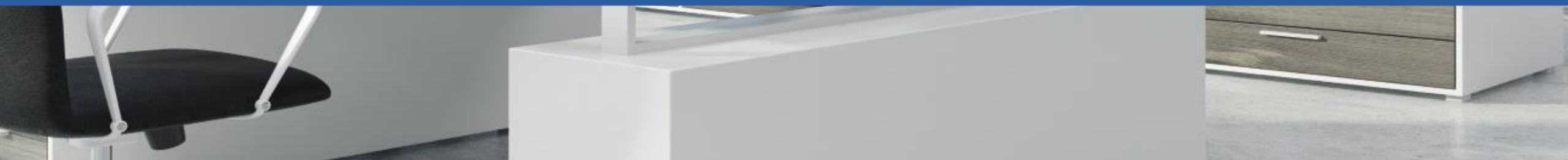




The Group's Corporate Culture





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- ✓ Our Place



Our History

The genesis of The Concept Group was initially borne from a functional and structural approach, simply delivering better effectiveness through shared services of back office functions for its more market facing organizations.

As the organization grew, the Group along with its member subsidiaries have evolved to embody much more. As a tested guiding light, our core values which we passionately uphold give us a sense of purpose and direction not only in our professional but in our private lives also.

These values summarized are based on three pillars; (Great) People, (Continuous) Innovation and the (Ideal) Culture.



Our Vision

The Vision of the Group is to build, and carry on building, the greatest organization our shores has ever seen while, in as much as we can, impacting the world to make it a better place.

Our Core Values

- ✓ C – Continuous Improvement
- ✓ O – Optimize
- ✓ N – New Ideas
- ✓ C – Customer Satisfaction
- ✓ E – Ethics and Integrity
- ✓ P – Problem Solving
- ✓ T – Teamwork



Continuous Improvement

- Continuous improvement is the ongoing improvement of products, services or processes through incremental and breakthrough improvements.
- To consistently strive to improve your products or service according to the highest standards.
- For us, continuous improvement is not limited to our products, services and processes; but most importantly, extends to the individual as our employees are our best assets.



Optimize

- Optimization is the process of making something as perfect, as functional or as effective as possible.
- It is the process of finding the best way of using existing resources to achieve a goal, while taking into account all the factors that influence decisions in any experiment.
- Choosing the best component from some sets of available alternatives.

Synonyms

- | | |
|-----------|------------|
| ➤ Improve | ➤ Maximize |
| ➤ Develop | ➤ Reform |
| ➤ Enhance | ➤ Advance |



New Ideas

- ▶ Creativity is thinking up new things, innovation is doing new things

-Theodore Levitt

- ▶ But out of limitations comes creativity

-Debbie Allen

- ▶ Innovation distinguishes being a leader and a follower

-Steve Jobs



Customer Satisfaction

- The fulfillment that customers derive from doing business with a firm.
- The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers.
- It is a measure of how products and services supplied by a company meet or surpass customer expectation.



Ethics and Integrity

- Our ethics are our moral principles or guidelines that govern our behavior or conduct in the marketplace.
- Integrity
- Honesty
- Reliability
- Trust
- Transparency

Problem Solving

Problem solving simply means using generic or ad hoc methods in an orderly manner to find solutions to problems

In reality, problem solving requires two distinct types of mental skill;

- Analytical Skills and
- Creative Skills

Analytical Skill requires using logical framework that helps to select the best alternative from those available by narrowing down the range of possibilities.

On the other hand, Creative Skill requires a divergent process of using the imagination to create a large range of ideas for solutions.

For The Concept Group, both are important



Teamwork

- Operating smoothly and efficiently within a group.
- Synergy
- Ripple Effect
- Involvement
- Responsibility/Taking ownership



Our Practices



We are
**Critical
Thinkers**

Who act with
**Adult
Responsibility**

And reflect
Humility



Critical Thinking

In simple terms, critical thinking is the objective analysis of facts in order to form a judgment.

Part of critical thinking is the ability to carefully examine something, whether it is a problem, a set of data, or a text.

People with this practice, can examine information, and then understand what it means, and what it represents. This is why, employees in the Group are expected to practice this daily.

Some tips to practice critical thinking are;

- ▶ Asking thoughtful questions
- ▶ Data analysis
- ▶ Information seeking
- ▶ Interpretation
- ▶ Judgment
- ▶ Questioning evidence
- ▶ Recognizing differences and similarities
- ▶ Skepticism



Adult Responsibility

The concept of Adult-Responsibility is an attitude that requires individuals to be accountable for every decision they take and be answerable for every of their life obligations.

The focal point of this practice in our organization is that, employees are expected to carry themselves in a manner that denies childish behaviors and thus take full responsibility for actions – in terms of growth, development, tasks, decisions and every other obligation.

Practice the following below to exude Adult-Responsibility;

- Don't make excuses
- Organize your life
- Be on time
- Cancel plans ahead of time
- Control your opinion
- Be consistent
- Admit your mistakes
- Be self-disciplined



Humility

Humility is simply the quality of being modest, the absence of pride or arrogance. This is not low-self esteem. It rather means to have a realistic appreciation of your great strengths, but also of your weaknesses.

Some tips to practice a humility within the workplace are;

- Listen to others
- Give other people some credit
- Admit when you are wrong
- Ask for advice
- Give compliments
- Avoid bragging
- Recognizing your flaws
- Be teachable



Our People

The employees of the Concept Group can be described with the words below;

- Amiable
- Lively
- Intelligent
- Smart
- Curious
- Millennial

Our Place



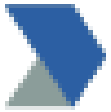
Lagos



Port-Harcourt



Abuja



Warri

Location	Address
Lagos	Head Office THE CONCEPT HOUSE 32, MONTGOMERY ROAD, YABA, LAGOS Concept Nova Office 11, MAYE STREET, SABO-YABA, LAGOS, NIGERIA.
Port-Harcourt	Branch Office (PH) IMPERIAL BUILDING 129/131, OLU OBASANJO ROAD. PORT HARCOURT, RIVERS STATE
Abuja	Branch Office (Abuja) SUITE C1 AND C2, DISCOVERY MALL, KONOKO CRESCENT OFF ADEMOLA ADETOKUNBO STREET, WUSE 2, ABUJA.
Warri	Branch Office (Warri) SUITE 9, EKU PLAZA, 128 EFFURUN/SAPELE ROAD, WARRI, DELTA STATE.

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, converging towards the top of the frame against a bright, overcast sky. The perspective creates a sense of height and architectural grandeur. A solid blue horizontal band is positioned across the lower half of the image, serving as a background for the text.

Thank You