



**INSTITUTE OF CHANGE MANAGEMENT**



**Fostering Attitudinal Transformation for Business Success**



## About Us

**ICM** is the professional body with the mandate to regulate, train and certify change management professionals in Nigeria.

We build skilled and competent professionals to support businesses, organizations, institutions, agencies etc. as they adapt to a changing world. Our membership cuts across disciplines and it is motivated by the ambition to be at the cutting edge of what you do, achieve greatness and elevate your career to new heights.

For Membership requirements, please visit [www.icming.org](http://www.icming.org)

**Take a step forward  
in Growth, join ICM**



# Fostering Attitudinal Transformation for Business Success

## COURSE OVERVIEW

Fostering Attitudinal Transformation for Business Success explores the powerful dynamics of attitudes and how they serve as catalysts for achieving exceptional outcomes in the business landscape. The course equips participants with the knowledge, skills, and strategies required to harness and utilize the power and possibilities of attitudinal change, fostering an environment of excellence across various business domains.

This course will navigate the intricate dimensions of attitudes - cognitive, affective, and behavioural and unveil how they shape individual behaviours, team dynamics, and organizational culture. By examining case studies, engaging in interactive activities and applying practical tools, participants will gain the insight and expertise needed to orchestrate attitudinal shifts that lead to lasting business success.



## COURSE OBJECTIVES

At the end of this course, participants will be able to:

- Understand the core components and types of attitudes: cognitive, affective and behavioural.
- Recognize the pivotal role of attitudes in influencing business performance and outcomes.
- Cultivate a Growth-Oriented Mind-set for Excellence
- Master Effective Communication for Attitudinal Shifts
- Establish/encourage an environment that inspires positive attitudes, collaboration, and innovation.
- Develop Personalized Attitudinal Roadmaps
- Embrace a culture of lifelong learning and attitudinal growth

## WHO SHOULD ATTEND

Business Leaders and Executives, Managers and Team Leaders, Human Resources Professionals, Sales and Customer Service Teams, Marketing and Communication Specialists, Entrepreneurs and Small Business Owners, Professionals in Change Management Roles, Individuals Aiming for Personal Growth, Organizational Development Practitioners



## COURSE CONTENT:

### MODULE 1

- Introduction to Attitudinal Change and Business Excellence
- Importance of attitudes in achieving business excellence.
- Definition and types of attitudes: cognitive, affective, and behavioural.
- Factors influencing attitudes: beliefs, values, experiences, and social factors.

### MODULE 2

- Attitudes and Business Performance
- Exploring the connection between attitudes and business success.
- Case studies highlighting the role of attitudes in business excellence.
- Discussion: How positive and negative attitudes impact productivity, teamwork, and customer relations.
- Tools and methods for assessing individual and team attitudes.
- Self-assessment exercises: participants evaluate their own attitudes.
- Group activity: sharing and reflecting on assessment results.

### MODULE 3

- Cultivating Positive Attitudes for Business Excellence
- Exploring why attitudinal change is necessary for business excellence.
- Real-life examples of companies that successfully transformed their cultures through attitudinal change.
- Identifying and addressing negative attitudes: resistance, cynicism, and complacency.
- Developing a positive attitude: resilience, adaptability, and growth mind-set.
- Role of leadership in promoting attitudinal change.

### MODULE 4

- Communication and Attitude
- Effective communication strategies to influence and reinforce positive attitudes.
- Active listening, empathy, and feedback techniques.
- Role-play exercises: practicing constructive communication.
- Creating an environment that fosters positive attitudes.
- Establishing core values aligned with business excellence.
- Encouraging teamwork, collaboration, and continuous learning.

### MODULE 5

- Sustaining Attitudinal Change
- Overcoming challenges in maintaining positive attitudes.
- Recognizing and celebrating small wins.
- Developing personal action plans for continuous improvement.
- Wrap-up and Reflection
- Recap of key takeaways from the training.
- Open discussion: participants share their insights and experiences.



### • DURATION:

Two days (9am – 4pm) daily

### • DATE:

25 - 26 April, 2024

### • PARTICIPATION FEE:

N155, 000

### • VENUE:

Elomax Hotel, 3/5 Emmanuel St, Maryland,

Lagos

### • ACCOUNT DETAILS:

First Bank PLC Acct. No. 2031097169

### • FOR FURTHER ENQUIRIES:

Institute of Change Management

• Tel: 08170286988

• WhatsApp: 08170286988

• Email: admin@icming.org

• Website: www.icming.org

# Our Trainers

ICM boasts a team of proficient coaches and facilitators, well-equipped to provide efficient support that empowers individuals and organizations to cultivate the confidence needed to unlock their full potential. Our inclusive approach to learning fosters an environment where participants can question outdated work methods, paving the way for fresh, innovative approaches to transform their organizations.



## METHODOLOGY

ICM training sessions follow a methodology that combines lectures with shared experiences from peers and participants. These sessions involve group discussions and exercises designed to enhance learning, aiming to provide participants with both practical and theoretical knowledge. The ultimate goal is to empower participants to seamlessly apply what they have learned in their places of work.





# IN-PLANT AND OPEN LEARNING SESSIONS

**O**ur training sessions consist both in-plant and open learning opportunities, tailored to meet the unique learning requirements of participants



## TESTIMONIALS

“The training was well rounded and engaging and very apt: From the training venue to the instructors to the participants to the course contents and the menus. Thanks ICM for the opportunity.”  
– **Matthew, Cakasa Engineering Services Limited**

“Kudos to ICM on the very robust, interactive and insightful two days training programme. At the end of it all, there was so much to take home from the diverse experiences and ideas shared. Thank you so much.”  
– **Jessica, The Sun Publishing Limited**

“I recommend this training to everyone. The content was too practical. My mind-set has definitely taken in a new positive shift.”  
– **Chisa, Loatsad Promomedia Limited**

It should be noted that dates are moveable depending on the circumstance. ICM will not be held liable for this.

# JOSEPHA. ANETOR, FICM



**J**oseph Anetor is a seasoned professional with over 28 years of leadership experience in human resources and change management.

He has played a pivotal role in driving lasting change in numerous reputable organizations across the private, public, and not-for-profit sectors. Collaborating with industry partners, he has successfully integrated sustainable change initiatives. Joseph possesses a remarkable ability to cultivate and sustain strong relationships with internal and external stakeholders at various levels.

His focus revolves around nurturing professionals with a change-ready mind-set, enabling them to embrace the challenges presented by the evolving landscape of the future workplace. As a founding member of the Institute of Change Management, he currently serves as the Registrar and Chief Executive Officer of the Institute. Joseph's managerial expertise spans diverse sectors including Pharmaceutical Manufacturing, Oil & Gas, Engineering, Agriculture, and Training Consultancy.

He has consulted for the European Union on the EU Support to Federal Governance Reform (EU-SUFFEGOR)

In addition to his managerial roles, Joseph Anetor is a respected trainer who frequently speaks at conferences, workshops, and seminars. He is an alumnus of Delta State University, Abraka, and holds master's degrees from the University of Benin and the National Open University of Nigeria. He is honoured as a Fellow of the Institute of Change Management and holds the designation of Associate of the Chartered Institute of Personnel Management of Nigeria, as well as Associate membership in the Nigerian Institute of Public Relations and the Nigeria Institute of Management.

# OBIAGELI NWAKAIFE NWOBI, Ph. D; FCIPM; HRPL



**O**biageli Nwobi is a certified trainer in the International Labour Organisation's (ILO) Start & Improve Your Business (SIYB) program, boasting extensive experience in both human resource management and business consultancy across various sectors of the Nigerian economy. With a professional background spanning over 30 years, she has held diverse HR roles in multinational companies. In addition, she has worked as a consultant in areas such as Executive Search and Selection, Business Process Improvement, Training, Policy Document Preparation, and the conduct of Remuneration and Attitudinal Surveys.

Obiageli has actively supported entrepreneurs by facilitating business idea generation, start-up training, Training of Trainers programs, and business coaching. She served as a Business Development Service Provider (BDSP) under the Federal Ministry of Industry, Trade, and Investment's World Bank Assisted Growth & Employment (GEMs) Project. In this role, she conducted training for loan beneficiaries under the Lagos State Employment Trust Fund (LSETF).

Certified by ILO in Start & Improve Your Business Training (SIYB) and accredited by the Center for Management Development (CMD), Obiageli is also a trainer for the Lagos State Employment Trust Fund (LSETF). She holds the prestigious title of Fellow of the Chartered Institute of Personnel Management of Nigeria (CIPMN) and is a Full Member of the Nigerian Institute of Training and Development (NITAD). Actively involved in professional associations, she serves as an Executive Member of the SIYB Trainers Association of Nigeria and an Executive of the NECA Network of Entrepreneurial Women (NNEW). Obiageli has attended numerous certifications and management training programs both locally and internationally. She has authored several publications in her field. Currently, she serves as the Managing Consultant at HR & Allied Services Ltd, where she seamlessly integrates Human Resource Management practices with Business Development Services. Her previous employment includes roles such as Group Head, Human Resources at Unic Insurance Plc, Senior Consultant at Leading Edge Consulting, and Head of Human Resources and Management Services at John Holt Plc.



# SUKKUSHE HOSEA EZEKIEL, FICM, FIMC, MICM,



**S**ukkushe Hosea Ezekiel is a highly skilled professional with over 40 years of experience in delivering training, organizational development, executive coaching, and corporate consulting services. His expertise lies in developing leaders and cultivating high-performance teams. Specializing in creating customized solutions, Sukkushe supports executives and organizations in achieving their leadership objectives. He has conducted leadership development programs for diverse groups, ranging from aspiring entrepreneurs to seasoned executives. Sukkushe, retired as the Deputy Director of Human Resources at the Institute of Human Virology in Nigeria and is currently the Managing Consultant/CEO of Sukkushe Consultancy Ltd. He holds a B.Sc. in Public Administration from the University of Abuja. He also possesses Diplomas and Advanced Diplomas in Public Administration from the University of Jos, a Diploma

in Human Resource Management, and a Certificate in HRM from the Galilee International Management Institute in Israel. Additionally, he has earned Leadership and Management Certificates, along with numerous HR and Administrative Certificates from institutions both within and outside Nigeria. Sukkushe is a dedicated professional affiliated with the Institute of Change Management (FICM), a Member of the Chartered Institute of Personnel Management Nigeria (MCIPM), a Member of the Chartered Institute of Administration (MCIA), a Fellow of the Information Marketing and Management Institute (FIMMI), a Member of the Society for Human Resource Management (SHRM), a Fellow of the Institute of Management Consultants-Nigeria (FIMC), and a Certified Management Consultant (CMC). He previously served as the Branch Chairman of CIPM Abuja and was a member of the Governing Council of the Institute.

**V**ictor Olufemi Ajulo has extensive expertise in various areas such as business re-engineering, financial modelling, budget development and administration, working capital management dynamics, long and short-term fund sourcing, investment analysis and management, risk management, and financial statement preparation and analysis. With a career spanning over 30 years, half of which has been dedicated to corporate consulting, Victor is highly skilled and knowledgeable in designing and implementing outcome-based learning programs. He is the



**H**umphrey Emuobor Masodje is a certified talent development professional dedicated to inspiring and assisting individuals in enhancing their capacity, knowledge, and experience. His mission is to help people reach their full potential and operate at their peak by fostering a culture of compassion, collaboration, and lifelong learning within organizations.

# VICTOR OLUFEMI AJULO

## FICM, FCMA, ANIM,

founder and Managing Director of Michelle and Anthony Consulting Limited, and serves on the boards of Capri Finance and Investment Company Limited, First Monarch Logistics Limited, Garden Creations and Exports Limited. Additionally, he is the Chairman of Triumph Petroleum and Chemical Company Limited. Victor Olufemi Ajulo earned his first degree in Accountancy from Yaba Col-



lege of Technology. He is a Fellow of the Chartered Institute of Management Accountants (FCMA), an Associate of the Nigerian Institute of Management (ANIM), and a Fellow of the Institute of Change Management (FICM). He is also a member of the Chartered Institute of Housing in the UK and the International Federation of Housing Planners.

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# HUMPHREY EMUOBOR MASODJE

With a wealth of experience spanning over three decades, Humphrey has worked with various multinational and indigenous companies in different managerial capacities, including Eternit Limited, Academy Press PLC, National Electric Power Authority (now PHCN), and NAGOS Project Limited. He possesses a diverse skill set as a business strategist, team builder, change management enthusiast, and human resource specialist.

Humphrey earned his Honours degree in Physics from the University of Lagos and holds a Masters' Degree in Managerial Psychology from the University of Ibadan. Additionally, he has an M.Sc. degree in Peace Studies and Conflict Resolution from the National Open University of Nigeria and an honorary Ph.D. in Peace and Conflict Resolution from African American Uni-

versity, Port-Novo, Republic of Benin. He is currently pursuing a Masters in International Law and Security at the University of Benin. Before his education at the University of Lagos, he pursued studies overseas, first in Dublin, the Republic of Ireland, and later at the Southern Alberta Institute of Technology in Canada, focusing on Thermal and Power Engineering Disciplines.

Humphrey Emuobor Masodje serves as the MD/CEO of Hodskey Consultants, a firm of Management and Technical Skills Development Consultants dedicated to training and human resources development at all levels. He has been an active member of various professional associations, including Nigeria Employer's Consultative Association (NECA), where he contributed significantly to the HR Expert and Learning and

Development Committees. He has also held leadership roles in organizations such as the Manufacturers Association of Nigeria (MAN), Sapele Chambers of Commerce, Industry, Mines, and Agriculture, and the Governing Council of the Federal Polytechnic, Auchu. In recognition of his expertise and contributions, he has been honoured as a Doctoral Fellow by the Chartered Institute of Human Resources Management and a Senior Fellow by the Institute of Professional Managers and Administrators. Additionally, he holds Fellowships from the Institute for Crisis Resolution, Peace Building, and Conciliation, the Institute of Change Management, and the Institute of Management Consultants, Nigeria. Humphrey Emuobor Masodje is also recognized as an Eminent Peace Ambassador of the United Nations.



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**FOR FURTHER ENQUIRIES:**

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