



FUTURE MAP

# MAGAZINE



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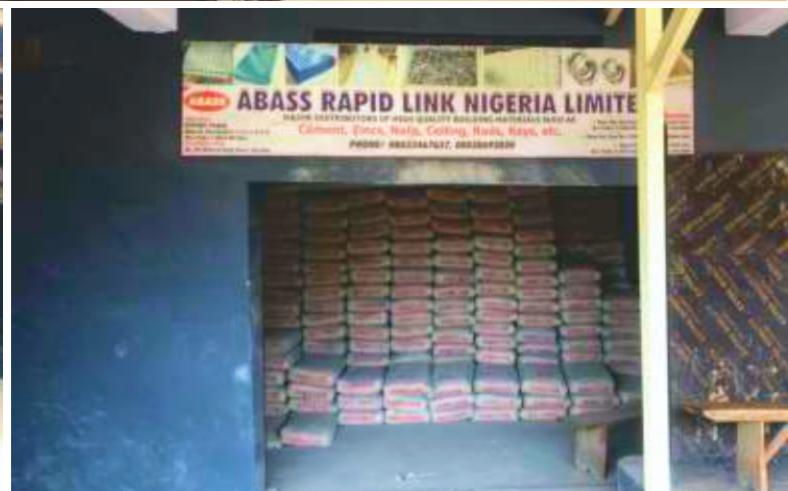
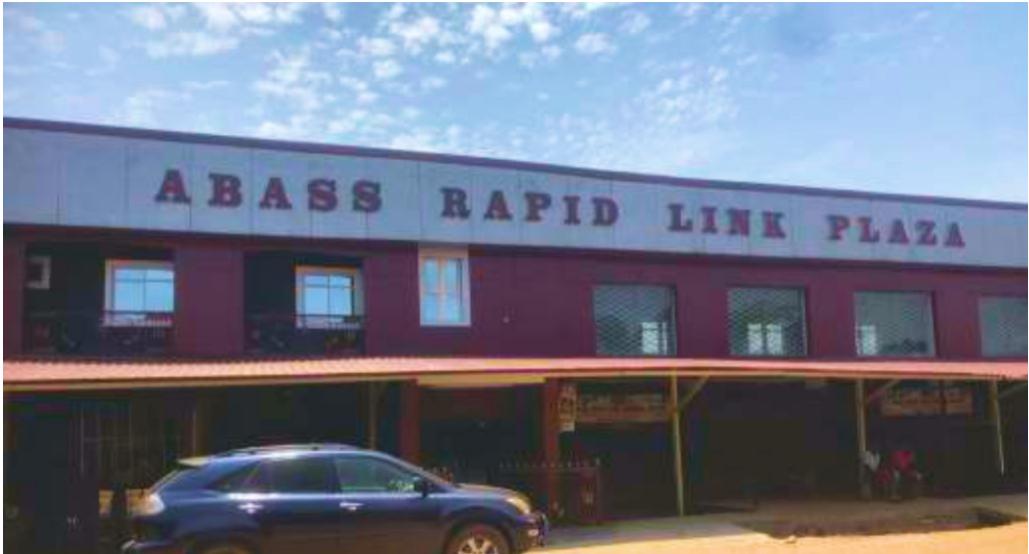
# SUSTAINABLE YOUTH DEVELOPMENT



## WHY I WENT INTO POLITICS

MAMA SARAH JUBLIL -

NIGERIA'S FIRST FEMALE PRESIDENTIAL CANDIDAITE



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# EDITOR'S CORNER

Welcome to another exciting edition of Future Map Magazine, Vol. 2. During our maiden edition, we explored, chewed and digested the theme: '**The Youth in the Era of Global Economy**'. The Previous edition was a point of convergence and scratching on the surface of Future Map Magazine's existential Philosophy.

This new edition is all-encompassing; well packed and spiced with interesting cum relevant articles for local and global consumption. It is focused on building, harnessing, raising, and equipping next generation- bridging the gap between where you are right now, where you need to be and how to get there. To go global, young people need to be well equipped with the right tools. There is no contest on this fundamental truism!

The articles in this edition are penetrative, captivating, endearing and novel. The articles cuts across **Parenting, Youth Development, Public Speaking, Self-help, Psychology** plus an exclusive chat with Nigeria's first female Presidential Candidate and former Special Adviser to President Goodluck Jonathan on Ethics and Moral Values, Mama **Sarah Jibril**.

As an avid researcher, psychologist, social reform proponent, heart-centered political icon, and mother of nations, Mama Sarah Jibril gave insightful hints about herself, family, growing up, passion, vision, advocacy, her motivation to join Nigerian political space at the time she did and lots more.

Truly, ordering a copy of this magazine will be a reference point and an incredible resource to your library.

As a teenage / youth led innovative magazine, Future Map Magazine will continue to inspire and equip the next generation with fresh ideas and inspiration, that will enable them to always build and maintain culture of excellence and deliver exceptional impact wherever they are.

This is well loaded!

Grab a copy for yourself family and friends!

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## An Exclusive Chat

*with*  
**Mama**  
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***The editorial Board Members of Future Map Magazine led by Ujunwa Assumpta Nwankwo and Desmond Asumnu had an exclusive chat with Mama Sarah Jibril in her office in Abuja. Here are the excerpts:***

### **Future Map Magazine: Who Is Mama Sarah Jibril?**

**Mama Sarah Jibril:** My name is Sarah Jibril. I was born in 1945. I am a mother, grandmother, widow of Brigadier General Jibril, Nigerian politician, Psychologist, passionate educationist, author and Social reformer. I am Nigeria's first female Presidential candidate both at the primaries and main elections.

My vast educational experience in Nigeria, UK and United States cuts across Sports, Comparative Education, Physical Education, Psychology, Women affairs etc.

I have contested for Presidential election on four occasions; 1992 under Social Democratic Party, 1998 on the platform of People's Democratic Party (PDP), 2003 on the platform of Progressive Action Congress and 2007 PDP Primaries.

I served as Special Adviser to President Goodluck Jonathan on Ethics and Moral Values. While in office, among other things, I advocated strongly for the emancipation and empowerment of women and children.

I have served in various capacities including Commissioner for Social Development, Youth and Sports in Kwara State, Secretary of Lagos State Chapter of Nigerian Army Officers Wives Association, and various Sporting positions including Kaduna State Sports Council, leader of Justice Must Prevail Party, to mention but a few. I am fluent in Nupe, Hausa, Yoruba and English.

## **Future Map Magazine: What Motivated You To Go Into Nigerian Politics The Time You Did?**

**Mama Sarah Jibril:** I went into politics primarily to re-nurture Nigeria back to sanity. It is my honest desire to raise, and equip effectively, socialized and educated youth for humanity. Throughout my political life, I have tried to reposition, advocate and build strong leadership capital in Nigeria's political space. Nigeria is in dire need of inspirational leaders. Sadly, our leaders do not set good example to the followers- that is the missing link. My name 'Sarah' encompasses my vision for Nigeria.

My first attempt to a public office was in 1983, when I contested for senate in Kwara State. Ever since then till now, I haven't given up. I want to SERVE Nigeria. Nigeria is blessed with rich human and natural resources, yet our political class is misusing these gifts.

So many things are wrong in this country; most of our politicians only think of themselves and their families- not the people they were elected to salvage. The followers are not asking politicians the right questions. Youths are not properly motivated. The capacity of young people is under-utilized. Unemployment and poverty are daily on the increase. **Our politicians have polluted this country.**

**Since independence, there has been chronic negligence of doing the right thing in Nigeria.** We need to enthronize strong ethics and moral values in our political system. These and many more, were what inspired me to contest for public office, as a mother of nations.

## **Future Map Magazine: Do You Think Women Should Get Involved With Leadership Development In Africa?**

**Mama Sarah Jibril:** Yes, absolutely. Women play vital roles as mothers, who birth and nurture their children. Thus, they should be part of building the society. There is a divine provision for women to play active complimentary roles with men in political affairs. Women should support women to access leadership.

Politics in a democratic setting is very expensive. Sadly in Nigeria, money is the game changer and men are more economically empowered than women. Nigeria's political space is monopolized by men with strong economic power.

This is part of the reason why at different times, I have tried to advocate that the political process should be less expensive, so as to pave way for most people who are willing to serve, to come onboard including women and youth. Women should not allow themselves to bullied by men, out of the political space. This shouldn't happen.

I am happy few women are taking active steps to participate in politics. This is encouraging. Women are not just reproductive tools, if well harnessed and supported, they can add value to life and contribute immensely to societal development.

### **Future Map Magazine: What Has Been The Greatest Lesson Of Your Political Experience?**

**Mama Sarah Jibril:** I have learnt to be resilient, courageous, have faith in God, maintain clean records, and be transparent and compassionate to one another. I am passionately optimistic that women have the capacity to bring the needed change. They have motherly hearts. I have seen women bring transformation to certain roles.

### **Future Map Magazine: What Is Your Advice To Nigeria Youth In Politics?**

**Mama Sarah Jibril:** The Youth should take active part in rebuilding the country. I advocate that the government should create **Community Development Centres**, where young people will learn enviable skills; these will enable them to become useful to the society, and create a sustainable global impact.

Our youth need jobs. We have millions of out-of-school children, etc. Our leadership system is faulty. **The problem with Nigeria is not just local, but it is chronic,**

### **historical, political, religious and satanic.**

The youth should learn to take care of themselves, family and the society. They should desist from been used by greedy politicians as thugs. Above all, they shouldn't forget God. They shouldn't join in religious wars. They should reconcile with God and one another. They should be the change they want to see in the world!

God Bless Nigeria!



# HOW TO BUILD A POSITIVE SELF-IMAGE

*By Rita Bassey*



**W**hat is Self-image? Self-image is a practical topic that can change your perception of yourself as well as how people think about you. It is part of self-discovery training that helps you to discover who you truly are, what you have and what you can possibly become. It is pertinent to know that most people live their whole life with a wrong self-image that has been built into their subconscious mind from conception.

It will also interest you to know that most people get into mental health challenges because of the wrong self-image they feel about themselves. However, after reading this piece, you may need to personally seek help by attending our program for the practical training and follow up.

The National Institute of Mental Health (2020) defines self-image, as the personal view, or mental picture, that we have of ourselves.

Self-image is a mental picture you have on yourself or feel or think about yourself- spiritually, physically, academically, financially, vocationally, mentally, and socially. A wise man once said: 'we are what we think we are'. And, we often hear from the Holy Book that: 'as you think in your heart, so you are'.

Honestly, I belong to the above school of thought;

everything is conceived in the womb of our minds consciously or subconsciously. We are sum total of both our genetic and environmental experiences. This implies that our parents' gene and most especially, the people that surrounded us at birth contribute immensely to the way we see, feel, think and act.

Our self-image is built right from when we were conceived in our mothers' womb plus other environmental factors. To cite a striking example, most children who were conceived and born in a loving, friendly and contented family seems to grow in love and confidence, compare to their counterparts who were conceived or born in a troubled, and quarrelsome homes. Sadly, greater percentages of children in this type of home grow up with many negative character traits.

We are largely controlled by the environment we grew up. 'Environment' here refers to all the significant and insignificant others; neighbors, friends, schoolmates, media, movies or life experiences.

However, whatever may be your circumstance at birth; you can start now to build a positive Self-image in order to live a more fulfilling life: 'the only constant thing in life is change 'says Heraclitus.

## **Types of Self-Image**

We have two major types of Self-image:

**1. Positive Self-image:** This is the mental image you have about yourself; that you are good enough and possesses good attributes, body beauty/shape, cognitive intelligence, strength, boldness and smartness. These, you believe very strongly, regardless of the challenges of life. This belief leads you to build high self-esteem with humility while complimenting other people as well.

But, if this belief is not well managed, people with high self-esteem can transcend to becoming highly competitive, very arrogant, proud and boastful. For example, as a student, if you are always topping your classmates in examination and you start to look down on others who may not be able to measure the same level with you intellectually - without you recognizing that those students may be good in other areas of life. John Donne, the English Metaphysical Poet confirms: 'no man is an island, entirely of itself; every man is a piece of the continent, a part of the main'. Everyone is unique in their ability and capability.

**2. Negative Self-image:** This is the mental picture you have about yourself that make you see yourself as not good enough, not beautiful enough, not handsome enough, not intelligent enough, not smart or creative enough. And, you believe it so strongly to the point this perception of yourself make you always feel shy, timid, withdrawn, jealous, complaining, competing and comparing yourself with others unnecessarily.

And, if care is not taken, these set of people can be proud, ostentatiously boastful, experience mood swings, easily depressed, or try to stop others by backstabbing or becoming narcissistic. This belief leads to low self-esteem.

## **How to Maintain or Build Positive Self-Image**

1. Learn to answer the most essential question of human existence, the fundamental question of 'Who am I?', either by yourself or by the help of

personal development coach. That is what we are helping people to attain at **Think Counseling Network & Human Development Initiative** (TCN). We guide you to personally define yourself. Your name does not define you nor your gender, nor your ethnicity, nor your age, nor your position, nor your religion. You are more than all these because, you are God's highest creature.

You are not successful because of the amount of money in your possession or according to how many times you take first or last position in the school. You have an innate ability and talent in you. My mentor, Bob Proctor says: 'the successful is someone who knows who they are, have a goal and are working daily to attaining that goal'.

2. Learn to start thinking for yourself by yourself, instead of following everyone without knowing why you are following them and where they are going- their ultimate destination.
3. Learn to say 'No' without guilt and 'Yes' without judgment.
4. Learn to love and appreciate yourself as well as loving and appreciating other people genuinely.

Feel free to consult us, to start the process of becoming a better version of yourself!

Rita Bassey (Counselor Rita), is a life transforming coach, counselor and an Author. She is the President of Think Counseling Network & Human Development Initiative (TCN). She helps people who are willing to learn, unlearn and relearn to reinvent themselves. You can reach her through email: [info@thinkcounsellingnetwork.com](mailto:info@thinkcounsellingnetwork.com) or visit: [www.thinkcounsellingnetwork.com](http://www.thinkcounsellingnetwork.com)

# A SOURED OFFERING

*By Ibe Ifeanyi Darlington*



We waved the first ugly smell when it hit our noses and blamed the fouled odor on the many heaps of dirt lining the highway. But less than twenty minutes later, another dispiriting offering followed. This was more than we could take. It had become quite obvious that someone was out to hurt us—the incidents were premeditated and orchestrated to ruin our day. It was no more an unfortunate happenstance; it was well thought-out by no other than a villain in our midst.

I ran my eyes around in anger and peered into the faces of everyone. Fellow passengers fought to make a face and put up a wall of defense even without spoken words. If I recall, in our society today, the first to crinkle his nose and curse aloud in protestation when someone farts is usually exonerated as a possible culprit. I wasn't surprised when a man took the cue. He was a

heavily-beaded man who covered his nose with his meaty palm. Was his action involuntary or in line with a routine?

"Whoever is doing this should please stop!" he barked a scowl on his face.

Breathing for us became difficult and laborious. I in particular was choking. My eyes flashed. I became dangerously alert. I couldn't take it lying down but must tread carefully lest I vent my anger on an innocent person. I watched my co-passengers closely. By now I was so incandescent with rage that I could hurt somebody, anybody. To ease a fart in a vehicle filled to the brim with passengers was wickedness. It was inhuman!

A burly woman sat by me, a young man who reminded me of Fredrick Obi, a carpenter who lived in my neighborhood, sat on the lone seat next to the driver in the front. No, it couldn't have been him or the woman. If it were him the driver's shout of horror would have been the loudest. Two

seats away, slouched to a corner, was a lady who played on her phone as though her life depended on it. Her facial paint reminded me of tropical ulcers. No, she didn't look it. She was too saintly to involve in such belittling misadventure. Even at that, I had my eyes peeled on things. Right at my back sat three others: a frail elderly man, a younger person who had his hair fried, and a heavily-beaded, thick-set man who was in the wrong side of forties. There was that air about the last man that gave him away as trying to simulate youth. It could have been him despite his courage to speak out! That also could be a clever ruse, a plausible randomness...a front even.

But wait-o, could it have been me...?

Could I have done it without realizing? Such was possible. It could have escaped me. But no way! It couldn't have been that involuntary without being noticed. Personal assessment done and rested, cock sure that what brought about the loathsome stench didn't emanate from my camp, I became vicious. My eyes were bloodshot. Still contorting my face in maddening rage, I threw disturbed looks all around me. Everyone suspected everybody, everyone fought to show he was above board, crinkling and contorting his nose in the process, but that wouldn't hold for long.

I wouldn't be distracted now. I was looking for some changes in nuances, some nasal inflection, anything at all, even mere eye dilation.

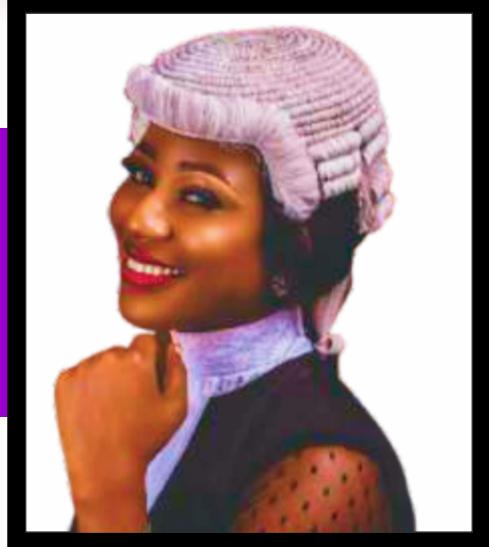
And it happened!

I took my time to process it when I noticed it.

I knew it would happen. My nose flared, my bile rose and blood rushed to my forehead. It was our beauty queen, the one who tapped on her phone delicately with her nails posing huge encumbrance! These ladies won't kill me. I watched her, head inclined to the left, buttocks twisted stealthily to the right with the look on her face becoming distantly vague, a tad fragile. I knew that look. I understood the signs. I had gone down that road many times over. It was deliberate—of a woman about to take care of business. She was careful not to push too hard lest let out a sound. I too had done that before, not once, not twice! I could imagine the fart easing out slowing, zephyr, pluming into the air and enveloping the entire space of the bus. It was devilish. It was indeed a denier of bliss. What followed could only be imagined. The reaction was immediate. Faces distorted and contorted, noses crinkled to cut off the breeze from rushing into the olfactory lobes, the world was put in a pause. I was too stunned to make true my initial threat. I only whimpered inaudibly in horror after taking a full dose of the soured brought enough to last me a lifetime.

# PARENT-TEEN: UNRAVELING THE RIGHTS AND RESPONSIBILITIES OF PARENTS

By Assumpta Ujunwa Nwankwo  
Legal Practitioner  
@Shareef Muhammed & Co



Rights are legal, social, or ethical principle of freedom or entitlement; that is, rights are the fundamental normative rules about what is allowed of people or owed to people according to some legal system, social convention, or ethical theory says Wikipedia

The strong affection that exists between parents and their teens go a long way to cement the foundation of a teen in the society. Enhancing the relationship between parents and their teens can never be over emphasized, simply because teenage years can be exciting, difficult, confusing and emotional with so much to learn and explore.

The existing relationship is what brings about so many rights and responsibilities from both the parents and the teen which if overlooked, will cause damage to the growth of the teen

and also to the parents who expects perfection from their inexperienced teens. It is very crucial parents realize that parenting is like schooling and can only be certified

when they are able to successfully pass all their courses, which is, understanding their teens and knowing how best to handle them.

Parenting is not enslavement; it is the art of promoting and supporting the physical, emotional, social, and Intellectual development of a child from infancy through puberty to adulthood. It is basically the intricacies of raising a child.

Thus, teenage or adolescence stage is not a period of disobedience and /or destruction, rather it is a transitional stage of physical and psychological development that requires nurturing to transit to outstanding adulthood. Both the parents and the teens require some sauces in their collaborative

relationship in order to experience growth and harmonious living. These sauces are the rights and responsibilities that exist between the parents and their teens. They are streamlined as follows:

**1. To be treated with Respect:** Teens are expected to treat their parents with optimum respect regardless of how backward the teen thinks their parents are. The bible commands children to honor their father and mother, so that they too will enjoy the benefit. Parents should endeavor to accord respect to their teens, because it goes a long way to give the teens, confidence in themselves

.

**2. To Set Rules and Limit Privileges:** Rules are instructions that brings and maintains sanity in any setting, and when rules are not followed, certain privileges will be limited so as to bring back consciousness to the individual (teenager) in the home. Parents should be mindful of the rules they establish, in order not to give the teens the impression that their home has become unlivable, which may

lead them to seek escape route from home. These rules should also be what parents can keep.

- 3. To Be Honest:** Parents have the right to ascertain the truth from their wards; likewise parents should let their wards know the truth about life. Truth breeds trust.
- 4. To Encourage Career Goals:** Teens have the right to choose their career goals. Parents are expected to inspire their children through this process-through serving as pillar of support and accountability partner, not through imposition. The number one duty of parents is to support the dreams of their teen.

In sum, parents should be mindful of their attitude towards their teens. Children are blessings from the Lord; Parents should harness and beautify these blessings for personal, family, national, continental and global impact!



# Sustainable Youth Development: Disciplining The Process

*By Desmond Asumnu*

The popular aphorism that youth are the leaders of tomorrow cannot be over emphasized. The youth form the major percentage of the workforce in every society. In essence, the youth is the engine or life wire of every society. Therefore, youth development is an important part of a societal development plan. According to Harvey Firestone, 'the growth and development of people is the highest calling of leadership'. To build a sustainable youth development could be translated to mean, to install a sustainable development system for a society or community.

It is unfortunate that many nations or societies have ignored the importance of this group in their budget. For example, in Nigeria, the ability of this younger generation is under-utilized. Though there have been efforts by some genuine organizations, individuals and government agencies at various levels to develop the youth, but many of those processes had no sustainable system. For a youth development process to be impactful and effective, there should be a sustainability plan.

Development simply means to improve

the quality of a thing or an individual, to enhance production and efficiency. Let me heartily reiterate the obvious again, that the youth form the greater part of the societal workforce, and as such, are the engine hub of societal development execution programmes. Any investment decision made on them will greatly benefit the society at large.

However, any development process that cannot be sustained for the youth cannot be ascertained in terms of holistic impact. Og Mandino submits: 'the important thing is that we must be constantly moving forward- Yes, the progressive realization of a predetermined goal. And our growth should never end'. One sure factor that needs to be considered in ensuring a sustainable youth development is **Discipline**. Process installs systems for development. A strong system in any developmental project assures a clear direction. Then focus and order must be maintained.

Discipline in youth development process would help sanitize the system and preserve

the impact of the process on societal growth and development. There are situations where so many projects and attempts to build a sustainable development system for the youth have been made, but due to lack of discipline both from the side of the management and the beneficiaries, these attempts failed to produce results. Discipline is said to be the bridge between goals and accomplishment. Warren Buffett said: 'we don't have to be smarter than the rest, but we must be more disciplined than the rest'.

The quest to be smarter has introduced much competition in the system, and as such destroying the system and the essence of development process; a situation where, people jump steps to attend a height only to become mediocre at the helm of affairs. A situation where people are given empowerment grants without being part of the skill training. They collect the money and squander it without any form of idea or skill to invest it for multiplication effect on the society.

There have been situations where training opportunities were given to wrong persons who are not passionate or skilled in that area, but benefitted because either their friends or relatives were part of the management or selection team. In this regard, money meant for the establishment of a fashion house is spent on a wedding or

buying a car. When such is done, these funds cannot be recycled into the society for effective sustainable youth development.

Apart from the government or corporate funded development projects, individuals especially youth have embarked on personal development projects, either through academics, skill training, apprenticeship or any other personal enhancement programme; but the goal was truncated on the way by lack of discipline. Money meant for payment of school fees diverted to fashion or clubbing or womanizing. In some cases, time becomes the victim. The time meant for studies is diverted to some other activities that have no effect on the goal. Oleg Konovalov says: 'Self –discipline means establishing an authority over one's own habits, routines, and priorities, and not being under their control'. If we choose what we want now, over what we want most, then we are not disciplined and bound to encounter complexities in our development process, destroying the connection or elixir to the system.

In summary, to sustain youth development, the process must be straightforward, diligent and orderly. Both the management; whether government or corporate organizations and the beneficiaries must allow the system to take a natural cause, according to the goals and principle of its establishment. Thus, sustainable youth development can be achieved through a strong system that does not bow to any individual.



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# HOW TO DEVELOP A STRATEGIC ECONOMIC DEVELOPMENT PLAN

*Dan Botich*

## How To Develop A Strategic Economic Development Plan

By Dan Botich ([dboch@sehinc.com](mailto:dboch@sehinc.com))

### Preamble

Strategic Economic Development Plan is a necessary condition to achieving a measurable, sustainable economic growth. Creating a formidable plan will assist communities or organizations to set clear economic objectives, design policies as well as become a gate-valve to achieving them. Strategic economic plan is not a rocket science; it is achievable, and highly sustainable.

### Point of Departure!

The golden question begging for an urgent answer is how can one achieve a strategic economic development plan? How do we begin?

The first step is to accept the fact that your community or organization needs an economic development plan. A good economic development plan will help a community or organization to overcome diverse, often challenging scenarios and promote a sustainable economic blueprint.

Furthermore, a carefully and well crafted economic development plan will:

- Boost Population growth.
- Boost Economic Stability.
- Actively boost food security.
- Survive amidst unfavorable regulatory policy.
- Reduce unemployment.
- Eradicate Poverty.
- Promote Public Private Partnerships.
- Create room for investment opportunities.

- Prevent crimes etc.

To create the needed economic change, your first duty is to set up an economic team, powered by seasoned professionals with traceable track records of achievements. This is key!

Every good economic plan should be periodically reviewed, to ensure they align with the consistent ever-changing trends. Neglecting this all important step will obviously achieve the opposite.

## **How To Prioritize Your Capital Improvement Plan during Economic Uncertainty**

- Assemble a committed economic development team, with well-crafted terms of reference- each member of the team should have clearly defined roles within the team. This will boost commitment and proficiency in them - to achieve a mind-blowing result, all hands within the team must be on deck.
- Depending on the size of your community or organization your team members should be comprised of seasoned professionals drawn from diverse walks of life. This will enable them to approach and filter the plan with diverse mindsets.

Some experts agree that team members must be comprised of 6 to 12 members. If they are more than 12 members, it could be problematic reaching a consensus on an agenda.

- Your plan should have defined vision statements, working mission statements with conceivable implementation strategies and deadlines or date of project completion.

- Do a thorough SMART(is the economic development plan sustainable, measurable, attainable, realistic and time bound) and SWOT(Strengths Weakness, Opportunities and Threats) analysis.
- Above all, your economic team should be regularly abreast with the most current economic and demographic data from credible research institutes and organizations. This will help them to constantly evaluate the plan and ensure that it aligns with the set objectives of their community or organization.

# TOP 7 BRILLIANT WAYS TO START A PRESENTATION

By Ethelbert Obinna Umeh (+2347036002800,  
[ethelumeh2011@gmail.com](mailto:ethelumeh2011@gmail.com))

*The beginning is the most important part of the work'—Plato*

Public speaking gives you the privilege of capturing your audience's attention, establish credibility, connect, inspire and empower your audience with great oratorical renditions.

If you waste those precious moments with an apology, a poorly crafted joke, poor housekeeping details, pointless, rambling paragraph littered with 'uhs' and 'ums', your audience's attention will most likely be distracted and you may never get them back. This is why you need to master the art and practice of starting a presentation.

That's a tall order for every effective public speaker. Starting a presentation requires you to develop a well-crafted, attention-grabbing opening.

Here are top 7 time-tested and proven brilliant ways to start a presentation:

## 1. Tell A Captivating Story

Captivating stories inspire, connect, draws people in, and hold their attention. Powerful storytelling is the most effective, innovative, consistent and powerful way to start a presentation. As humans, we are always captivated by inspiring or startling stories.

Your story can be about your personal or professional life experiences.

Starting with a relevant story speak volumes. Great stories inspire the audience and tell them why you are passionate or deeply committed in a project. Why you are doing what you are currently doing or not. You can share a captivating story of either yourself or someone else, preferably an icon whom the audience can learn from.

Dedicating the first 60 to 90 seconds of your opening lines with a resounding wisdom tale, a fable, a historic event or an anecdote will captivate your audience- it will motivate them to listen to you with rapt attention all through the presentation.

## 2. Ask A Thought-Provoking, Rhetorical Question

Professional speakers derive maximum pleasure in asking rhetorical questions. Asking rhetorical questions will generate persuasive effect. Go ahead to ask a thought-provoking question right away, the audience is not expected to answer the questions aloud; instead they can soliloquize or do it silently in their minds.

If the rhetorical question is well-crafted, and delivered optimally, it will motivate the audience to believe in you. Asking rhetorical questions will arouse curiosity among your audience; it will activate their thinking mode. If your audience is curious, they will listen to you with undivided attention.

### **3. Present A Startling Headline Or Statistics**

Begin your presentation with a shocking headline, statistics or bold verifiable claims. This will persuade your audience to listen to you with great attention and respond positively to next steps or your recommendations. Most inspiring keynote speakers like John Maxwell, Brian Tracy, Barack Obama etc have mastered this art.

### **4. Use A Powerful Quote**

Begin your presentation with a powerful quote of a well-known person. This will allow you to tap into his or her likeability or credibility. Ensure the quote has relevance and meaning to the audience- this will enable them to connect better with the presentation; connect with the situation and connect to your recommendation.

### **5. Use A Gripping Photo**

A picture, they say worth a thousand words. Using a compelling image will add aesthetic appeal, engage your audience's imagination, increase comprehension, and make your presentation clearer and highly memorable.

People connect easily with high-definition images, because it evokes

strong/ emotional responses, often instantly. So, use a gripping image to communicate the gist of your presentation quickly and effectively. This will captivate the attention of your audience.

### **6. Play A Short Persuasive Video**

Imagine starting off management training with a short video clip displaying compelling customer testimonials, interesting activities going on in the organization. The impact will be persuasively unimaginable. Inspiring video contents evoke emotional responses on the viewers.

Playing a short persuasive video will help you to bond with the audience and communicate the gist to your audience faster. Videos will keep your audience glued to your message.

### **7. Make a Provocative Statement**

One surest powerful, tested and proven way to get the attention of your audience is by making a provocative statement at the beginning and/ or end of your presentation.

A provocative statement incites curiosity, creates interests, births amusement, and evokes fear at the same time.

**Best wishes in your next presentation!**

# 15 Things You Must Not Include In Your CV

By Ethelbert Obinna Umeh

**Y**our CV is your marketing tool; the first impression the recruiter and employer has about you. Most Job Seekers focus on what to include in their CVs, while neglecting things to omit therein. Including irrelevant details can hurt your chances of getting shortlisted.

So, here are 15 things you must not include in your CV:

1. Irrelevant Job Experience
2. Physical Description (e.g. image)
3. Physical Address
4. Date of Birth
5. Sexual Orientation
6. Marital Status
7. References
8. Number of Children
9. Fluff, Meaningless Introductions
10. Badly Formatted Setting
11. Spelling, Punctuations and Grammatical Errors
12. Religion / Religious experience
13. Parentage / Spouse
14. Social Security / National Identification Number, and
15. Unexplained Gaps in Employment

NB: The only condition to include any of them is, if they were specifically requested by the recruiter.

Did you understand?

Did you get value?

Do you want to improve your CV and boost your job search chances?

I can help you craft a Professional CV, tailored to your specific role with a corresponding Cover letter, Personal Statement or Letter of Motivation.

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# PERSONAL STATEMENT MOTIVATION LETTER:

## What's The Difference?

By Ethelbert Obinna Umeh (+2347036002800,  
[ethelumeh2011@gmail.com](mailto:ethelumeh2011@gmail.com))

While filling your application for further studies, you will observe that most Schools will ask you to submit additional materials like CVs, Personal Statement or a Motivation letter. In most academic Institutions, this is a necessary condition. If you don't submit it, you won't be considered for admission. Although, these two terms- Personal Statements and Motivation letters are used interchangeably by most applicants, but there is a difference between the duo.

For clarity purposes, the main difference lies in the INTENT of the letter. Personal Statement is all about PROMOTING yourself:

- Who you are.
- Why you are the right candidate for the programme.
- Your background.
- Your life changing experiences etc.

In a motivation Letter, it is very appropriate you talk about yourself briefly, and then you MUST go deeper in discussing:

- Why you applied to the specific institution.
- Your career goals, and
- How the Programme will help you achieve your goals

Please keep in mind that, a motivation letter is a FORMAL letter.

Thus, you MUST structure your wordings accordingly.

Best wishes in your next application!

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