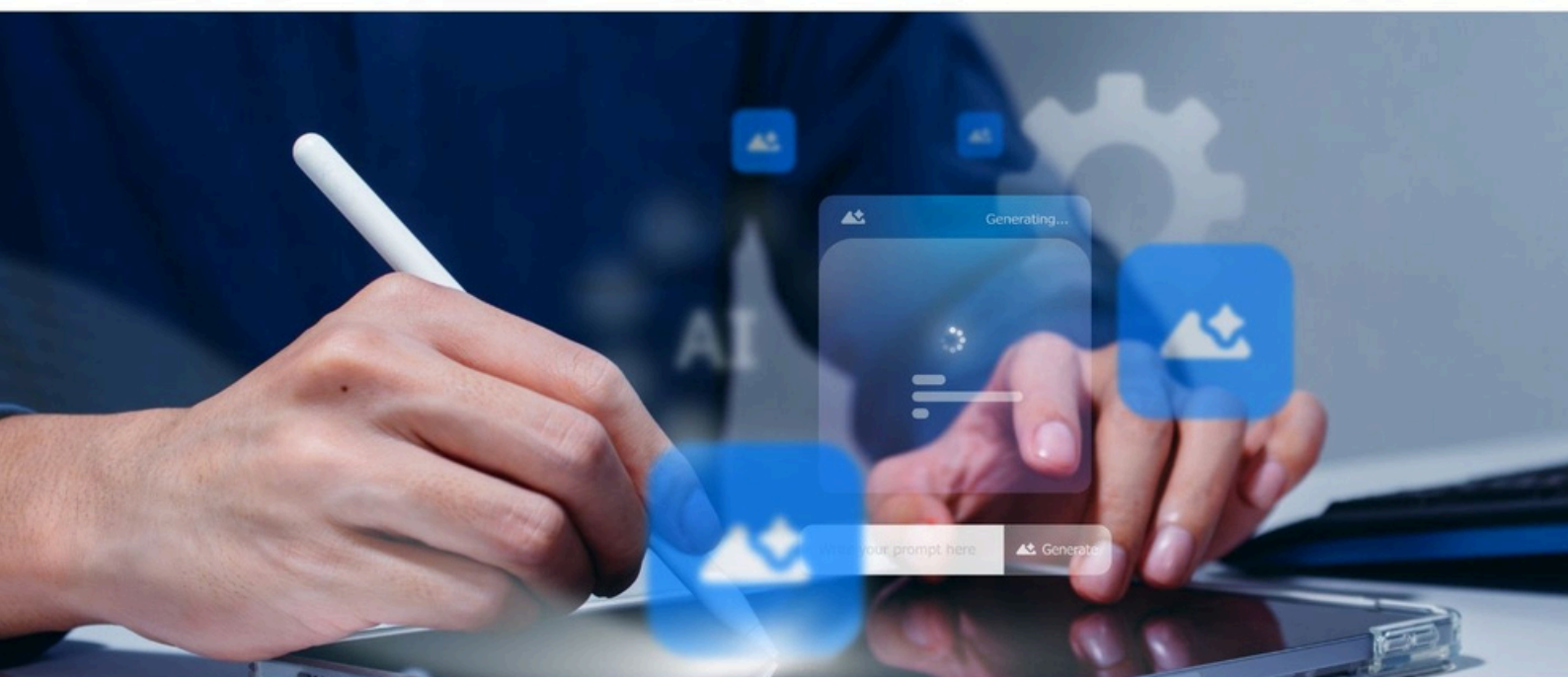


Tech Talk

The products that sell consistently share one characteristic: they solve a specific problem for a specific person.

The more specific the problem and the more specific the solution, the better the product sells.

Claude can write convincingly about almost anything, but you have to point it in the right direction with the right prompt.

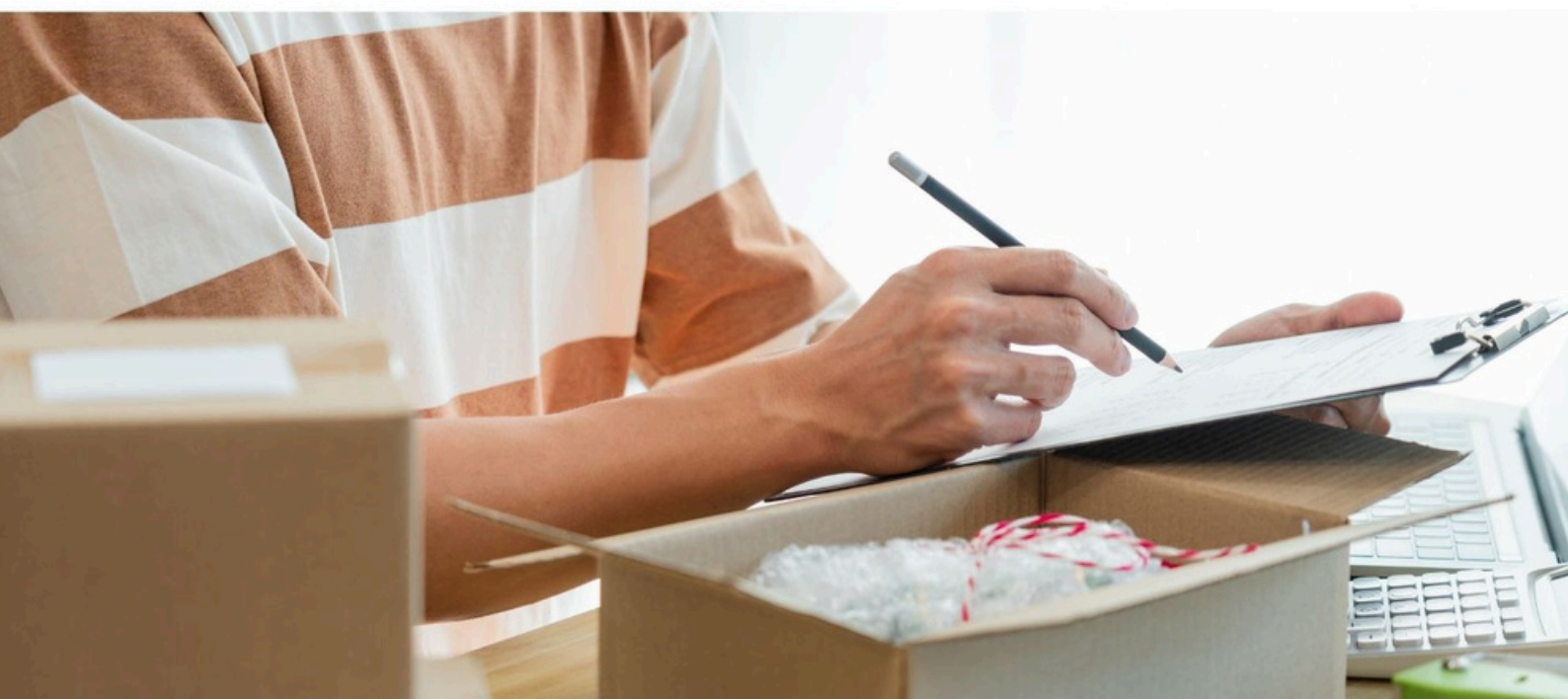


Tech Talk

A single product selling 20 copies a month at ₦8,000 earns ₦160,000 passively.

Build ten products over six months and the income compounds without extra effort each month.

YOUR 'UNFAIR' ADVANTAGE: The biggest mistake people make is building a product about something they think will sell, rather than something people are willing to pay for.



Tech Talk

Claude is good enough to make any topic sound credible on paper. But a reader who buys your guide and finds out the information inside does not solve their problem will ask for a refund and leave a bad review.

A product that solves a genuine problem, priced correctly, and promoted to the right audience will outsell a polished guide on a trendy topic every single time.



Tech Talk

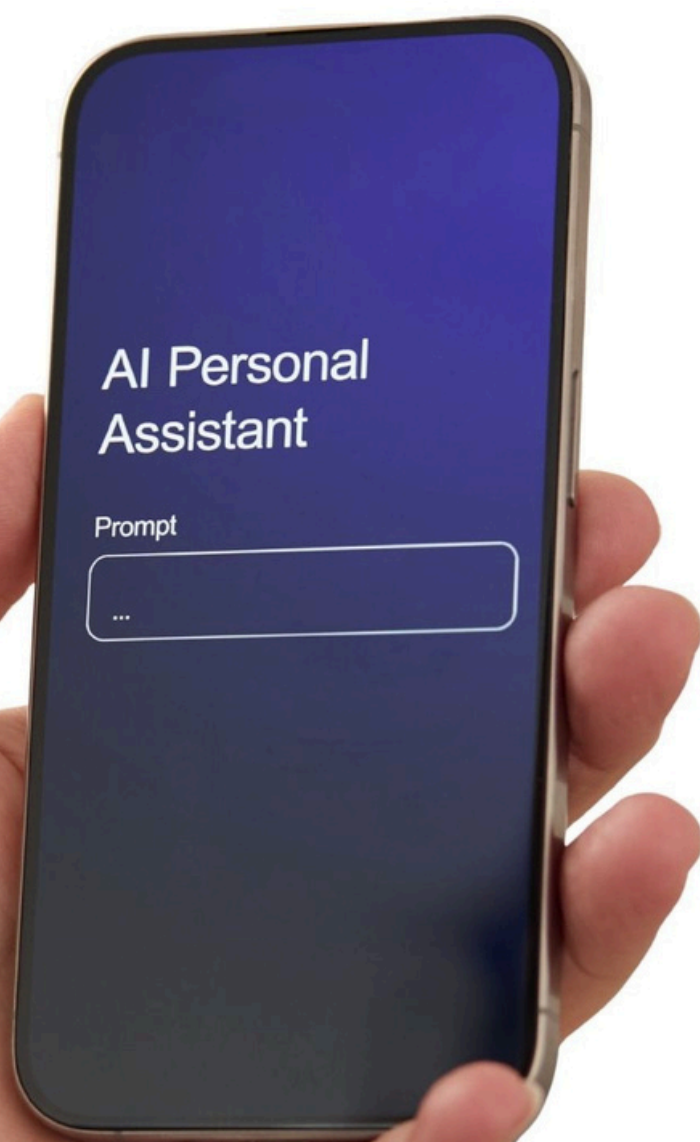
You take something you know; a skill, a process, a hard-earned lesson from your professional or personal life and use Claude to turn it into a structured, well-written guide or e-book.

Claude handles the writing and formatting while you provide the idea.



YOUR STARTER PROMPT

"My target buyer is [describe them specifically — e.g. a Nigerian small business owner trying to move their sales online, a graduate preparing for their first job interview, someone applying for a Canadian study visa].



The main thing they are stuck on is [describe the problem in plain language, the way they would say it themselves, not the way an expert would].



SuccessDigest

Business
by Design

**THE ART OF
DELEGATION
AND TEAM
BUILDING:
How to Scale
Through People**

**Joshua
Popoola**
Management
Consultant



The Art of Delegation and Team Building: How to Scale Through People

“Many entrepreneurs don’t have a people problem, they have a leadership problem.”

Business by Design

It's an uncomfortable idea, but it explains why many growing businesses eventually stall.

On the surface, the complaints are familiar:

“My staff are not proactive.”

“I can't trust anyone to handle things properly.”

“Everything still comes back to me.”

But beneath these symptoms is a deeper issue:



The business has not yet learned how to scale through people.

In the first three editions of this column, we built a progression.

Businesses struggle without structure. Hustle cannot sustain growth. Systems create consistency.

But systems alone are not enough.



Systems scale businesses.

People execute systems.

And when people are not properly led, even well-designed systems begin to fail.

What Delegation Really Means

Delegation is widely misunderstood.

For many founders, it means:

- offloading tasks
- giving instructions and hoping for the best
- or stepping back entirely and expecting perfect outcomes

In reality, delegation is something far more deliberate.

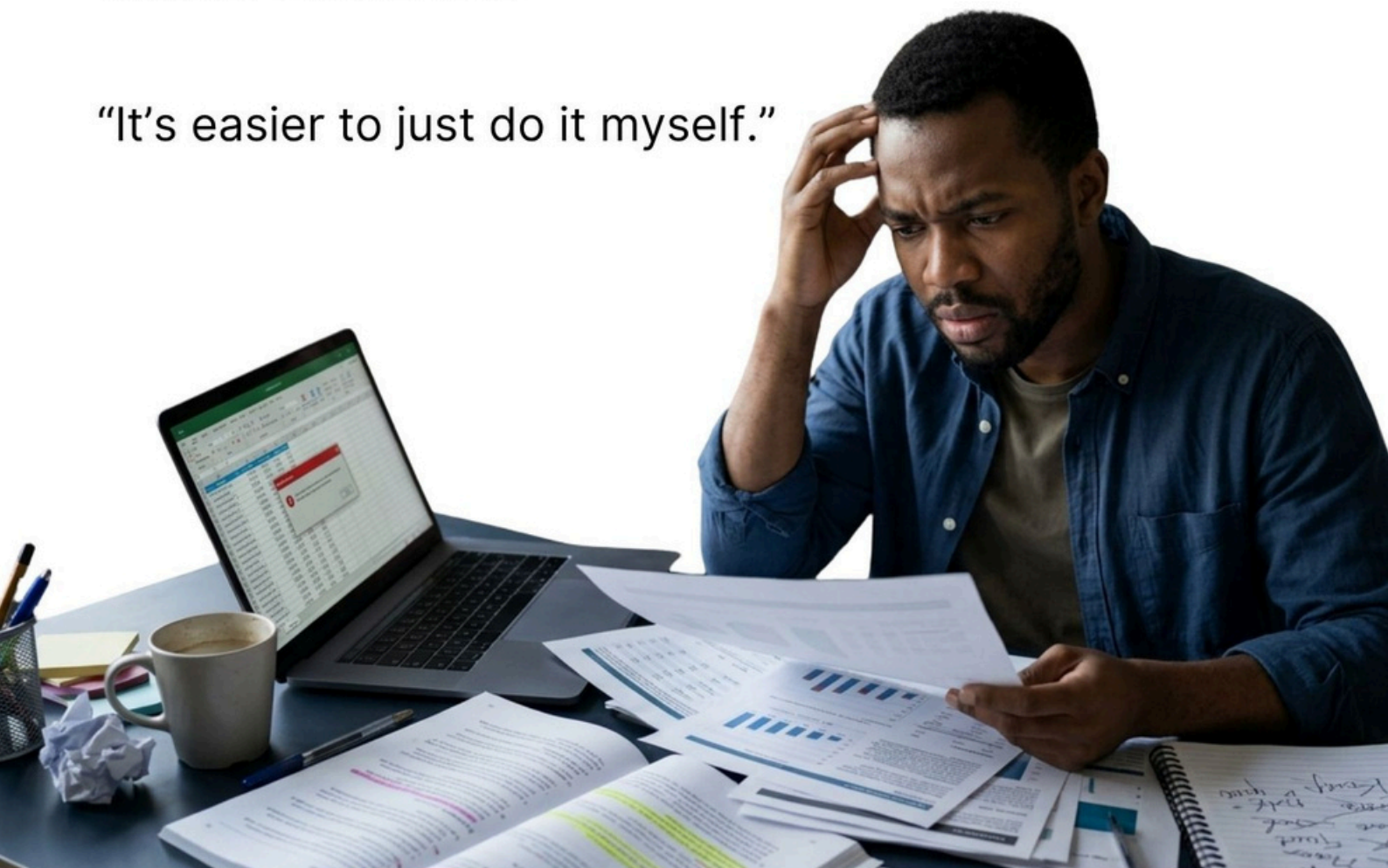
It is the transfer of ownership with clarity and accountability.

Done well, delegation does not reduce control.

It replaces fragile control with structure.

Done poorly, it produces confusion, errors, and the familiar conclusion:

“It’s easier to just do it myself.”



That mindset is one of the strongest drivers of founder dependency.

Why Delegation Breaks Down

In practice, the barriers to delegation are rarely technical.

They are deeply human.

Control feels safe. Letting go feels risky.

Many founders equate involvement with effectiveness. But control built on constant presence does not scale. It creates a ceiling.

Another common belief is:

“No one can do it like me.”

Often, that is true — at least initially. But if every outcome depends on doing things one way, growth becomes impossible.

There is also a more subtle issue.

In many businesses, there is nothing to delegate to.

Processes are unclear. Expectations are unstated.

Decisions are not defined.

In those conditions, delegation is not just difficult , it is destined to fail.

And sometimes, the issue is simpler: the wrong people have been hired for the wrong roles.

But beneath all of these sits one deeper constraint:



identity.

For some founders, being indispensable feels like value.

In reality, it is a bottleneck in disguise.

The Principles That Make Delegation Work

Delegation is not instinctive. It is designed.

And at its core, it depends on a few non-negotiables.

1. Clarity of Outcome

People do not struggle because they are incapable.

They struggle because expectations are unclear.

Delegation begins not with tasks, but with outcomes.

What should be achieved?

What does success look like?

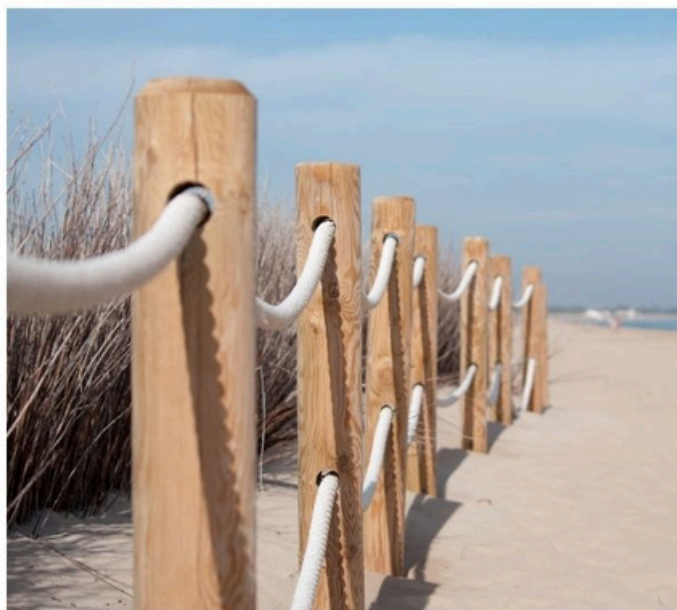
When outcomes are vague, effort becomes inconsistent.

2. Defined Boundaries

Ambiguity slows execution.

People need to understand:

- what is within their responsibility
- what is not
- where their decision-making begins and ends



Clarity reduces hesitation.

And hesitation is one of the biggest hidden costs in growing businesses.

3. Authority That Matches Responsibility

A common mistake is to assign responsibility without decision-making power.

This creates a pattern seen in many teams:

people wait, escalate, and delay.

When someone owns an outcome, they must also understand the decisions they are trusted to make.

Without that, accountability becomes theoretical.

4. Support Without Interference



Delegation is not abandonment.

People perform best when they have:

- the right tools
- the right information

- and access to guidance when needed

The role of the leader is not to step away completely—but to remain available without becoming a bottleneck.

5. Visibility and Feedback

Performance improves when it is visible.



Delegation must be accompanied by:

- clear tracking
- regular check-ins
- honest feedback

Not to micromanage but to maintain alignment.

Building a Team That Can Carry the Business

Employees may be working hard, but not always in alignment with the business's goals.

Delegation is only as effective as the environment it operates in.

Many teams struggle not because people lack effort, but because the system around them does not support performance.

In most businesses I work with, the shift begins with three changes.

Hiring with intention, not urgency.

People should be brought in to solve defined problems, not to “help out”.

Clarity of expectations.

Every role should have clear outcomes, not just activities.

Consistent performance management.

What is reviewed improves. What is ignored drifts.

Culture then emerges from these patterns — not from statements, but from repeated behaviour.

Where Growth Actually Breaks

At a certain stage, the constraint in a business is no longer:

- the market
- the product
- or even the team

It is leadership.



A business rarely grows beyond the capacity of its leader.

Growth at this stage is no longer about doing more. It is about enabling more to be done — through others.

That requires a shift:

from control to clarity

from involvement to design

from execution to leadership

A Simple Starting Point

For founders looking to improve immediately, the process does not need to be complex.

Start with four actions:

Define the outcome.

Assign clear ownership.

Review progress consistently.



Business by Design

Expand responsibility over time.

Not perfectly. Just consistently.

Over time, capability grows.

And with it, trust.



The Real Work of Building a Business

In the early stage, building a business means doing everything.

In the growth stage, it becomes something else entirely.

It becomes about building people.

Building systems.

Building an organisation that can function without constant supervision.

If that transition does not happen, the founder remains the system.

And when the founder slows down, the business follows.

In the next edition of *Business by Design*, we move one level higher — from execution to direction — **exploring how entrepreneurs can think more strategically and make decisions that shape long-term growth.**

Your business should not depend on stamina.
It should depend on systems.

In the next edition of *Business by Design*, we will explore the human side of scaling: **delegation and team building — and how entrepreneurs can build teams that turn well-designed systems into lasting success.**

If you'd like to share your thoughts or feedback.

Send me a message at

 jpmgtconsulting@gmail.com

or connect with me on LinkedIn

 [Joshua Popoola](#)



SuccessDigest

Leadership

**Why Your
Team Is
Busy But Not
Effective**

Charles Umeh
Leadership Consultant



Why Your Team Is Busy But Not Effective:

A Practical Fix for Nigerian and Global Organisations

There's a pattern I keep seeing across some organisations in both Nigeria and the global economies, we would use the United Kingdom as a case study.

Leadership

These are different markets in different economies and facing different pressures.

But the same underlying problem.



The business looks active...

Meetings are happening

Projects are moving

People are working hard

But results don't match the effort.

Leadership

Delivery takes longer than it should.

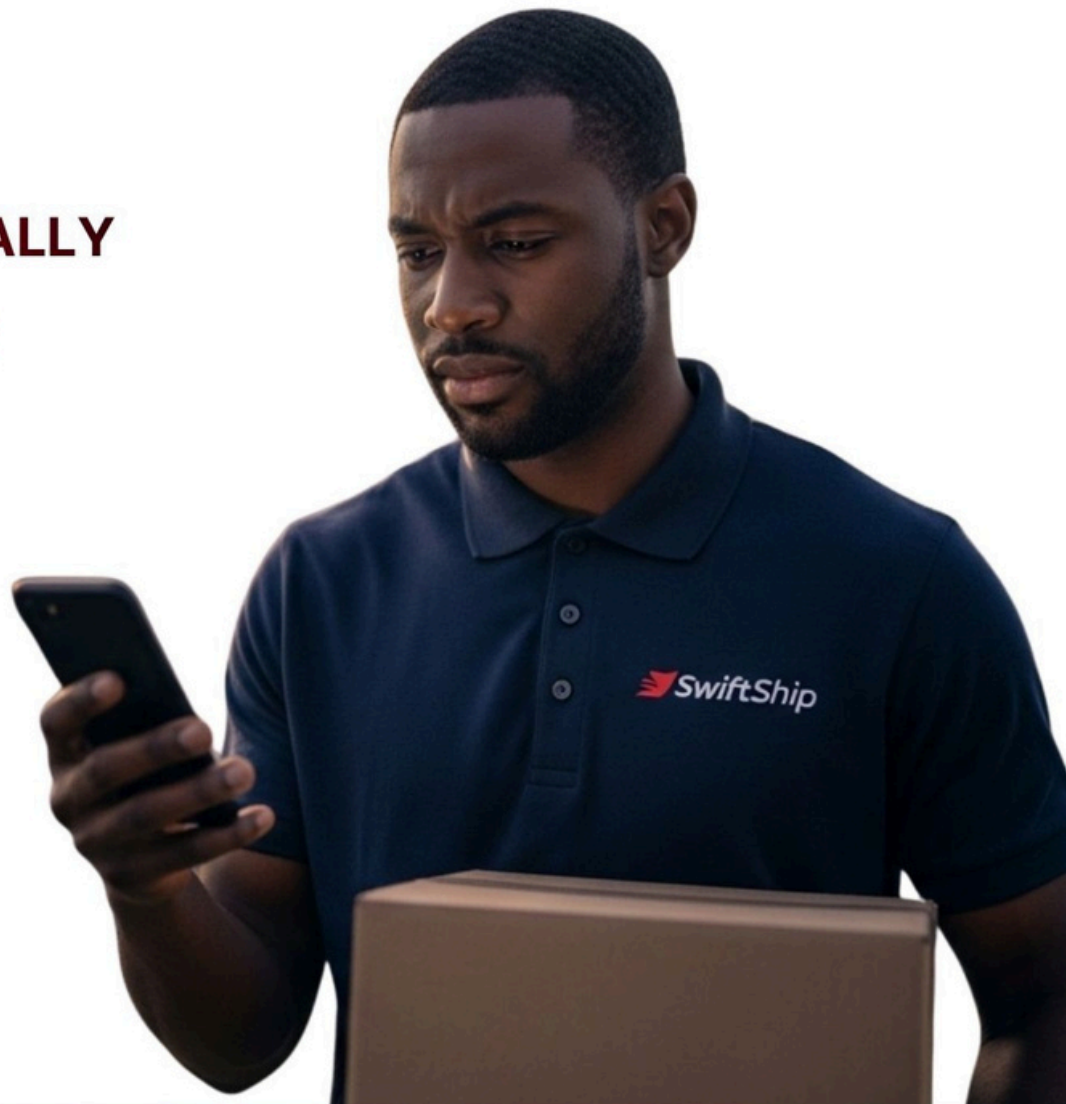
Decisions stall.

Teams duplicate work.

And leaders feel, *“We should be performing better than this.”*

WHAT'S ACTUALLY GOING WRONG

Let's strip
this down to
reality.



In UK organisations:

- There are too many layers of approval, resulting in slow decisions
- Teams are over-collaborating but under-deciding
- Accountability is often blurred to “keep harmony”

In Nigerian organisations:

- Leadership direction changes too frequently
- Execution depends too heavily on individuals, not systems. We always have the hero syndrome, but those who build systems have nothing to lose when individuals pull a Judas card on them, because each person fits the team's big plan and can always be changed
- Communication is top-down but not always understood

Different symptoms but with the same root problem, which I will tag as;

Lack of operational clarity and alignment for the sake of this conversation

THE REAL ISSUE (NOT WHAT PEOPLE THINK)

Most organisations assume:

✗ “We need better people”

✗ “We need better tools”

But the truth is:

Your people are already capable most of the time
your tools are already enough



What's missing is:

1. Clear definition of what success is and looks like.

Does the gateman know what success to the team is and what his role at the gate is, or is he just paid to open the gate and close it?

The moment he knows the why around that gate, the story changes.

If he is aware that the company has a goal, and the more he shows up and prevents time wasters or distractors, his singular role helps the collective role there becomes better goal.



2. Alignment on priorities

3. Consistent execution behaviour

Let's make this insight tangible.

STEP 1 — DEFINE “WINNING” PROPERLY (CLARITY RESET)

Ask every team lead this question:

“What does success look like this week?”

If answers differ, you have your problem.



FIX:

- Define **3 measurable outcomes per team per week**
- Not tasks, Outcomes.

Example:

✗ “Work on client onboarding”

✓ “Onboard 5 clients fully with zero rework”

This alone removes 30–40% confusion.

STEP 2 — FORCE ALIGNMENT (WEEKLY, NOT MONTHLY)

Most organisations align too late.

Leadership

By the time issues show up, damage is done. If you snooze, you lose. Stop waiting for the end of the month follow-up weekly

FIX:

Introduce a **30-minute weekly alignment check:**

Each team answers:

- What are we focused on this week?
- What might slow us down?
- Where do we depend on others?

This prevents silent breakdowns and keeps you on your toes with new information

STEP 3 — REMOVE DECISION BOTTLENECKS

Great British's Problem:

Leadership

Too many approvals.

The red tape slows things down and you need to identify other ways that allow for faster decision making and execution.

Nigeria's Problem:

Heavy dependency on a leader. We need to stop creating super heroes and build a Galacticos instead (a team of capable individuals).

FIX:

Define decision ownership clearly.

For every project:

- Who decides?
- Who contributes?
- Who executes?

Don't forget that if everyone is involved, no one is accountable. Give the role to someone

STEP 4 — MAKE PERFORMANCE VISIBLE

Right now, most organisations run on assumptions. FIX it by creating a simple dashboard which is visible to everyone showing:

- Weekly goals
- Progress status
- Blockers

Visibility changes behaviour instantly.

STEP 5 — FIX COMMUNICATION (THE SILENT KILLER)

Leaders say things once and assume alignment.

Leadership

That's where execution breaks.

FIX:

After every key communication, make it a duty to ask
“What did you take from this?”

If answers differ: You are not aligned, go back to the drawing board

WHAT HAPPENS WHEN YOU DO THIS

Within 30–60 days:

- Decision making speed improves
- Team friction drops
- Delivery becomes predictable
- Leaders regain control

No new hires or expensive tools

Just **structured clarity and alignment.**

WHAT MOST ORGANISATIONS GET WRONG

They try to fix performance by adding:

- more meetings
- more systems
- more pressure

But performance improves when you:

Remove confusion

This is the work I do with organisations.

Not generic consulting.

Focused performance diagnostics + execution reset

We identify:

- Where clarity is breaking
- Where alignment is failing
- What is slowing delivery

Then fix it in a structured way.

If your team is busy but not effective, capable but inconsistent, working but not progressing fast enough, it's not random.

It's structural.



My Promise with this Column

Every month, we will explore one human skill the future demands.

We will tell stories.

We will challenge assumptions.

We will grow courage.

Not just so you keep up with the future, but so you invest and lead it.

Because careers don't rise on talent.

They rise on behaviour, trust, and self-awareness.

The future belongs to humans who can think, collaborate, and feel — at scale.

Want to go deeper?

I'm building a micro-course:

Talent Beyond the CV: Human Skills for Modern Work.

Coming soon.

- entrepreneurs
- career-switchers
- idea-hunters
- self-improvers



Download my chapter on the
Generative Organisation
AI playbook(Free)

The Survival Trap

Charles Umeh is a Strategic Discipline Architect, helping individuals and organisations move from survival mode to strategic living in a world defined by constant pressure and change. He works at the intersection of generational intelligence, emotional mastery, and disciplined execution equipping leaders to navigate uncertainty with clarity, resilience, and intention.

As the founder and author of several leadership books like *Redefining Talent*, Charles has become a trusted advisor to founders, leadership teams, and emerging professionals seeking to remain effective in increasingly complex environments.

His work is rooted in a simple but powerful idea:

People do not rise by chance, they rise by design.

Known for transforming complexity into clarity, motion into meaningful movement, and potential into disciplined progress, Charles helps organisations recalibrate how they think, lead, and perform under pressure.

In a time where many are operating in survival mode, his voice brings a different perspective, one that reframes leadership not as control, but as awareness, alignment, and intentional action.

Connect with me



[Charles Umeh](#)



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charlesumehuk@gmail.com



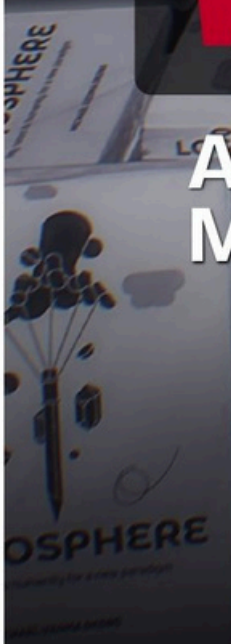
www.charles-umeh.com

SuccessDigest

Gospel of The Mind

The Intelligence Within

A Conversation With
Michael Uzoma Okoro



The Intelligence Within: A Conversation with Michael Uzoma Okoro



You have been here before.

A decision that needed to be made, a direction that would not reveal itself no matter how hard you thought, a problem your sharpest reasoning could not untangle.

And then, in a moment you did not plan for, in the stillness between sleep and waking, or in the middle of a long drive, or in the quiet after everyone else had gone to bed, something shifted.

Gospel of the Mind

And then, in a moment you did not plan for, in the stillness between sleep and waking, or in the middle of a long drive, or in the quiet after everyone else had gone to bed, something shifted.

An answer arrived. Not from effort. From somewhere else.

You may have called it instinct.

You may have called it God.

**The answer lies within ourselves.
If we can't find peace and
happiness there, it's not going to
come from the outside.**

— *Tenzin Palmo*

You may have put it down to luck and moved on. Most people do.

We are trained to trust what we can calculate, measure, and explain.

It is through science that we prove, but through intuition that we discover.

— *Henri Poincare*

Anything that arrives without a formula is treated as coincidence at best, distraction at worst.

And so the deeper thing goes unnamed, uncultivated, slowly buried under the weight of targets, deadlines, and the endless noise of getting things done.

Michael Uzoma Okoro believes this is the most expensive mistake a human being can make.

He calls it the Logos. And he believes humanity has never needed it more.

An Interview with Michael Uzoma Okoro

What is the Logos, and why did you make it the centerpiece of an entire book?

All my life, since my childhood, I have always felt a mysterious impulse within my life, directing me and guiding my life.

Gospel of the Mind

All my life, since my childhood, I have always felt a mysterious impulse within my life, directing me and guiding my life.

Pulling me away from one direction and calling me into another direction, guiding me to do some certain things or not to do some certain things.

“

Every time you don't follow your inner guidance, you feel a loss of energy, loss of power, a sense of spiritual deadness."

— *Shakti Gawain*

”

I carried this impulse like a burden within me. It remained a mystery within me as I sought to understand it and know its meaning.

Gospel of the Mind

It became strongly alive within me a few months before the Covid-19 pandemic struck and stayed with me throughout the lockdown, tugging at me and driving me to engage in stillness, prayers, and spiritual exercises.



And those spiritual exercises did not stop when the lockdown was over; I continued to engage in them.

In April of 2021, I dozed off while studying and woke up from that short nap with a subtle voice in my ear that said, "write a book".

With barely any direction in mind, I just started writing.

And as I wrote for weeks and months, I got to a certain juncture of my writing where the direction of the book suddenly appeared before me;

A direction that I did not necessarily think about or construct myself, and in that moment, it dawned on me that I was not the author, I was merely a conduit;

a conduit for this mysterious impulse that has always been a part of my life because it was this same mysterious impulse that was the exact direction of the book!

And then, I thought to name the book after this mystery and my experience of it.

I thought about what name I could ascribe to it that could easily resonate with people from different walks and traditions of life that I was writing to for it also dawned on me that the greatest and most contributive minds across human history had been pointing toward it for millennia, in different languages, through different traditions, using different names.

“

Although logos is common to all, most people live as if they had a wisdom of their own.

— Heraclitus

”

And then I chose the ‘Logos’ which has its origin in Greek philosophy.

Gospel of the Mind



What became impossible to ignore as I wrote, is that several prophets, saints, theologians, philosophers, and mystics throughout history, across every culture, every century, every geography, all one way or the other pointed to this same mystery; A greater intelligence.

A deeper awareness.

Gospel of the Mind

Something that exists within every human being, beyond the reach of the intellect and the ego, and that carries wisdom, compassion, and a sense of genuine purpose that the surface mind simply cannot generate on its own.

By three methods we may learn wisdom: First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest. — Confucius

I made it the centerpiece of the book because I believe, with everything in me, that it was this same Intelligence that inspired me to write the book and supplied me also with the wisdom to write the things I wrote.

Gospel of the Mind

And I strongly believe that every crisis we face in the world today, be it environmental, political, social, or personal, has at its root a disconnection from this Greater Intelligence.

If only there is a sufficient number of people whose experience of life goes beyond body and mind, this world will be a very different place. — Sadhguru

We have built our civilization almost entirely on the intelligence of the surface mind: the intellect, the ego, our hunger for power and possessions.

And the results are all around us. Extraordinary achievements, yes. But also extraordinary destruction.

Gospel of the Mind

Extraordinary wealth alongside extraordinary suffering.

A world that has mastered the art of production and has almost entirely forgotten the art of being.



The essence of my writing is to be a source of remembrance to all of humanity, calling us back Home to who we truly are and our presence and purpose in this world.

The world is changing and falling apart. Humanity is evolving and transitioning into a new paradigm.

There are dangers that lie ahead that can destroy or undermine our civilization and everything we have built so far and I am convinced that the answers or solution to such a declining world does not lie in the brilliance of our intellect, technologies, or institutions.

Something deeper and wiser must arise within us which fortunately already resides within us; The

Logos.

The hardest challenge is to be yourself in a world where everyone is trying to make you be somebody else.

— E. E. Cummings

The Logos is not a religious answer.

It is not asking anyone to join a church or adopt a doctrine.

It is asking every human being to go deeper into themselves than they have been encouraged to go and to discover there an intelligence that is wiser, more compassionate, and more creative than anything the ego can produce.

“

To know that we know what we know, and to know that we do not know what we do not know, that is true intelligence.

— Confucius

”

Gospel of the Mind

When I write that the Logos is the realm of infinite solutions, I mean it literally.

Every genuine breakthrough in human history, every act of profound creativity, every moment of real courage, every decision that bent the arc of history toward justice came from a human being who was, in that moment, aligned with something greater than themselves.

The Logos is what that something is. And I believe our survival as a species depends on our willingness to return to it.



This book was brewing within you during COVID-19. And you opened your book with a highlight of the pandemic saga. What did the pandemic reveal to you about humanity?

The COVID-19 pandemic revealed what I believe we have always known somewhere deep inside but have been too comfortable, too distracted, and too well-fed to admit: that we are profoundly, inescapably fragile.

Not only physically but also spiritually and psychologically.



Gospel of the Mind

The pandemic stripped away the noise, the travel, the social performances, the endless busyness that we had used for decades to avoid sitting alone with ourselves.

And what many people found in that silence was not peace. It was emptiness. Anxiety.

A confrontation with questions they had never allowed themselves to ask.

Who am I when I am not performing?

What actually matters to me? What have I built my life on, and is it solid?

Gospel of the Mind

That, to me, was the most important revelation. Not the virus itself, as terrible as it was.

But what the virus exposed about the interior condition of humanity was that we had created a world of extraordinary external complexity and allowed our inner lives to become almost entirely impoverished.

Every spot on earth is particular, detailed, and incomprehensibly complex.
— *Goodreads*

And when the external world was suddenly taken away; when the restaurants closed, when the airports shut, when the stock markets fell, when the doctors themselves were helpless, what we were left with was ourselves.

Gospel of the Mind

And many of us did not know what to do with that.

What the pandemic also revealed was the reality of our interconnectedness.

A virus that began in one city became a planetary event within weeks.

It did not stop at national borders. It did not consult immigration policies.

It did not care whether you were wealthy or poor, powerful or marginalized.

It simply spread because that is the nature of life on this planet.

We are not separate.

We have never been separate.

Gospel of the Mind

We have simply been pretending otherwise, and the pretense has come at a price.

But I want to say something that I think gets lost in most pandemic discourse: the pandemic was also an opportunity.

I would have said a gift, but I'm careful not to use that word for something that caused such immense suffering and loss. So, let us call it an opportunity.

“Opportunity often comes disguised in the form of misfortune, or temporary defeat.” — Napoleon Hill

A moment when history forced us to stop, to reassess, to ask the questions that comfort had allowed us to postpone.

Gospel of the Mind

The tragedy would be to have gone through all of that, to have lost so much, and to have learned nothing.

To have simply rebuilt the same world we had before, a little more anxious and a little more distracted, without having faced the deeper crisis that the pandemic was pointing to.

That deeper crisis is what Logosphere is about.



Why do you believe inner transformation and not technology or politics is the answer to the world's crises?

Let me be careful here, because I do not want to be misunderstood. I am not saying technology is unimportant.

I am not saying politics is irrelevant. I am saying that both of them, without inner transformation, are insufficient.

“

The great solution to all human problems is individual inner transformation

”

Gospel of the Mind

And I would go further: without inner transformation, technology and politics are not merely insufficient, they are dangerous.

Because the same human being who has not undergone inner transformation will use technology in the service of ego, of greed, and of domination, and will also use political power in exactly the same way.

We have seen this throughout history, and we are seeing it now.

The tools become more sophisticated, yet the fundamental human character that wields them remains unchanged.

The core argument I make in Logosphere is this: every outer crisis is the expression of an inner condition.



The environmental crisis is the outer expression of a humanity that has lost its sense of reverence and its awareness of the sacredness of the natural world and its own dependence upon it.

The political crisis is the outer expression of a humanity operating from fear, tribalism, and the desperate need for dominance.

The crisis of meaning: the epidemic of anxiety, purposelessness, and depression that afflicts even the most materially comfortable societies is the outer expression of a humanity that has severed its connection from the Logos, from the deeper source of genuine meaning and purpose.

You cannot solve an inner problem with an outer tool. You can manage it. You can delay its consequences. But you cannot resolve it.

The resolution requires going to the root. And the root is always within the individual human being.

This is why every great wisdom tradition in human history has begun with the transformation of the self. Not because the outer world doesn't matter.

Gospel of the Mind

But because the outer world is created by the inner world of the human beings who inhabit it. Change the inner world, and the outer world changes. There is no other way.

I am asking for something difficult. I know that. It is far easier to lobby for a new policy or invest in a new technology than it is to sit with yourself honestly and begin the work of genuine inner change.



But I believe we have arrived at a moment in history where the easy paths have been exhausted.

And the only path that remains is the one that has always been available to us, the path inward, toward the Logos, toward the greater intelligence that already knows what must be done, if only we would stop and listen to it.

In Part 2, Michael Okoro moves from diagnosis to direction: what Ubuntu demands of a fractured world, what the Logosphere Institute is being built to do, why he believes the decisions of this decade will set the trajectory of civilization, and what it means to carry a message for all of humanity from one corner of a far-away street in Lagos.

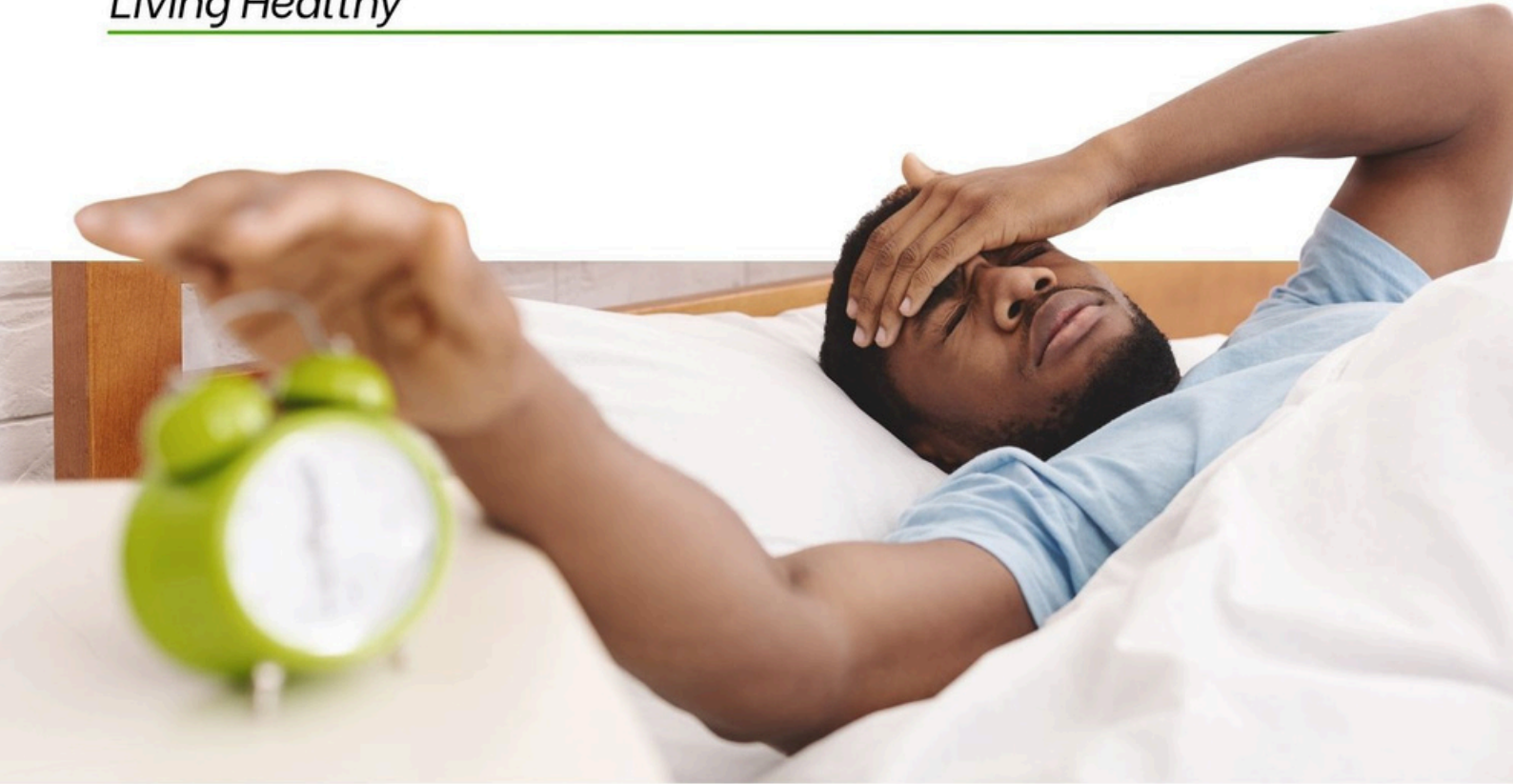


SuccessDigest

Living Healthy

**Why You Wake
Up Tired No
Matter How
Much You
Sleep**

Adewunmi Ebuk
Health Practitioner



Why You Wake Up Tired No Matter How Much You Sleep

Every single day.

And the dangerous part? They start to believe it's normal.

They blame stress.

They blame age.

They blame "life."

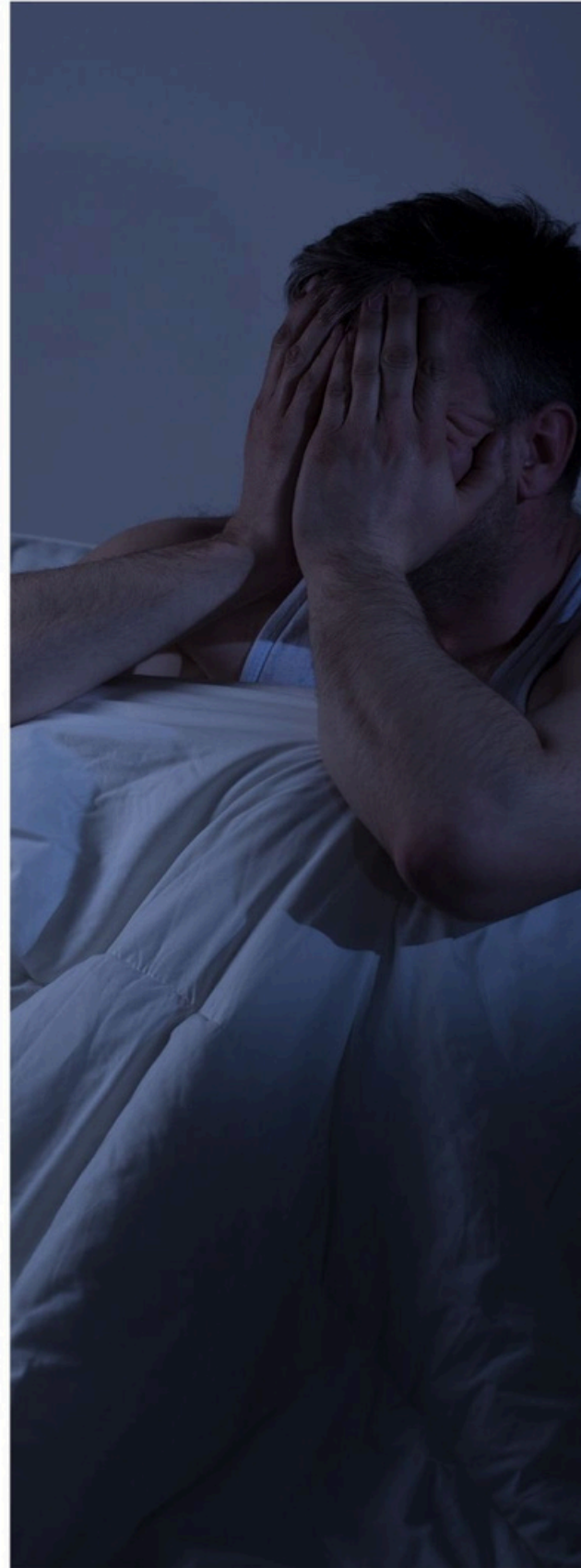
But what if that exhaustion isn't something you're supposed to push through?

What if it's a clue?

In this column, we explore a question most people never ask:

What if sleep isn't the problem but the body's ability to recover is?

Because real rest is not about hours in bed. It's about what your body is able to do while you're there.



From hidden stress patterns that keep your system on high alert to blood sugar crashes happening silently at 2am to deeper imbalances that drain your energy before your day even begins.

is is a different way of looking at fatigue.

If you've ever woken up tired and wondered, "Why does it feel like I didn't sleep at all?"

Then this video is for you:



**Why You Wake
Up Tired No Matter
How Much You
Sleep**

YOUR 24/7 WITNESS

Checkpoint wahala? False accusations?
Proof is power!

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SuccessDigest

Travel

Schengen Dreams:

How Nigerians
Can Study and
Thrive in
Europe

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Schengen Dreams:

How Nigerians Can Study and Thrive in Europe

For many Nigerians, studying abroad has long been associated with destinations like the UK, Canada, and the United States.

However, a quiet shift is happening.

Entrepreneurial Lifestyle

More informed and strategic students are now looking toward Europe—not just as an alternative, but as a smarter pathway to global education and opportunity.

Across the Schengen region, countries are opening their doors to international students with affordable tuition, flexible study options, and post-graduation opportunities that make long-term planning more realistic.



Why Europe is Becoming the Smart Choice

✓ **Wider Access to English-Taught Programs**

Many universities across Europe now offer full degree programs in English, especially at the postgraduate level. In addition, European institutions often have more flexible entry requirements.

✓ **Quality Education Without the Hype Pricing**

Compared to destinations like the UK or Canada, the financial burden is significantly reduced.



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There are high academic standards at lower costs with tuition and manageable living costs, making it suitable for structured budgets.

Opportunity to Travel Within Europe

Students can move across multiple countries within the Schengen region.

Also, the Schengen region is generally safe and has structured living environment.



Work Opportunities During Studies/Post-Study Work and Residency Options

Students can work part-time to support themselves. The after-study option allows graduates to remain, work, and potentially settle.

Strategic Advantage

Choosing to study in Europe gives Nigerian students a positioning advantage that goes beyond academics.

While many applicants focus on more saturated destinations, Europe offers a less crowded, yet highly rewarding pathway.





Better Balance Between Study and Lifestyle

A system that supports both academics and well-being.

Students enjoy cultural exposure, travel opportunities, and personal growth.

Key Countries Nigerians Are Exploring

France

France remains one of the most attractive destinations for Nigerian students—not just for its prestige, but for its structured and supportive education system.



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Additional advantages include: Government-subsidized tuition in many public universities, Access to student housing support which reduces living costs, Strong presence of top-ranked business schools and engineering institutions, Opportunities to learn French, giving students a competitive edge globally.

Spain

Spain offers more than just a vibrant lifestyle—it provides a balanced and flexible academic environment.



Entrepreneurial Lifestyle

Additional advantages include:

Relatively low tuition fees compared to other Western European countries, A relaxed academic structure that supports work-life balance, Opportunity to learn

Spanish- one of the most widely spoken languages in the world, Expanding sectors in tourism, business, and tech for internships and part-time roles.

Hungary

Hungary is quickly becoming a smart choice for students who want maximum value for a moderate budget.



Entrepreneurial Lifestyle

Additional advantages include: Availability of scholarship opportunities (e.g., government-backed programs), Strong focus on medicine, engineering, and sciences, Central European location-making travel to other countries easier, Smaller student communities which allows for more personalized academic attention.

Portugal

Portugal stands out for its calm environment and increasing international appeal. Additional advantages include:



Entrepreneurial Lifestyle

Friendly and welcoming environment for international students, Growing reputation in technology and innovation sectors, Opportunity to learn Portuguese-spoken across multiple continents, Increasing availability of post-study opportunities and residency pathways.

The Study Pathway

Choose a program, apply, secure admission, and proceed with your visa application.

Required documents include proof of admission, passport, proof of funds, and accommodation.



Final Thoughts

Europe is a smart choice for Nigerians seeking quality education without excessive financial pressure. Proper planning and guidance are key to success.



If you are considering studying in Europe and want a smooth, well-guided process, Funky Getaway is here to help.

Entrepreneurial Lifestyle

From school selection to visa application, we provide expert support every step of the way.

Start your journey today by reaching out to Funky Getaway and take the first step toward your European study dream.

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Oluwatoyin Funke Oduneye is a travel consultant at **Funky Getaway**, a travel solutions brand specializing in **Visa Advisory, Flight Reservations, Hotel Bookings, Curated Travel Experiences** and more. Through her work, she

advocates for intentional travel as a catalyst for expanded thinking, opportunity discovery, and long-term economic positioning.

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**Canada's
New Express
Entry Rule
Looks Like
Good News.
But Is It?**





Canada's New Express Entry Rule Looks Like Good News But.. Is It?

Canada just changed Express Entry again.

On the surface, it looks like an opportunity. New categories. New priority occupations. More doors opening.

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But beneath the headlines, the rules have shifted in ways most applicants will miss.

For some, this change makes immigration easier. For others, it quietly shuts the door.

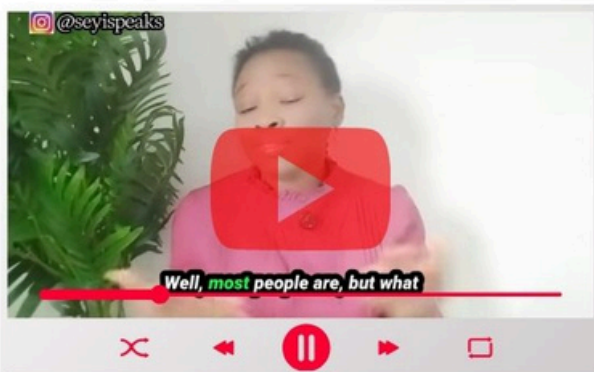
There is even a detail buried in the update that could disqualify thousands who still believe they are eligible.



Entrepreneurial Lifestyle

In this breakdown, we go beyond the announcement to examine what actually changed, who stands to benefit, who is at risk, and what you should do next if Canada is part of your plan.

[Watch my analysis here](#)



**Canada's New
Express Entry
Rules Looks Like
Good News But Is
It?**



Seyi Obasi is a Canada immigration content creator and digital educator, who is passionate about helping individuals and families navigate their journey to Canada with clarity and confidence.

Known for breaking down complex processes into simple, relatable steps, Seyi uses real-life experience, humor, and heart to provide valuable Canada immigration information

Through social media platforms and educational content, she has helped thousands explore the best pathways to Canada—whether through study, Express Entry, the caregiver route, or entrepreneurship.

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Unlocking the
people
code

*Tips To Building Mutually
Beneficial Relationships*

**How To
Speak So People
Remember You**



How To Speak So People Remember You

At 29, Daniel believed he had done everything right.

He had the degrees. A polished deck. The late nights perfecting slides no one else would ever notice.

At work, he was known as smart, reliable and prepared but never the person people remembered after the meeting ended.

Unlocking the People Code



The promotions kept passing him by.

One afternoon, he sat in a glass-walled conference room as a colleague delivered an idea Daniel himself had shared a few weeks earlier.

The room lit up, executives leaned in and by the end of the meeting, leadership called it brilliant.

Unlocking the People Code

Daniel felt sick. Not because the idea was stolen but because when he had said it, nobody cared enough to remember.



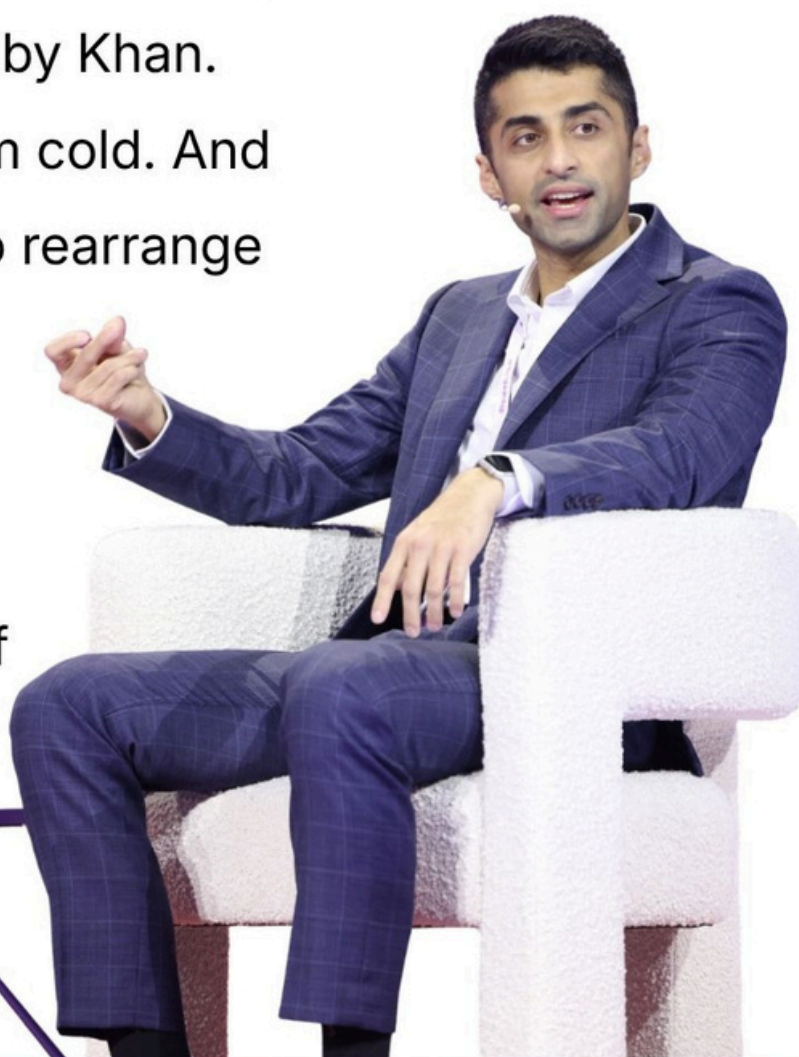
That night, replaying every meeting in his mind, he arrived at a painful conclusion: he had spent years obsessing over information while ignoring the one thing that actually moves people, Connection.

You cannot be valuable if you are not memorable. People cannot follow what they forget.

— Yasir Khan, communication strategist

Weeks later, frustrated and searching, Daniel came across a talk by Khan. One sentence stopped him cold. And a single question began to rearrange everything:

What if his problem was never intelligence? What if it was invisibility?



Unlocking the People Code

Khan teaches that most professionals make the same mistake Daniel made.

They speak to inform, when the only communication that survives the end of a meeting is communication that resonates.



"We treat our words like a data transfer," Khan says. *"But the human mind doesn't store data. It stores experience."*

Unlocking the People Code

His answer is a framework he calls **S.H.A.R.E.** Five principles for becoming unforgettable. And the one most professionals skip first is the one that costs them the most.

Daniel began applying each principle, one shift at a time. He stopped opening presentations with data and started with a single, unexpected idea.

He stopped trying to sound impressive and started asking what his audience actually needed to hear. He let stories do what statistics never could.

The changes felt small at first. Then something shifted.



Unlocking the People Code

People began quoting his phrases in meetings. Clients repeated his stories back to him weeks later.

Executives started asking for his input before major decisions. For the first time in his career, Daniel noticed something strange happening when he spoke: people leaned in.

Months later, he was asked to lead a high-stakes presentation to potential investors.

The old Daniel would have buried the room in charts and jargon.

Instead, he opened with a simple story about a customer who had nearly walked away from the business forever.



The room went silent.

After the meeting, one investor approached him: "I've sat through presentations all week. Yours is the only one I'll still remember tomorrow."



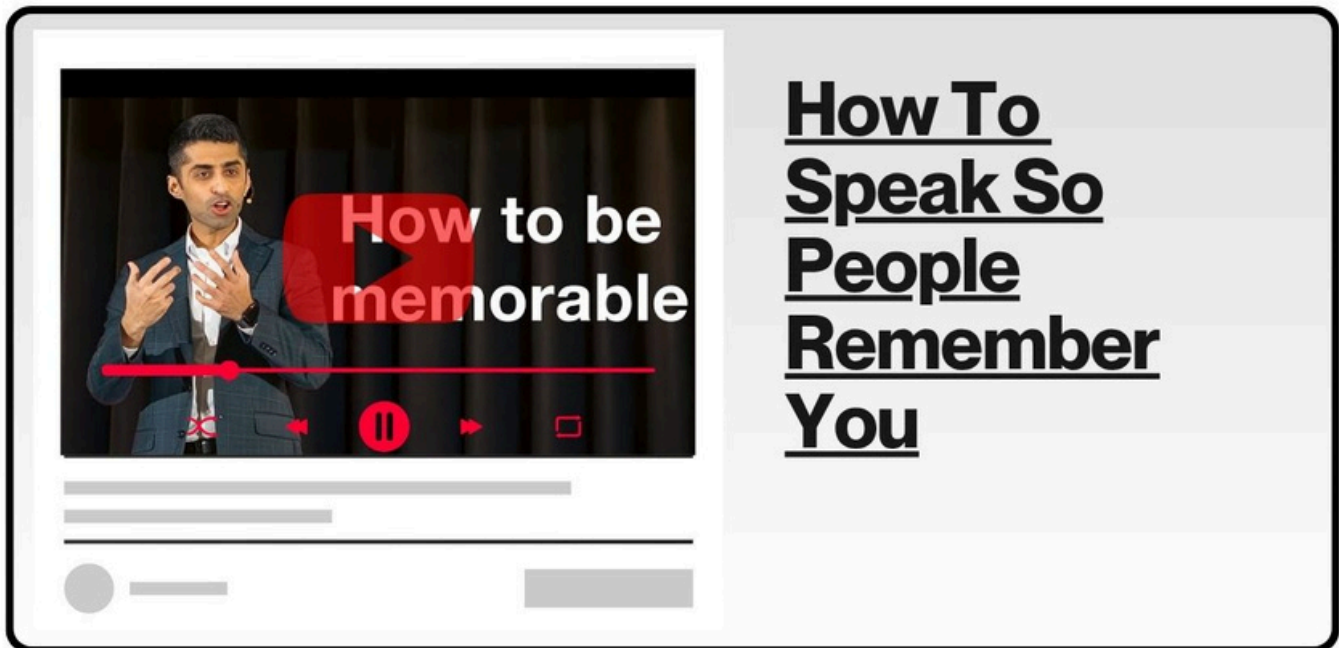
Khan puts it simply: *"The goal was never to talk more. It was never to know more. It was to make people feel something they cannot forget."*

Daniel had finally understood what that meant. Not as a concept, but as a lived experience.

Unlocking the People Code

Being heard has very little to do with talking more. It has everything to do with what you make people carry with them when you stop.

Watch the full breakdown: See Yasir Khan unpack S.H.A.R.E. →



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