ROME
BUSINESS
SCHOOL

Career Services Employment Report 2026

BETTER MANAGERS
FOR A BETTER WORLD

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01.

Career Services Employment Report

ANTONIO RAGUSA
Dean, Rome Business School

Dear Esteemed Stakeholders, Partners, Faculty, Alumni, and Students,

It is my pleasure to present this years Employment Report on behalf of Rome Business School Nigeria, a reflection of our continued commitment to developing capable professionals, responsible leaders, and impact-driven entrepreneurs.

This report goes beyond placement statistics. It represents the collective outcome of our academic rigor, industry integration, career advisory framework, entrepreneurship pathways, and ecosystem partnerships. It captures how learning is being translated into real professional movement, enterprise creation, leadership advancement, and measurable contribution across sectors.

From the beginning, our vision has been clear: education must lead to transformation, not only in knowledge, but in capability, confidence, and contribution. Our Career Services and Alumni Relations function plays a critical role in this mission by connecting learning to opportunity, potential to performance, and ambition to structured pathways.

Over the reporting period, we have seen encouraging progress across multiple dimensions, student employability readiness, executive career advancement, entrepreneurship development, internship engagement, and employer collaboration. We are especially proud of the strengthened alignment between our programs and real-world outcomes, supported by targeted advisory, coaching, mentorship, and venture support structures.

> **We remain intentional about continuous improvement. As industries evolve and leadership demands shift, we will continue to refine our approach, deepen our partnerships, and strengthen our career and enterprise support systems to ensure our graduates remain relevant, resilient, and value-creating.**

I extend my appreciation to our employer partners, mentors, investors, faculty, advisors, and the Career Services team for their dedication and contribution. Most importantly, I commend our students and alumni, whose drive and achievement give meaning to our work.

We look forward to building even stronger outcomes in the years ahead.

With appreciation and confidence in what lies ahead.

02.

Managing Growth, Scale, and Complexity

Managing Growth, Scale, and Complexity: Frameworks for Scaling Operations, Teams, and Systems Effectively

Seye Olurotimi
Executive Coach & Business Management Practitioner
Business Management Coach, Rome Business School Nigeria

Growth remains a central ambition for most executives, yet experience shows that unstructured growth often magnifies complexity faster than organizational capacity. Through my engagement with executive participants at Rome Business School Nigeria, a consistent insight has emerged: sustainable scale is achieved not by effort alone, but through deliberate frameworks that align operations, people, and systems.

Executive coaching within the Rome Business School Nigeria ecosystem provides leaders with the structure, reflection, and practical tools required to translate growth ambition into measurable and resilient outcomes.

The Growth and Complexity Challenge in Executive Leadership

As organizations expand, executives face:

- Rising coordination and decision-making demands
- Increased workforce size and leadership layers
- Pressure to deliver results across multiple markets or business lines

Without intentional design, this complexity often results in slowed execution, diluted accountability, and leadership fatigue. Coaching engagements frequently reveal that complexity is less about scale itself and more about the absence of scalable leadership and operational models.

Frameworks That Enable Sustainable Scale

Executive coaching at Rome Business School Nigeria emphasizes three integrated frameworks that help leaders move from reactive growth to disciplined, scalable performance

1. Scaling Operations: Building Repeatability and Execution Discipline

Executives are guided to move from informal, person-dependent operations to clear, repeatable operating models. This includes

defining core workflows, decision rights, and performance expectations across functions.

Observed impact includes:

- Operational efficiency improvements
- Reduction in execution bottlenecks and approval delays
- Greater consistency in service delivery across expanding operations

These shifts allow executives to reallocate time from operational firefighting to strategic oversight and growth planning.

2. Scaling Teams: From Headcount Growth to Leadership Depth

Growth often begins with hiring, but sustainable scale depends on leadership multiplication. Coaching interventions focus on helping executives redesign structures, clarify roles, and develop empowered leadership layers.

Typical outcomes observed:

- Team expansion of without proportional increases in executive workload
- Improved leadership accountability and decision ownership
- Stronger middle-management capability supporting execution and culture

As leadership capacity deepens, organizations become less founder- or executive-centric and more institutionally resilient.

3. Scaling Systems: Institutionalizing Performance and Governance

Many growing organizations outpace their systems. Coaching supports executives in strengthening financial controls, performance management, communication, and governance frameworks without introducing unnecessary bureaucracy.

Quantified impact commonly includes:

- Improved financial visibility and cost control, contributing to revenue growth
- Stronger KPI alignment between strategy and execution
- Enhanced readiness for partnerships, investment, or multi-market expansion

These systems enable organizations to sustain momentum while managing risk and complexity.

Career Progression and Business Impact Outcomes

Beyond organizational performance, executive coaching has contributed to:

- Successful leadership transitions into expanded or regional roles
- Business expansion into new markets or customer segments
- Increased confidence in managing scale, restructuring, or transformation

Executives consistently report clearer strategic focus, stronger execution discipline, and greater personal effectiveness as leaders of growing organizations.

Conclusion

Scaling is not about doing more, it is about building the capacity to manage more with clarity and control. When executives apply structured frameworks to operations, teams, and systems, growth becomes sustainable, measurable, and value-creating.

Rome Business School Nigeria's Executive Coaching Program plays a vital role in this journey, equipping leaders with the mindset, tools, and strategic discipline required to convert growth into lasting business and career impact by strengthening organizations, expanding employment, and contributing meaningfully to economic development.

03.

CAREER SERVICES EMPLOYMENT REPORT

Dear Reader,

I am pleased to present the Career Services Employment Report, which provides an overview of our outcomes, progress, and impact across student employability, internships, entrepreneurship support, executive pathways, and employer engagement within the reporting period. This report reflects the growing alignment between the Business School's mission and the practical career, leadership, and venture outcomes of our students and alumni. It captures not only placement and progression indicators, but also the depth of advisory support, industry collaboration, and ecosystem partnerships that continue to strengthen our value proposition. Over the period covered, the Career Services unit has focused on expanding employer and ecosystem relationships, strengthening pathway-based student support, deepening executive and DBA advisory engagement, and improving structured career readiness across programs. We have also continued to integrate entrepreneurship, mentorship, and experiential learning into our career outcomes framework. We remain committed to continuously improving our delivery model, measurement approach, and stakeholder engagement to ensure that Career Services contributes directly to institutional reputation, student success, and long-term alumni impact. Thank you for your continued leadership and support. We welcome your guidance and look forward to further strengthening our outcomes in the coming cycle.

Ugwu Sarah Ozioma MSc. MBA
Head of Career Service and Alumni Relations

ROME BUSINESS SCHOOL

04.

Highlights Achievement

Highlights Achievement

Individual counselling session

84%

Executive student benefited

from one-on-one counselling session, using AI tools to help students with self enhancement

Placements

99.9%

Junior Master's students achieved

Internship placement across hybrid, remote, and in-person positions.

Employer Feedback

89%

Employers rated Rome Business School Nigeria student interns as "good to excellent" in adaptability and performance

Job Vacancy Publication

7073

Over 7073 number of jobs offers shared in 2025

300

Over 300 number of the global opportunity made available to Rome Business School Nigeria students

One-on-one CV optimization session

972

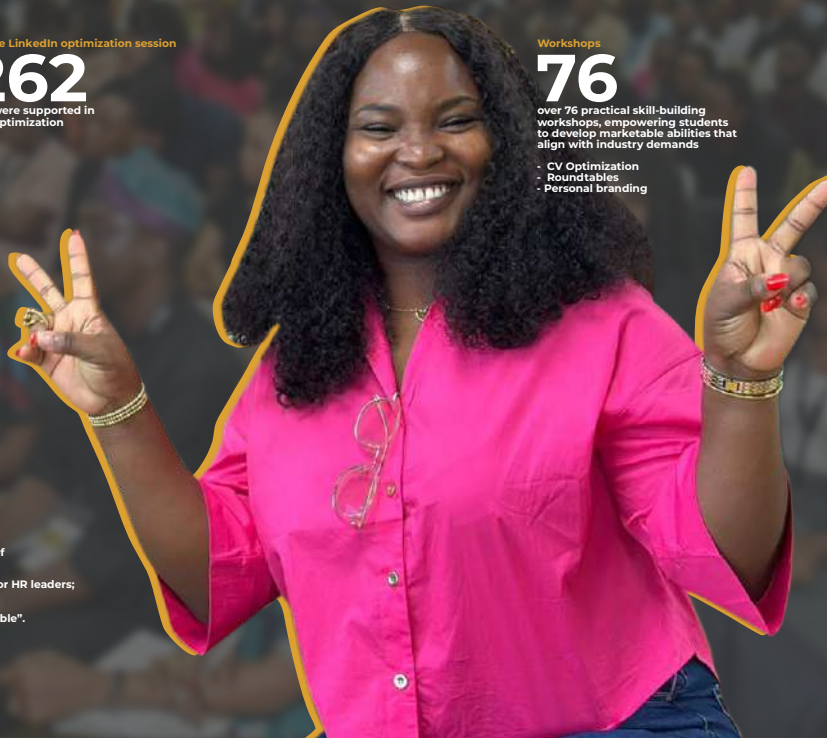
Executive student received expert assistance in crafting a standout resume and honing interview skills, ensuring that students present themselves confidently to prospective employers.

enabling them to refine their approach and boost their chances of success.

One-on-one LinkedIn optimization session

1262

Students were supported in LinkedIn Optimization



Workshops

76

over 76 practical skill-building workshops, empowering students to develop marketable abilities that align with industry demands

- CV Optimization
- Roundtables
- Personal branding

Coaching Program

82%

Executive students benefitted from coaching on Communication & public speaking, Business Management, Leadership development, Strategic management & Career transition.;

95%

participants expressed interest in re-participating.

Mentorship Program

90+

Alumni-student pairings across industries, resulting in new job placements and entrepreneurial collaborations.

Expanded collaboration with successful alumni to provide individualized mentorship to ensure students successful transition into the workforce.

Company Partnership

65

New partnerships established

Entrepreneurship

27%

Aspiring entrepreneur launched their businesses within 1 year of graduation

Career Fair

60+ companies,

500+ students and alumni in attendance of RBSN Annual career Fair

Highlights: high-impact panel sessions featuring CEOs and senior HR leaders; 120+ internship and job leads generated.

Feedback: 89% of students rated the fair as "valuable/very valuable".

Business Fair

Hosted the most anticipated incubation activities, showcasing 32 student-led ventures.

Partners

Among 100+ network of employability partners, our students work at:

Among 100+ network of employability partners, our students work at:

Regis Maestro Consulting · Talent P.E.O Africa · AlmaMed · KennediaConsulting · HRLeverage The Workforce Management Company · TGI

Perfetti Van Melle · peopleOS · XIG Media Pro · Jite Projekts · iCMS Integrated Cash Management Services Limited · HRhub · Crawford Consults

FMR Agency – Elevate to the professional · Diya, Fatimilehin & Co Estate Surveyors & Valuers · rosabon financial services · EB Ella & Black Associates · Ascentech Services Ltd. · worknigeria · club concierge

silverbird group · ADF Travels · tara · workforce · terawork · fadelife. Travel Concierge Ltd

JUBILEE-LIFE Mortgage Bank Plc ...one stop-shop for mortgages · Isaac Agalliao ltd. · Paragone Signature · Rymotebridge.io · Polaris Bank · ics30

Global Multinationals / International Institutions

HUAWEI · Nestlé · BRITISH COUNCIL · PLAN INTERNATIONAL · citibank

BARRY CALLEBAUT · EY Building a better working world · reckitt · INTERNATIONAL RESCUE COMMITTEE · IOM • OIM

WaterAid · JSI · IFDC Developing Agriculture from the Ground Up · CBRE EXCELLERATE · BUREAU VERITAS

ECOWAS · DHL · msh Management Sciences for Health · COSCO SHIPPING · Save the Children · chi

Major Nigerian Corporations & Energy / Infrastructure Firms

MTN, airtel, IHS Towers of strength, Sahara Group

SBC, Guinness Nigeria, Rite, Tolaram Group, Perfetti van Melle

Starsight, Oando, TotalEnergies, FMN Flour Mills of Nigeria Plc

NB, chi FARMS LTD, MATRIX ENERGY PETROLEUM, arnergy

aiteo, OILSERV OILSERV LIMITED, DAYSTAR POWER ENERGY SOLUTIONS, LAFARGE

Consulting

Jobberman, SeamlessHR

JUMIA Nigeria, SecureID ...smarter solutions

sath, KOOLBOKS

SMEs / Schools / Foundations

- Bukson Pharmaceuticals Limited
- KLUDE Foods
- Lilyhills Schools
- Baked_byara
- Amo Global Agency
- Snowibb Global Resources
- Emani Farms Giant Ltd
- Harriet's Consulting
- Romisecouture
- Simply Impeccable Laundry
- Stevsima Just Sleeves

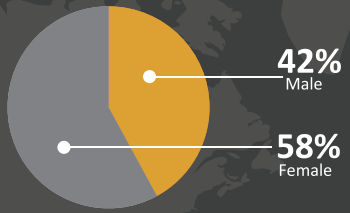
Top RBS Employability Partners

- Jobberman
- ICS 30
- Chivita | Hollandia
- Polaris Bank
- HRhub
- iBRID Solutions
- tara
- Rymotebridge.io
- iCMS
- taicorp.co
- Riverbird Group
- Elia & Bacic Associates
- Deck
- Paragone Signature & Associates

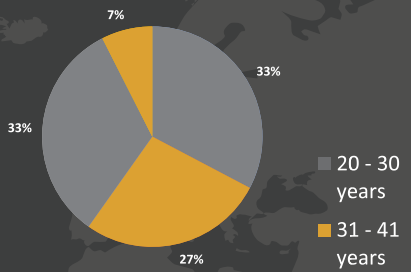
05.

RBSN Students Profiles

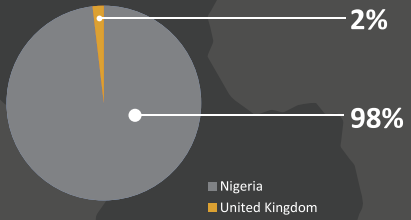
GENDER



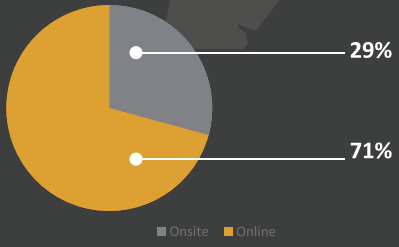
AGE CATEGORY



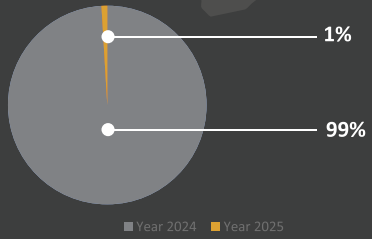
COUNTRY OF ORIGIN



PROGRAM MODE



Masters Program Start Date



Abolarin Dominion Jesudunni

Program: I- MBA

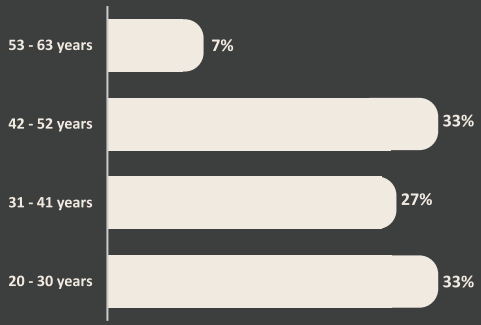
My experience in the 2025 Mentoring Program was truly transformative. From the very first session, it was evident that the program was intentionally structured to nurture growth, clarity, and confidence in every participant.

The mentoring sessions provided a structured yet genuinely supportive environment where I was able to reflect meaningfully on my goals, and strengthen my professional direction. What stood out most to me was the quality of guidance, practical insights, honest and constructive feedback.

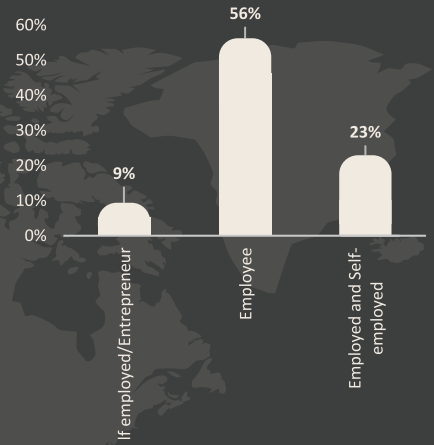
Through the program, I gained: Greater clarity in aligning my academic pursuits with my long-term career vision, Improved confidence in articulating my goals and defining my professional identity, Practical strategies for leadership, resilience, and strategic growthans a renewed sense of purpose and accountability toward my aspirations.

The mentorship also challenged me to approach opportunities with greater courage and preparation. As someone

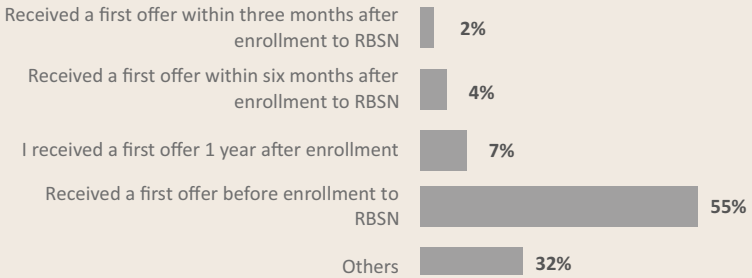
AGE CATEGORY



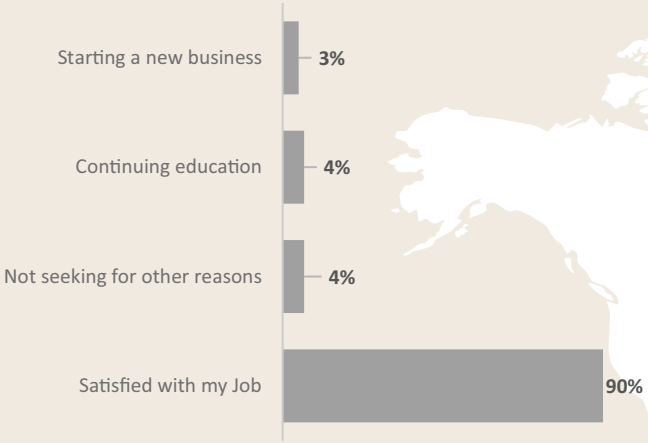
EMPLOYMENT STATUS



13% Secured a job within a within year after enrollment



7% are starting a venture after their program



Okanlawon Eniola Susan
IMBA 2025

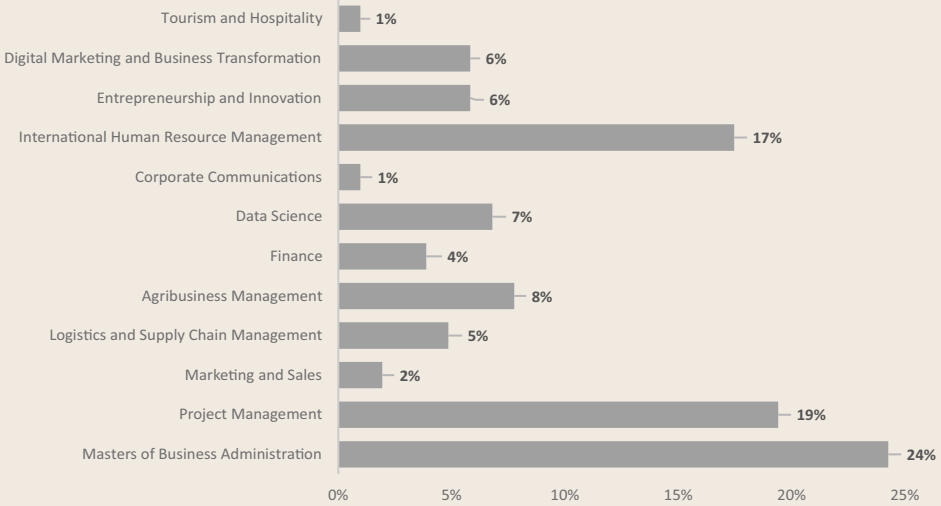
Mentor Temitope Osunkoya did a great work. I enjoyed the sessions, as we spoke a lot about my present role and future aspirations/goals.

She gave me insight into the HR perspective which I really needed and also provided actionable steps to achieve my goals.

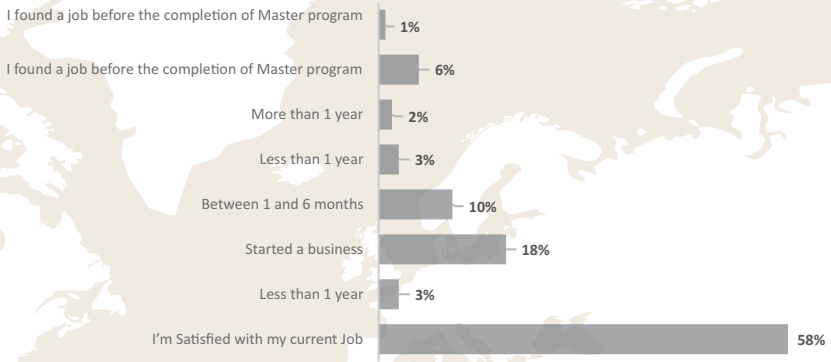
I have experienced great improvement in my work so far.

It was a great experience overall and I look forward to keeping in touch beyond the program.

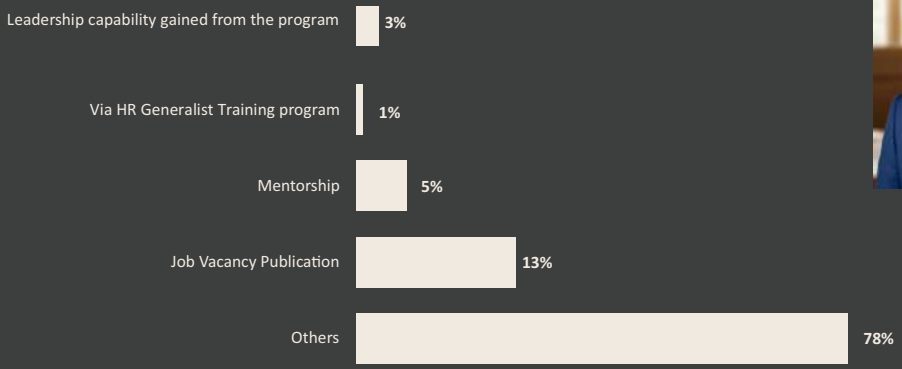
PROGRAM OF STUDY AT ROME BUSINESS SCHOOL, NIGERIA



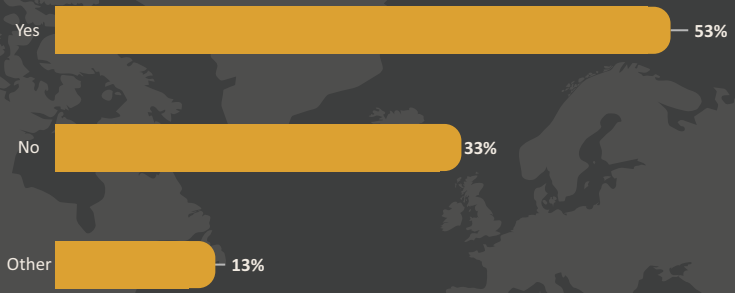
HOW LONG DID IT TAKE TO FIND A JOB?



WHICH FACTOR HELPED YOU SECURE A JOB DURING OR SHORTLY AFTER THE COMPLETION OF YOUR MASTER?



53% WORK IN A MULTINATIONAL COMPANY



Samuel Omaka, ACIB

Executive Masters Digital Marketing & Business Transformation
Rome Business School

The Executive Coaching Programme has been a surreal, holistic-defining part of my leadership development journey. It provided a powerful platform for deep reflection, strategic alignment, and intentional leadership growth.

Through the coaching experience, I was able to gain greater clarity on my leadership philosophy, refine my approach to complex decision-making, and develop a stronger capacity for strategic thinking in dynamic professional environments. The programme's personalised coaching framework created meaningful conversations that challenged my assumptions, expanded my perspective, and strengthened my ability to lead with purpose and confidence.

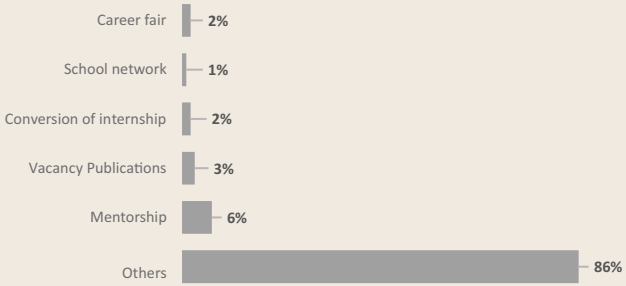
What stood out most was the programme's ability to transform my goals into strategic actions using the 4Cs Framework, designing our lives into time horizons with clear focus and the importance of evaluation, accountability, and growth. In retrospect, the vision mapping exercises drove the much-needed depth required to translate leadership theory into practical insights that can be applied immediately in real organisational contexts. As a result, I have been able to approach professional challenges with greater clarity, resilience, and strategic foresight.

The Executive Coaching Programme is a truly valuable experience for professionals seeking to elevate their leadership effectiveness, strengthen their strategic mindset, and create lasting impact within their organisations and industries.

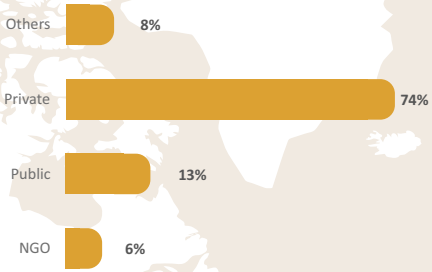
Now I can truly say I connect, empower, and track; all thanks to the Executive Coaching Programme.

Best Regards.

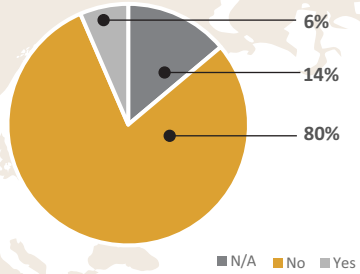
THE SCHOOL-FACILITATED SOURCE OF THE JOB OFFER?



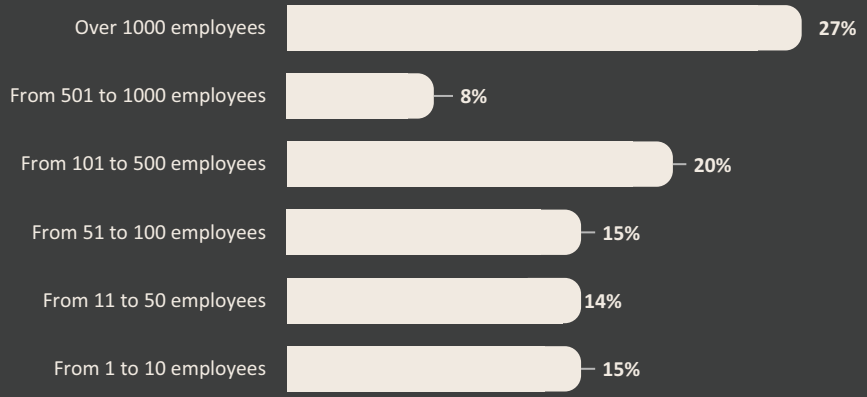
74% work in privately owned companies



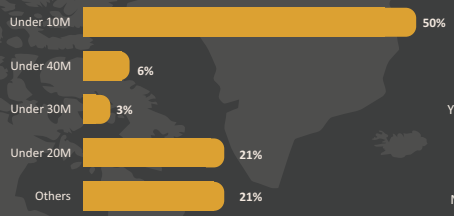
DO YOU WORK IN A DIFFERENT COUNTRY THAN YOUR COUNTRY OF ORIGIN?



SIZE OF THE ORGANIZATION/COMPANY



BASE SALARY BEFORE STARTING THE PROGRAM (PER ANNUM IN NAIRA)



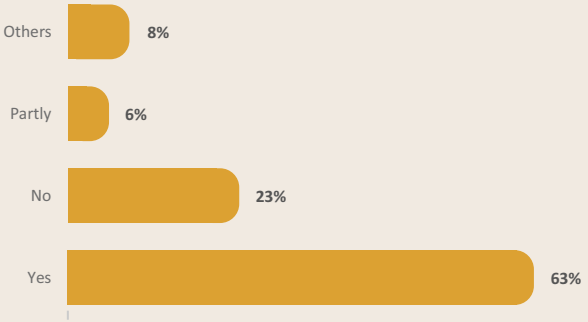
24% CARRY OUT AN INTERNSHIP DURING OR AFTER YOUR MASTER?

Golo Oluwabusayo Susan
Executive Student
IHRM (2025)

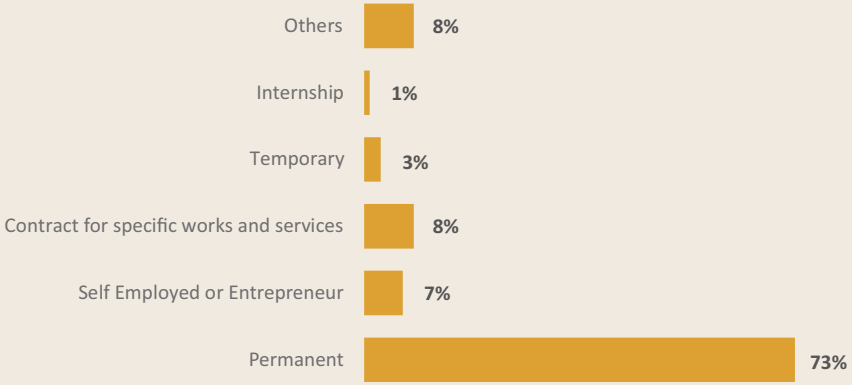
The Rome Business School Coaching Programme, led by Dr. Toye Sobande, was highly impactful. Dr. Toye engaged participants individually, creating a supportive environment that encouraged open contribution. His tailored coaching addressed each participant's unique challenges, combining practical insights, clear goals, accountability checks, and accountability partners to strengthen commitment.

Regular feedback motivated me to complete tasks promptly and to a high standard. As a result, I have significantly improved my problem-solving and strategic thinking skills, enabling me to approach leadership challenges with greater confidence and effectiveness. The programme's strong focus on personal accountability and customised coaching was particularly valuable.

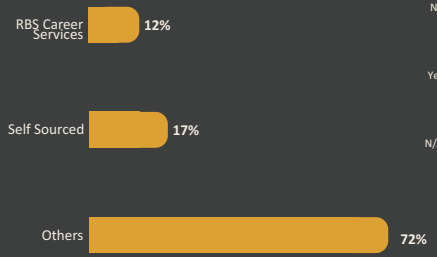
ARE YOUR JOB DUTIES IN LINE WITH YOUR EDUCATION?



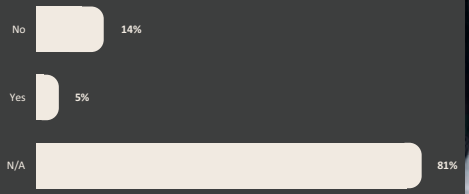
80% of the students are permanent Staff



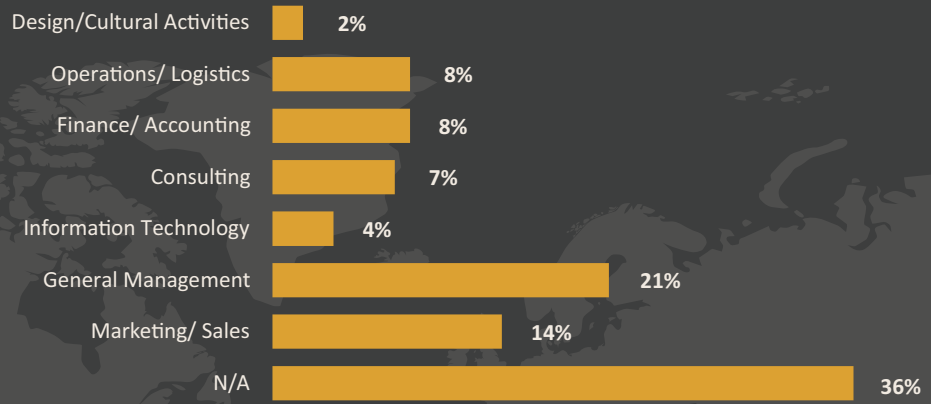
HOW DID YOU SECURE OUR INTERNSHIP?



AFTER YOUR INTERNSHIP PLACEMENT, DID THE ORGANIZATION OFFER YOU A POSITION?



WHICH DEPARTMENT DID YOU WORK IN?



Golo Oluwabusayo Susan

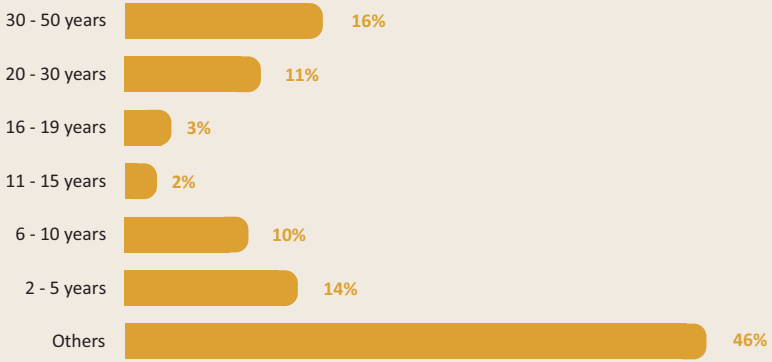
Executive Student
IHRM (2025)

My experience with the Innovation and Entrepreneurship Program was truly impactful and enriching. One of the most valuable aspects of the program is the opportunity to learn directly from professionals across different fields who share practical insights about the real world of work. These sessions go beyond what we are typically taught in the classroom, exposing us to essential soft skills, real-life experiences, and practical knowledge that are incredibly relevant to both our personal and professional development.
Through the program, I also discovered a part of myself that I hadn't fully explored before: public speaking and event facilitation. I had the opportunity to facilitate several virtual classes, which helped me build confidence and develop my communication skills. This experience later prepared me for Career Day, where participants presented their pitch decks. As part of the program, we were assigned mentors who guided us in refining our ideas and improving our presentations. The results were remarkable—many participants won prizes and even secured investment for their ideas.

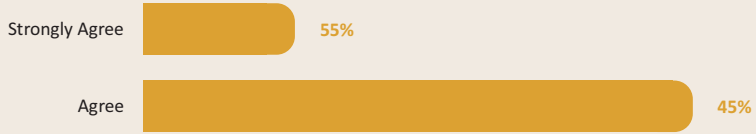
I had the honor of compering for the Career Day event in person, and it was an incredibly fulfilling experience that further strengthened my confidence and stage presence. Beyond the skills gained, the program has also provided meaningful exposure, valuable connections, and opportunities to grow in ways I never expected.

I am truly grateful for the learning experiences, the mentorship, and the opportunities this program has provided. It has not only expanded my knowledge but has also helped me discover new strengths and possibilities within myself.

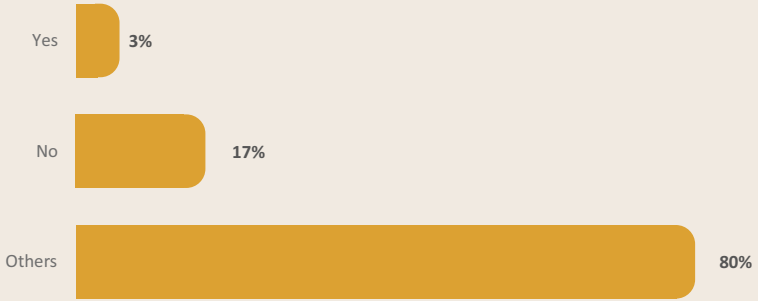
YOUR COMPANY HAS BEEN IN EXISTENCE FOR



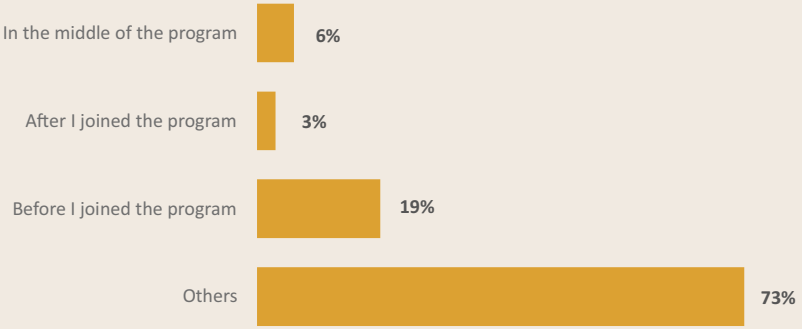
IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS?



DID THE INTERNSHIP PLACEMENT HELP YOU OBTAIN A POSITION IN ANOTHER ORGANIZATION?



FOR ENTREPRENEURS, WHEN DID YOU ESTABLISH YOUR COMPANY?



Afeez Soremekun

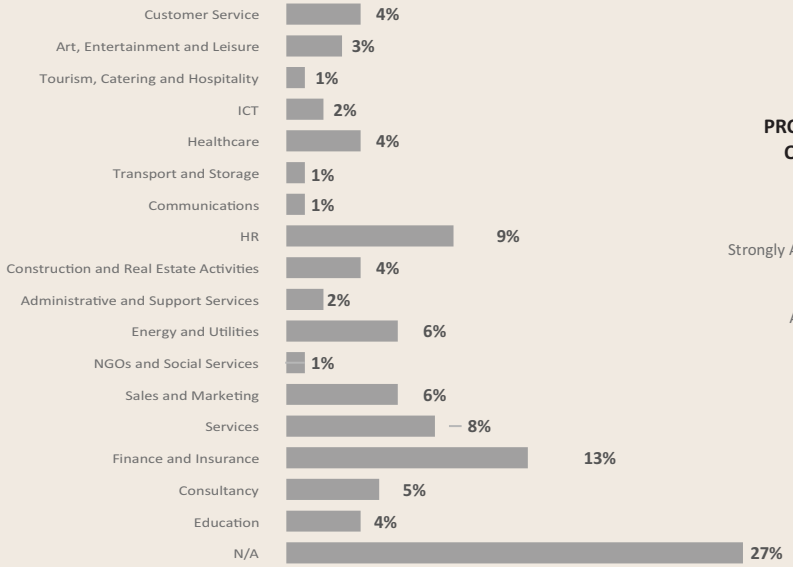
Participating in the Business Entrepreneurship Program at Rome Business School was an enriching and inspiring experience for me. One of the highlights was the opportunity to pitch my business idea alongside other talented participants. Presenting my vision in such a dynamic environment helped me refine how I communicate my ideas and strengthened my confidence as an entrepreneur.

Beyond the pitching experience, the program brought together insightful speakers who shared practical knowledge and real-world perspectives on entrepreneurship. Learning from their journeys and expertise added valuable depth to the program and broadened my understanding of building and scaling businesses.

Another aspect I truly appreciated was the opportunity to collaborate with fellow students during mentoring sessions. Engaging with individuals from different backgrounds and perspectives created a stimulating learning environment and reminded me of the power of collaboration in entrepreneurship.

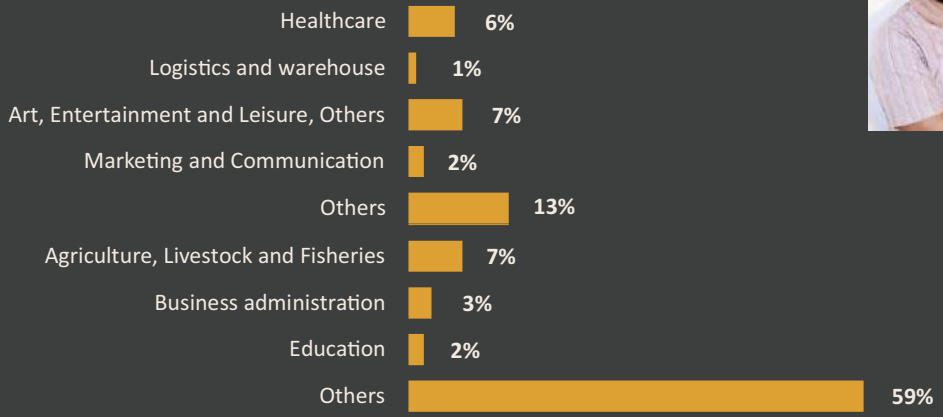
Overall, it was a privilege to be part of this program. The experience not only helped me polish my business skills but also inspired me to think more strategically about my entrepreneurial journey. I am grateful for the opportunity and the valuable connections and lessons gained through the program.

WHICH INDUSTRY DOES THE COMPANY OPERATE IN?



IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS? CAREER DIRECTION & CLARITY

IN WHICH INDUSTRY DOES THE STARTUP/COMPANY OPERATE?



IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS? [CONFIDENCE IN PROFESSIONAL SKILL]

Ahmed Mohammed

Master in International Digital Marketing and Business Transformation
Rome Business School

my mentoring sessions with the Rome Business School mentoring program were a very valuable part of my learning experience. The sessions provided practical guidance that I could apply directly to my professional development during my internship at NASCO Group.
One of the key areas we discussed was improving NASCO's social media presence. My mentor advised that brand communication should feel less corporate and more human, relatable, and engaging. This perspective helped me rethink how digital marketing connects with audiences, and I applied these ideas by proposing more approachable and audience-focused content strategies.

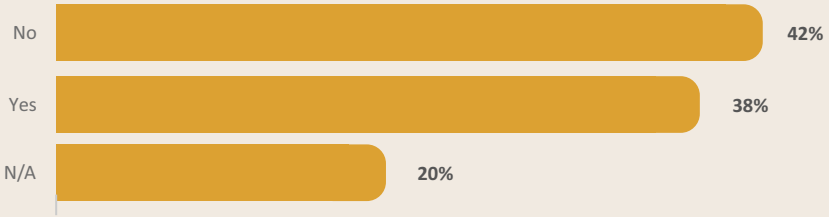
We also discussed the launch strategy for NASCO's new product, Coco Crunchy. Through this conversation, I gained a deeper understanding of audience targeting and campaign positioning. The mentoring helped me see the importance of clear messaging and identifying the right audience—in this case, chocolate lovers and children to guide the campaign direction.

Another important aspect of the mentoring was skill development. I was encouraged to continuously improve my digital marketing skills, particularly in areas such as video editing and graphic design. As a result, I worked on strengthening these skills and began creating video content to support marketing activities.

Beyond technical skills, the mentoring also helped me navigate important career decisions. At one point, I was managing multiple opportunities simultaneously, including a job offer at NASCO, starting my own digital marketing agency, and onboarding a potential client. My mentor provided valuable advice on prioritization, time management, and maintaining work–life balance, which helped me approach these opportunities with greater clarity and confidence.

Overall, the mentoring sessions were extremely helpful in shaping both my professional growth and strategic thinking. I would rate the mentoring experience a 9 out of 10, as it provided meaningful guidance that I was able to apply directly in real-world situations.

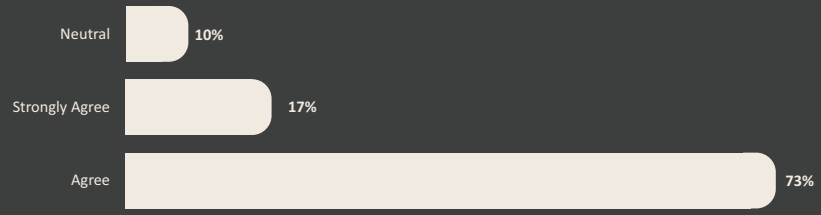
SINCE FINISHING YOUR STUDIES, HAVE YOU STUDIED FURTHER OR ARE YOU CURRENTLY STUDYING



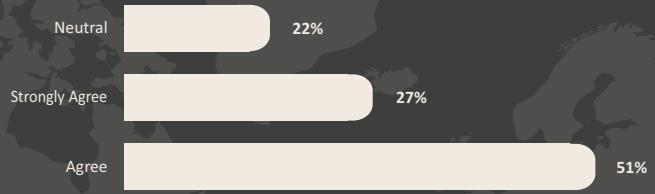
IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS? [EMPLOYMENT/ PROMOTION PROSPECTS]

WOULD YOU RECOMMEND ROME BUSINESS SCHOOL TO PEOPLE?

THE INTERNSHIP WAS A HANDS ON EXPERIENCE



IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS? [NETWORKING OPPORTUNITIES]



Oluwatosin Yusuf

Executive Master's in Tourism & Hospitality Management
Rome Business School

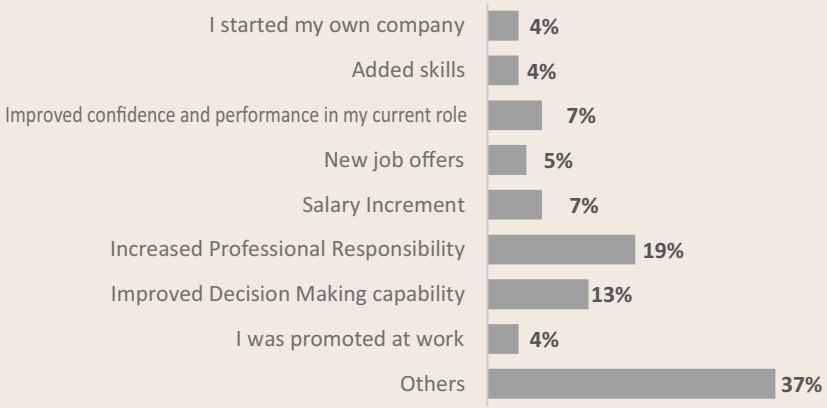
Participating in the RBSN4Entrepreneurship Programme has been a truly enriching experience for me, both professionally and personally. The programme created a practical learning environment that challenged me to think more strategically about entrepreneurship, leadership, and long-term value creation.

One of the most impactful aspects of the programme was the mentorship. The guidance and insights from my mentor (Mr. Matthew) helped stretch my thinking and refine my approach to business development. Through the mentorship process, an idea that initially existed as a conventional concept was transformed into a more innovative and technology-driven solution. That shift was powerful for me, because it expanded my perspective on what is possible and strengthened my confidence in building solutions that can scale and create meaningful impact.

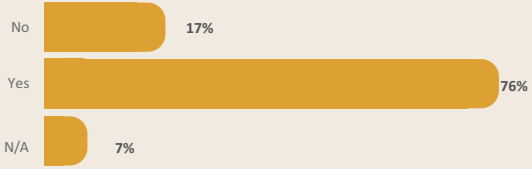
The programme also strengthened my leadership mindset. It encouraged me to look beyond immediate outcomes and focus on building sustainable systems, developing people, and creating businesses that deliver lasting value.

I am deeply grateful for the learning, the mentorship, and the community the programme has fostered. Experiences like this remind you that with the right guidance and environment, we can truly do more and become more than we initially imagined.

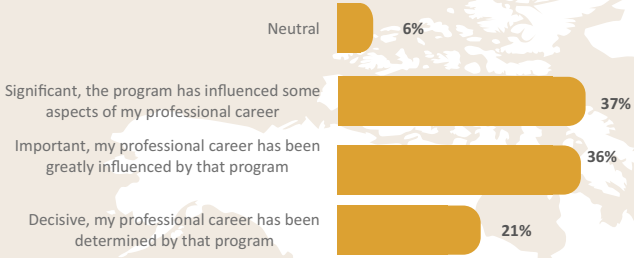
IN REGARDS TO THE EFFECT OF THE PROGRAM ON YOUR PROFESSIONAL CAREER, TO WHAT EXTENT HAS IT AFFECTED EACH OF THE FOLLOWING ASPECTS?



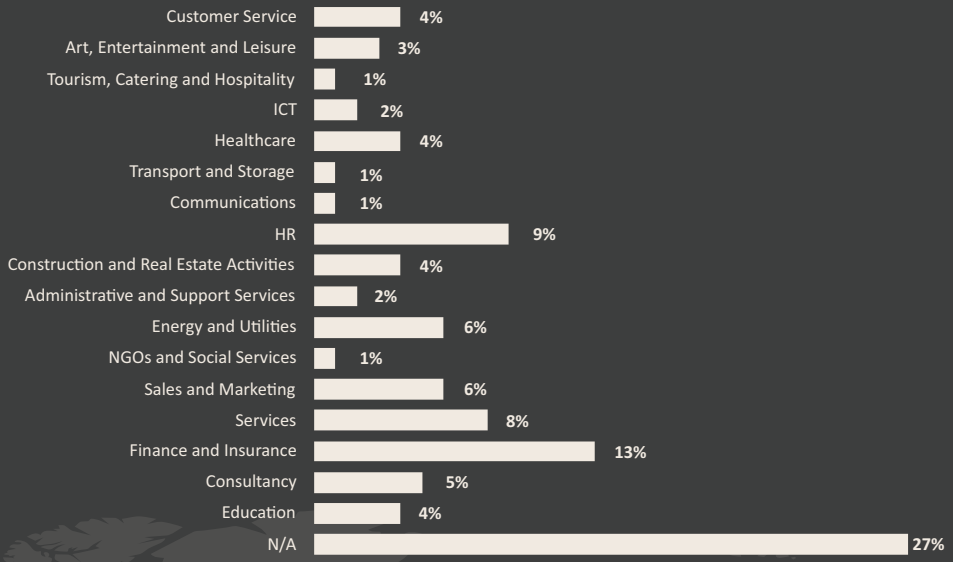
IF YOU WISH TO ENROLL IN ANOTHER MASTER OR POSTGRADUATE PROGRAMME, WOULD YOU STUDY AT RBS AGAIN?



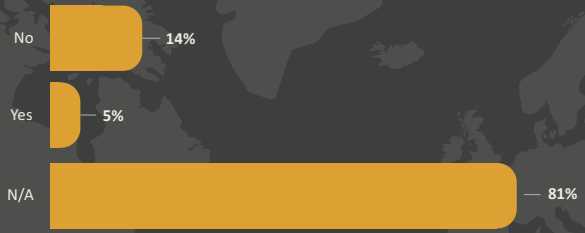
TO SUM UP, WHAT EFFECT HAS THE EDUCATION YOU RECEIVED AT RBS BUSINESS SCHOOL HAD ON YOUR SUBSEQUENT PROFESSIONAL CAREER?



WHICH INDUSTRY DOES THE COMPANY OPERATE IN?



AFTER YOUR INTERNSHIP PLACEMENT, DID THE ORGANIZATION OFFER YOU A POSITION?

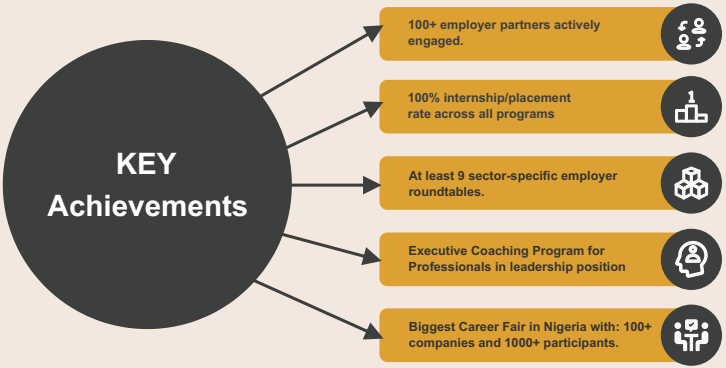


Career Service Pathway

Our mission is a commitment to helping every student and professional define, design, and achieve their career goals. Our Career Services team will deliver tailored support through seven specialized pathways, ensuring that each participant receives guidance aligned with their ambitions:

Provide tailored support through dedicated pathways, these personalized Career Services is designed to Shaped to helping Senior and Junior Master's students discover their potential and build purposeful career paths. Through tailored support pathways, we hope to guide students to identify their strengths, gain practical experience, and make confident career decisions:

- Career Starter – Designed for early-career professionals ready to launch into the workforce with clarity, confidence, and purpose.
- Career Advancer – Focused on accelerating vertical growth and leadership readiness within existing roles or industries.
- Career Propeller – Built for entrepreneurs and MBA candidates eager to transform ideas into viable, scalable ventures.
- Career Rebuilder – Supporting individuals navigating career transitions, industry shifts, or post-career breaks with strategy and structure.
- Career Explorer – Helping undecided professionals discover, test, and align their strengths with the right industries and roles.



CAREER SERVICE VALUE PROPOSITION FOR EXECUTIVE MBA

Advance Workshops on Innovative CV Profile.

Offer expert assistance in crafting a standout resume.

Coaching Program

Strategic Career Transition Executive Coaching: Offer group executive coaching to refine leadership style, improve strategic thinking, communication, to support their transitions into C-suite roles

Succession Planning & Knowledge Transfer Programs:

Workshop focused on creating a lasting impact in their current organization, such as mentoring, succession planning, and building a leadership pipeline while preparing their team for a smooth transition.

Headhunting

Collaborate with headhunters and executive search firms to identify and connect students with C-suite and senior roles.

Networking Event & Company Meeting

Board Readiness Programs:

Offer guidance on securing board positions, with insights on board dynamics, corporate governance, and C-suit responsibilities

VALUE PROPOSITION FOR SPECIALIZED MASTERS

Career Focused workshops on Specialized Skills and Roles

Executive Coaching

executive coaching to refine leadership style, improve strategic thinking, communication, to support their transitions into C-suite roles.

In-Company Business Project

Partner with companies to offer projects that give students hands-on experience in solving industry-specific challenges, providing them with practical knowledge and exposure to real business problems.

Placement

Collaborate with headhunters and executive search firms to identify and connect students with C-suite and senior roles.

Networking Event & Company Meeting

Negotiate terms and adjust based on feedback from product testing.

CV & LinkedIn Optimization

Offer expert assistance in crafting a standout resume & LinkedIn Profile

VALUE PROPOSITION FOR JUNIOR MASTERS

One-on-one CV & LinkedIn Optimization

Resume writing, interview preparation, and networking, tailored for entry-level candidates. Conduct mock interviews preparations, giving students feedback on interview techniques and confidence.

Leadership during interview &Salary Negotiation

Host workshops on setting personal and professional goals, portraying leadership during interviews and salary negotiations, helping students build confidence.

Alumni Mentorship Program

Pair current students with recent alumni or advanced peers who can offer guidance on internships, coursework, job search tips, career paths, company culture, and professional development, enhancing networking skills

Internship and Entry -Level Job Placement Support

Host career fair with employers seeking interns and junior - level hires, making entry-level opportunities accessible. Develop partnerships with organizations that regularly hire new graduates,

Soft Skills and Professional Development Training

Organize workshops on workplace communication, teamwork, and interpersonal skills to build confidence in professional environments.
.Organize sessions on how to manage workloads and prioritize effectively, preparing students for the expectations of full-time work.

JUNIOR MASTERS TIMELINE

1-2

-1 Career service booklet
-1 Career assessment
-1 Individual meeting
-2 CV Review
-2 LinkedIn Review
Career service portal login
Newsletter

3-4

AI in crafting professional resumes and cover letters, that highlight students' strengths and appeal to employers.

5-6

- Skill building
- Job readiness
- Interview preparation
- Engagement.

Conduct training sessions on teamwork, **communication, professionalism** , and **problem -solving** , preparing students for collaborative work environments

7-8

Industry Introduction Sessions:
Leadership during interview & Salary Negotiation
Entrepreneurial Resources
Pathways to Careers in Digital Transformation
Soft Skills and Professional Development Training

9-10

Alumni Mentorship Program
Networking Event & Company Meeting
Internship Placement
100% Placement
Career Fair

11-12

Organize mock interview sessions and provide feedback to help students gain confidence and improve their interviewing skills.
Invite guest speakers from various fields to discuss career paths, industry demands, and roles available to graduates with limited experience.

CAREER ACCELERATION

Explore
Understanding what works for you Access to Career Path Way Form. Individual Meeting CV Review

Build
Understanding how to promote themselves: engage in a cycle of career development workshop.

Engage
Boosting your network: Building an effective professional network and learning more about the diversity of working environments Students will attend company - meetings connect with HR recruiters -

Act
Seizing Opportunities: Students can effectively interact with the job market on job placement opportunities

Entrepreneurship

WHAT WE WANT:

The goal of the RBSN Entrepreneurship Program is to support aspiring entrepreneurs, startups, and MSMEs. This program aims to empower individuals and small businesses by providing them with the necessary skills, mentorship, and resources to validate their business ideas, build strong foundations, and scale their ventures successfully.

Through a combination of expert guidance, hands-on workshops, networking opportunities, and a supportive community, RBSN fosters innovation and entrepreneurial growth. Our program includes both pre-incubation and incubation phases, tailored to meet the needs of early-stage ventures and MSMEs, ensuring they have access to comprehensive business development support, market exposure, and investment opportunities.

Pre-Incubation/Incubation: Core Values & Delivery

1. Innovation-Driven Thinking
Value: Encourage students to think boldly, creatively, and beyond conventional solutions.

How We Will Achieve This:
- Host design thinking boot-camps and ideation sprints.
- Introduce problem-discovery workshops to help students identify and validate real-world challenges.
- Reward innovative prototypes and unconventional approaches during pitch sessions.

2. Purpose and Impact
Value: Entrepreneurship should solve problems and create meaningful impact, not just profit.

How We Will Achieve This:
- Teach the Impact Business Model (profit + purpose).
- Invite social entrepreneurs and impact investors as guest speakers.

3. Collaboration & Ecosystem Building
Value: Ventures thrive in communities not in isolation.

How We Will Achieve This:
- Encourage team-based projects with diverse student backgrounds.
- Pair each team with an alumni or industry mentor.
- Organize peer-to-peer feedback circles to build collaboration.

Core Values & Delivery

4. Resilience & Growth Mindset

How We Will Achieve This:

- Introduce “failure labs” sessions where entrepreneurs share challenges and lessons learned.
- Provide resilience coaching and problem-solving workshops.

5. Execution Excellence

Value: Ideas are only valuable when executed effectively.

How We Will Achieve This:

- Set milestones (prototype, customer validation, MVP) with accountability check-ins.
- Run rapid prototyping labs where ideas are tested within weeks, not months.
- Provide access to tools, platforms, and seed resources for early testing.

6. Ethical & Sustainable Practice

Value: Ventures must operate with integrity, inclusivity, and sustainability.

How We Will Achieve This:

- Incorporate business ethics and governance sessions into training.
- Showcase examples of responsible and inclusive startups.
- Encourage environmentally conscious business model.

Pre-Incubation Program Values

How we intend to achieve this:

Expert Guidance

Trainings from experienced entrepreneurs, mentors, and industry professionals.

Hands On Workshop

To Develop essential business skills such as ideation, customer research, business model development, and financial planning.

Networking Opportunities

Connection with potential collaborators, investors, and customers.

Action Oriental Approach

Engage in Minimum Viable Product (MVP) development, pitch practices, and real-world feedback to refine and validate their business ideas.

Supportive Communities

Build relationships with fellow entrepreneurs and share their journey.

Incubation Program Values

How we intend to achieve this:

Business Trainings

Access to sessions led by seasoned entrepreneurs and industry experts covering business strategy, management, and growth.

Expert Guidance

Networking events, peer-to-peer learning, and knowledge sharing.

Mentorship

Guidance from experienced mentors who provide invaluable advice and feedback.

Funding Opportunities

Access to funding, invest opportunities and partnerships..

Visibility

Give Visibility for their business or services.

Timeline

RBSN4Entrepreneurship Value Proposition & Program Timeline

Explore

Using career Path survey
Individual meeting
This phase will give insight as to if they are fit for the entrepreneurial way. Or if they are unfit for the entrepreneurial way.

Pre-Incubation

6weeks Pre - incubation program
3 start -up workshops.
2 group forming
Mentorship sessions.

Understanding how to Structure your project: This phase will give students the chance to learn about the idea-generation process & project development methodologies

Incubation

8 weeks Incubation program
5 mentoring sessions.
3 roundtables.
3 venture labs.
1 workshops on business exposure

Bring Project to Life: finalist projects. 8weeks path featuring premium tailored activities & services.

Challenge

Call for projects: Participating students to produce innovative Startup projects with structured pitch decks.

Pitch Day

Pitch Day: The & Finalist will be called for by investors or Business angels the merit project will receive funds & Venture growth Opportunities.

Lunch

Acceleration program is designed to help exciting startups and SMEs increase their access to finance, markets and their business' overall growth. At this stage they are expose to workshops on how to increase their customer base, Branding, Customer Acquisition & Retention, Brand Storytelling

Evolve

Acceleration program is designed to help exciting startups and SMEs increase their access to finance, markets and their business' overall growth. At this stage they are expose to workshops on how to increase their customer base, Branding, Customer Acquisition & Retention, Brand Storytelling

RSBN Career Service Team

Ugwu Sarah Ozioma
Head Career Advisor and Alumni Relations

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Career Advisor and Employability Program Coordinator

Michael Odunayo Shofoluwe
Career Advisor and Alumni Coordinator

Mbah Chisom Sandra
Career Advisor and Internship Coordinator

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Human Resources Manager,
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Cost Estimating & Tender Head,
OILSERV Group

Mrs. Eric Sobukonla
Senior Business Development Manager

Mrs. Rita Sambo
Senior Talent Acquisition and Retention Manager, International Rescue Committee.

Mrs. Onajevwe
Group Head of People Operations,
Silverbird Group

Belle Obaseki
Agric Finance
Investment & Advisory Specialist
NIRSAL PLC

06.

Build Your Personal Brand

The CHAIRS Framework: Building a Personal Brand That Commands Trust, Respect and Influence Insights from the Career Surge Trilogy Series

Dr. Michael Ogu
Chief Operating Officer, The Talent Optimization Company Limited
& Author, the Career Surge Trilogy Series

Introduction

In today's hyper-visible world, personal branding has been dangerously reduced to aesthetics, social media presence, and curated visibility. But true personal branding is not only about being seen—it is about being trusted, respected, and sought after.

A strong personal brand is not built on hype. It is built on substance. This is where the **CHAIRS** Framework becomes powerful. The **CHAIRS Framework** represents six pillars that hold up a durable, compelling, and leadership-ready personal brand, which are:

1. Credibility.
2. Honour.
3. Authority.
4. Influence.
5. Respect.
6. Self-Confidence & Executive Presence.

These pillars are deeply aligned with the principles articulated in the Career Surge Trilogy Series—particularly Identity, Clarity, Strategy, Responsibility, Capability, Mastery, Intentionality, and Acuity. Now, let's examine each of these pillars.

Credibility: The Foundation of Trust and Reliability

Credibility is the currency of sustainable success. It answers the critical question:

"Can you be trusted to deliver consistently?"

Credibility is not built in conference rooms alone. It is built in the unseen hours of preparation, learning, discipline, and execution.

Within the Career Surge framework, Credibility is anchored strongly in:

1. *Capability – Do you have the competence to perform?*
2. *Mastery – Have you gone beyond*

surface knowledge into depth?

3. *Responsibility – Do you own outcomes, not excuses?*

When you combine skill with consistency and accountability, you create professional gravity. People rely on you. Your name carries weight. Your work speaks before you do.

Credibility transforms your brand from "promising" to "proven."

Without credibility, personal branding becomes performance. With credibility, it becomes power.

Building Credibility

1. Deliver on promises consistently, even small ones.
2. Admit when you don't know something and commit to finding answers.
3. Maintain high standards in all work, recognising that reputation is built on accumulated impressions.
4. Seek and showcase credentials relevant to your field.

Credibility Killers

1. Overpromising and underdelivering.
2. Fabricating or exaggerating qualifications.
3. Unprofessional behaviour.
4. Deflecting blame or making excuses.
5. Claiming expertise outside your actual domain.

Honour: The Moral Fibre of Your Brand

Honour speaks to character. It is your ethical infrastructure—who you are when no one is watching.

In the Career Surge Philosophy, Honour is deeply connected to:

1. **Identity – Who are you at your core?**
2. **Spirituality – What anchors your values and conscience?**
3. **Responsibility – Do you own your actions and decisions?**

In leadership and career advancement, skills may get you promoted, but character keeps you trusted.

A dishonourable brand may rise quickly, but it will collapse under pressure. An honourable brand may rise steadily, but it will stand the test of time. Honour ensures your success does not cost you your soul.

Demonstrating Honour

1. Make decisions based on principles rather than pure expedience.
2. Give credit where it's due and acknowledge others' contributions.
3. Maintain confidentiality and respect boundaries.
4. Address wrongdoing even when it's uncomfortable.
5. Support others without expecting immediate reciprocation.
6. Treat everyone—from interns to executives—with equal respect.
7. Admitting mistakes quickly.
8. Choosing integrity over convenience.

The Honour Advantage

1. Builds deep, lasting trust that transcends transactions.
2. Creates a reputation that opens doors and opportunities.
3. Attracts high-quality relationships and partnerships.
4. Provides clarity in decision-making during complex situations.
5. Establishes a legacy beyond professional achievements.

Authority: Recognised Expertise and Thought Leadership

Authority is earned expertise. It answers the question:

"Why should people listen to you?"

Authority is not a title. It is not hierarchy. It is not volume. It is depth.

In the Career Surge Trilogy Series, Authority is built on:

1. *Mastery – Deep specialisation before broad generalisation.*
2. *Clarity – Clear articulation of thoughts and ideas.*
3. *Acuity – Sharpness of thinking and insight.*
4. *Strategy – Intentional positioning of expertise.*
5. *Intentionality – Purposefully growing your expertise for significance and relevance.*

Authority grows when you:

1. Develop intellectual property.
2. Solve real problems.
3. Document lessons from experience.
4. Develop a clear niche or specialisation rather than being a generalist.
5. Create and share valuable content consistently (articles, videos, podcasts, courses).
6. Speak at conferences, webinars, and industry events.
7. Contribute to industry publications or start your own platform.
8. Engage in public discourse on relevant issues in your field.
9. Build a portfolio of high-impact work or case studies.
10. Associate with other authorities through collaborations or affiliations.
11. Pursue continuous learning to stay at the forefront of your field.

Authority moves you from being one of many voices to becoming a reference point.

Influence: The Power to Shape Opinions and Drive Action

Influence is the ability to shape thought, action, and outcomes—without coercion.

It answers:

"Can you move people willingly?"

Influence is relational capital combined with emotional intelligence.

In the Career Surge Trilogy, Influence is strengthened by:

1. *Intentionality – Being deliberate about relationship-building.*
2. *Agility – Adapting communication across contexts.*
3. *Personality – Self-awareness and emotional maturity.*
4. *Tenacity – Staying consistent in value creation.*

Influence grows when you:

1. Listen deeply.
2. Communicate clearly.
3. Add value consistently.
4. Model what you preach.
5. Master storytelling to make ideas memorable and emotionally resonant.
6. Build a robust network of diverse, genuine relationships.
7. Use social proof and testimonials to validate your impact.
8. Are consistent in your messaging and values.
9. Engage authentically on social platforms where your audience congregates.

Authority gives you expertise. Influence gives you traction.

Respect: The Silent Validation of Your Brand

Respect is what people say about you when you are absent.

It cannot be demanded. It must be earned.

Respect is the product of:

1. Competence (Credibility).
2. Character (Honour).
3. Expertise (Authority).
4. Maturity (Influence).

Within the Career Surge Trilogy Series, Respect is connected to:

1. *Identity – Knowing who you are.*
2. *Clarity – Communicating boundaries.*
3. *Quality – Delivering excellence consistently.*
4. *Capacity – Handling responsibility without breaking.*

Earning Respect

1. Show genuine interest in others and their perspectives.
2. Listen more than you speak; seek to understand before being understood.
3. Acknowledge mistakes openly and learn from them.
4. Celebrate others' successes without jealousy.
5. Set and maintain healthy boundaries.
6. Stand for something beyond personal gain.
7. Handle criticism and disagreement with grace.
8. Mentor and support others without expectation of return.
9. Give feedback honestly but kindly.
10. Maintain composure under pressure.

Respect in Practice

1. Arriving prepared to meetings and honouring others' time.
2. Responding thoughtfully rather than reactively.
3. Giving credit generously and accepting blame appropriately.
4. Maintaining confidentiality and discretion.
5. Following through on even small commitments.
6. Treating support staff and executives with equal dignity.
7. Admitting when you don't know something.
8. Asking for help when needed.

Respect is not the same as being liked. You might make unpopular decisions, but still build respect if you do so with integrity and clear communication. Chasing popularity often damages respect. Respect develops over time through many small interactions. It's delicate—taking years to build but moments to destroy. Once lost, it is very hard to regain. Respect stabilises your brand. It stops familiarity from turning into contempt. It safeguards your professional reputation. Without respect, access can turn into exploitation.

Self-Confidence & Executive Presence: The Visible Expression of Your Inner Work

This final pillar is how everything else is expressed.

Self-confidence is internal conviction. Executive presence is external composure.

Together they answer:
"Do you look and sound like someone who belongs in the room?"

In the Career Surge Trilogy Series, this pillar is rooted in the following principles:

1. *Identity – Deep self-awareness.*
2. *Clarity – Clear articulation.*
3. *Strategy – Intentional self-presentation.*
4. *Acuity – Sharp thinking under pressure.*
5. *Capacity – Emotional and mental strength.*

Executive presence includes:

1. Being calm under pressure.
2. Clarity in communication.
3. Intentional body language.

4. Controlled emotional expression.
5. Commanding yet respectful engagement.

You may have credibility. You may have authority. But without self-confidence and executive presence, your value will remain unnoticed.

Executive Presence ensures that your competence is perceived.

The Integration: Why All Six Pillars Matter

Each pillar strengthens the other.

- Credibility without Honour becomes manipulation.
- Authority without Influence becomes rigidity.
- Influence without Respect becomes extremism.
- Self-Confidence without Credibility becomes arrogance.

But when the six pillars are aligned, your personal brand becomes:

- Trustworthy
- Grounded
- Sought after
- Impactful
- Respected
- Enduring

This is not accidental branding. It is intentional brand architecture.

And this architecture mirrors the structure of the Career Surge Trilogy Series.

The CHAIRS framework is therefore not a cosmetic branding tool. It is the external manifestation of internal mastery.

Conclusion

In a noisy world, visibility is easy.
But credibility is rare.
Authority is rare.
True influence is rare.

A strong personal brand is not built in a moment. It is built over years of disciplined self-development, value creation, and character formation.

When you sit firmly on the six CHAIRS pillars, your career does not just advance—it accelerates.

You are not merely seen.
You are trusted.
You are respected.
You are followed.

And that is the kind of brand that lasts.

About the Author

Dr. Michael Ogu is a C-Suite HR and Business Leader, Pracademic, Career Excellence and Performance Strategist, Author, Speaker, Coach, and Trusted Partner to professionals, leaders, and organisations seeking clarity, capability, and accelerated results in today's complex world of work. With over 18 years of relevant experience across multiple industries, he helps individuals and organisations unlock potential, enhance execution, and achieve sustainable performance through principle-based thinking, purposeful strategies, and results-oriented frameworks.

He is the Author of the Career Surge Trilogy Series, a career excellence and growth series designed to help individuals become the best versions of themselves and achieve career success.

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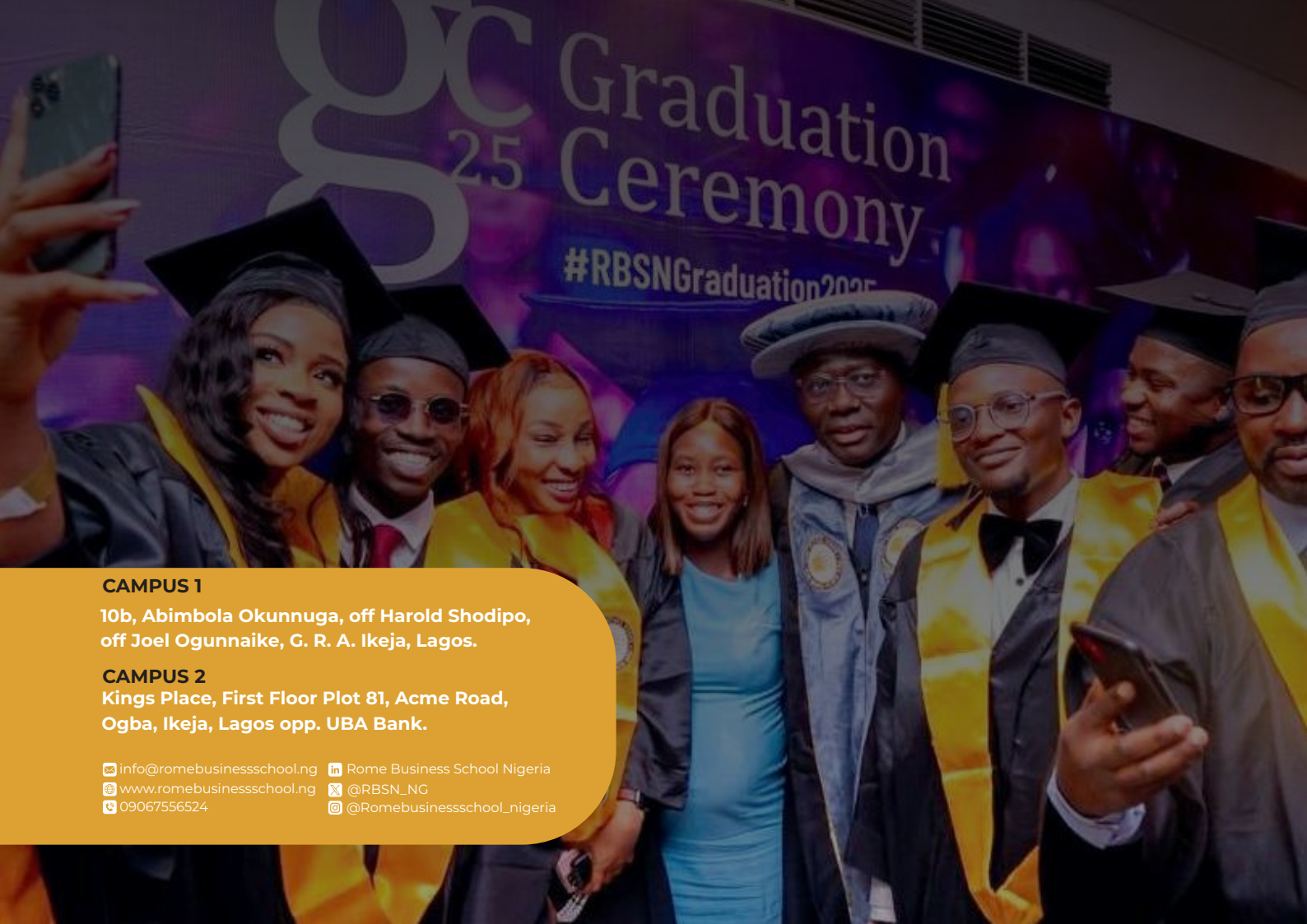
FOR A BETTER WORLD



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