



Elevating Success:
Driving Innovation and Exceptional
Results with BROOT Consulting

Leap Beyond Boundaries

...beyond expectations

Welcome to Our World

At our core, we are a human-centric firm dedicated to sparking innovation, reshaping mindsets, empowering individuals, and collaborating with our clients to craft exceptional customer experiences.

- We complement and enrich skills, ignite curiosity, and offer a structured approach to solving complex problems.



Chaos brings opportunity; Spot it and live well



The year 2023 was quite turbulent, with the world economy still crawling due to the post-COVID effect, the unending Russia-Ukraine war, the sudden war between Israel and Hamza, and the looming war in the Gulf of China, among other political turbulence. Beyond the threat of war are the emerging technologies that continue to offer tremendous opportunities but simultaneously cause disruptions to conventional thinking and the rigid ways of working and living. We live to help you spot opportunities amid chaos and create a supportive mindset that drives superior and sustainable performance. In the era of constant disruption and a fuzzy approach to Innovation, we at BROOT Consulting continue to stand tall in helping organisations transform their mindset and approach to Innovation, Change Management, Project Delivery and Capacity development. We use a human-centric approach to define, redefine, and repurpose the organisation to ensure clarity in the growth vision mission and that we work with them to create a supportive mindset and skills that enable goal attainment.

Our expertise spans Strategy Planning and Development, Change and Innovation Management, Leadership Development, Intelligence Gathering through in-depth Research and Software Application Onboarding. We pride ourselves on fostering high performance and sustainable growth, underpinned by our commitment to excellence, innovation, collaboration, and a client-focused approach.

Our unique blend of experiential learning and market insights equips organisations to face today's challenges and seize tomorrow's opportunities. Let us partner with you to craft solutions that drive real impact and propel your business towards new heights of success.

Ready to elevate your business? Connect with us at BROOT Consulting Firm – where your vision becomes our mission.

Olukunle A. Iyanda, PhD, MBA, MSc, FCA Founder/CEO

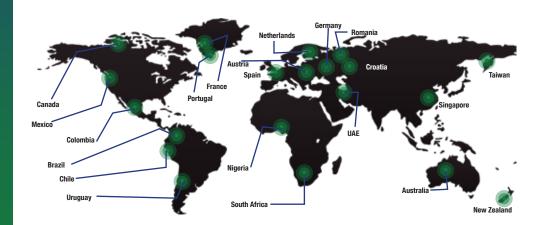


Who we are

- We are a Human-centric Strategy, Innovation, Experience Design and Research firm.
- A platform for skills and mind transformation, a conduit for bringing innovative ideas to life and a stream that creates exceptional experiences for clients.
- We connect deeply with our clients to uncover their pain points and co-create innovative solutions that help them achieve their goals.
- We co-create learning solutions that help clients upskill or reskill their work-force through our learning and talent development programs.

- We alleviate Client's pain points through our software onboarding services; we help minimise friction, frustration and challenges associated with your software's seamless take-off and adoption.
- Experience is a critical driver of business success; as an experience design consulting firm, we help you understand human needs and behaviours, realise the potential of technology, and deliver insight and solutions across spaces, places and services

About Us



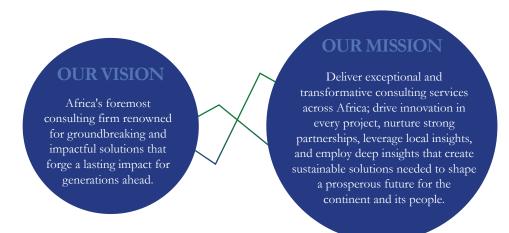
Strong presence in 26 countries,

BROOT Consulting provides time and space for teams and individuals to be inspired and challenged.

Our Approach is "Learning by Doing" We strengthen team ability for creative problem solving

Founded in 2005, we are a leading management consulting firm focusing on Leadership, Strategy, Innovation and Research. We constantly walk with our clients to drive the skill set required to thrive in this age of constant disruptions. Our service delivery and capacity-building engagement uses a human-centric approach as the foundation for creating meaningful and sustainable solutions that strengthen organisations' offerings. We offer a flexible range of consulting and enterprise learning solutions. We continuously equip ourselves with up-to-date technology, strategy, and Leadership knowledge to maximise added value to our clients in this age of continuous disruptions. Our talented team works with diverse organisations to ensure value for money and a memorable experience that pulls towards high performance and sustainable growth by constantly embedding the culture of innovation and seamlessly embracing change for the greater good. We pride ourselves on a promise to go beyond expectations. We achieve this based on four fundamental values drive our engagement: **CHARACTER**, **COMPETENCE**, **COMMITMENT AND FAIRNESS**.

Our Institutional Ethos





We individually and collectively hold ourselves to the BROOT slogan: Excellence in every action, always.

- Elevate to Excellence: We don't aim high. We live it. Excellence is our norm, the benchmark of every deliverable, ensuring we surpass client's expectations.
- Innovate to Lead: Change is our catalyst for creativity. We nurture fresh ideas, turning innovative sparks into solutions that lead to better performance.
- Unite to Conquer: Together, we're unstoppable. Collaboration is our strength, driving us to harness diverse perspectives for winning strategies.
- Client at the Core: Your vision is our mission. We place you at the heart of our universe, crafting every decision and action to fuel your success.

Why BROOT?

We immerse ourselves in our clients' perspectives, question conventional methods, and tackle issues with a human-centric mindset. Our approach blends local understanding with global expertise. At the core of our solution design is inclusivity, and our focus is always on delivering tangible results.

At BROOT, our values are embodied in everything we do, resonating through our partnerships and the solutions we provide.



Our Approach

We use an Experiential Touch to Drive Innovation and facilitate Sustainable Growth.

Navigating Market Dynamics with Experiential Strategies: we understand the complexities of an ever-changing market. Our experiential approach is designed to leverage dynamics for growth. We focus on creating adaptable, innovative, and grounded strategies in real-world scenarios, ensuring that your team is prepared for the challenges of tomorrow.

Cultivating an Innovation Mindset: Innovation is not just a process; it's a mindset. Our experiential learning methodology is centred on activating and nurturing this mindset across your organisation. Through hands-on experiences and immersive activities, we help your team internalise an innovative approach to creative problem-solving, ensuring lasting growth and a competitive edge.

Balancing Today's Performance with Tomorrow's Transformation: Our approach recognises the delicate balance between performing today and transforming for tomorrow. By adopting learning-by-doing practices, we equip your team with the skills to excel in current roles while preparing them for future challenges.

Accelerating Ideas to Market: In the quest to invent better solutions, our experiential approach

accelerates the journey from concept to reality. We emphasise rapid prototyping, real-time feedback, and iterative development, empowering your team to refine ideas quickly and bring them to market faster. This hands-on methodology not only fosters creativity but also sharpens execution skills.

Innovating for Customers and People: close to 20 years of experience has taught us that true innovation happens when it aligns with customer needs and employee growth. Our programs are designed to develop solutions that resonate with customers while enhancing your team's skills and capabilities. This dual focus ensures that innovation benefits everyone involved.

Collaborative and Tailored Experiences: Every BROOT experience is tailored to your unique organisational context and challenges. We work collaboratively with you to design programs that are not just educational but transformational, aligning closely with your specific growth strategies and objectives.

AT BROOT- Experience Drives Innovation.

With BROOT, experience a journey of growth, innovation, insight generation, vision, Skills and Mind transformation that prepares your organisation for the challenges and leverage opportunities in the constantly disruptive landscape



Our Services

Central to what we do is our seamless ability to cultivate a sustainable culture of innovation through hands-on and immersive experiences, fostering a culture of creative problem-solving and sustained growth. We emphasise balancing current performance with future transformation, equipping teams with skills for immediate excellence and long-term development.

Our services are anchored on accelerating the transition of ideas to market with rapid prototyping and iterative development, enhancing creativity and execution skills. Recognising the synergy between customer needs and employee growth.

Our services are designed to benefit Corporations, Government Institutions and Development Agencies.



Innovation Management And Growth Transformation

We turn ambiguity, uncertainties, and complexities into a competitive edge.

Yes, the data may be true that between 70-80% of Innovation project fails. Though 80% of CEOs desire an innovative organisation, the major problem with most CEOs is birthing a sustainable, innovative culture. Through our human-centric approach, we work with you to co-create an effective innovation by establishing effective governance models, implementing open innovation strategies, and selecting the optimal method for innovation.

What we offer

• Business Model Transformation: we provide you with what, why and how of the business model that better suits your market and achieves your vision. We work with you to optimise your high-performance potential for sustainable success through a comprehensive business model audit, assessing pricing, exploring revenue generation options, and testing your pricing strategies for market relevance and consumer acceptability.

• Clear Pathways to Sustainable Growth: every winning position begins with a clear strategy backed with winning ideas. We work with you to remove debris that makes growth pathways cloud. We use a well-tested human-centric approach to identify a clear growth path.

• Organisation and Culture Transformation: If culture eats strategy for breakfast, the wrong culture makes the innovation journey a nightmare. To survive disruption and achieve high performance, building a robust and supportive culture is not an option. AT BROOT, we use a Human-Centered Transformation Model to unpack and refocus the complexities of organisational and cultural dynamics into easily digestible components that facilitate an enduring change.

* Experience Design: Did you know that the era of competing based on price and superior products is fleeting? Welcome to the age of experience design. While competitors can easily replicate your product and price strategy, the unique experiences you design for your customers genuinely set you apart in the market.

Work with us at BROOT to Reimagine and Redefine the EXPERIENCES You Offer your customers.



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Our Services

Digital Experience Design:

Your digital products or services are useless unless they offer an excellent experience for users. We work with clients to ensure their Digital offerings meet and exceed user expectations. Working with your team, we shall Craft intuitive and engaging digital experiences through our tested human-centric approach of user research, prototyping, and design capabilities.

Service Experience Design

When last do you enjoy excellent service? And how often do customers give you kudos for the services you provide? Design and optimise your services to create exceptional and memorable customer experiences.

Brand Strategy and Storytelling

Positioning your product as the best among others requires a compelling story. With this, we work with you to craft compelling brand strategies and engaging storytelling that seamlessly communicate your unique value proposition to your target customers. With this service, we help you

Clarify your value offerings.

- Elevate your brand positioning with a compelling story.
- Align internal teams and processes around your shared vision.
- Demystify product complexities

How we deliver

- Transforming Ideas into Impact: we use a co-creative process to turn innovative ideas into successful business realities. Our Innovation Consulting service is designed to navigate the complexities of the modern market, fostering a culture of creativity and transformation. We work with you to stretch the band of imagination to break new ground and create lasting value through innovative solutions.
- Tailored Approach for Unique Challenges: We dive deep into your specific challenges and opportunities, embark on deep research, crafting strategies and innovations that uniquely meet your customers' needs and balance the interests of your various stakeholders.
- Data-Driven Solutions for Informed Decision Making: We utilise the latest market research, industry trends, and consumer insights to generate deep insight that enables you to make faster and smarter decisions that alleviate your customers' pain points. Our data-driven approach ensures that every decision is grounded in solid evidence, providing a robust foundation for your business's growth.
- Collaborative Partnership for Aligned Objectives: We work closely with you and create a fine blend of strategic and innovation intents that perfectly align with your vision and objectives. This partnership approach ensures that we are not just consultants but extensions of your team, committed to achieving shared success.

Strategy And Organisational Development

We work with you to build strong alignment and a clear roadmap to a shared vision for the future with prioritised actions for success.

What we offer:

- Customer Experience Strategy: with our knowledge across diverse industries, we understand what a delightful experience means to a customer. We work with you to ensure a lovely experience is part of your sustainable culture. Working with you, we can transform the experience that customers feel as they discover, research, and evaluate available options in your industry. Our offering Determine what your target audiences expect. Using our services, you will learn how to reliably onboard your customers and uncover opportunities that improve their journey.
- How we work: we hit the ground running upon engagement with proven processes and tools. Our well-tested toolkits will enable you to map the customer experience journey, vision, mission, and objectives. You will get better clarity on the customer experience and what it must become to achieve the vision.

• Revenue Optimisation: at the bedrock of a successful enterprise is the ability to generate enough revenue to propel the company further to do better and achieve more. We work with you to craft appropriate strategies that enable you to maximise your revenue and continue to help you fulfil your mission, achieve your vision, and make you do more

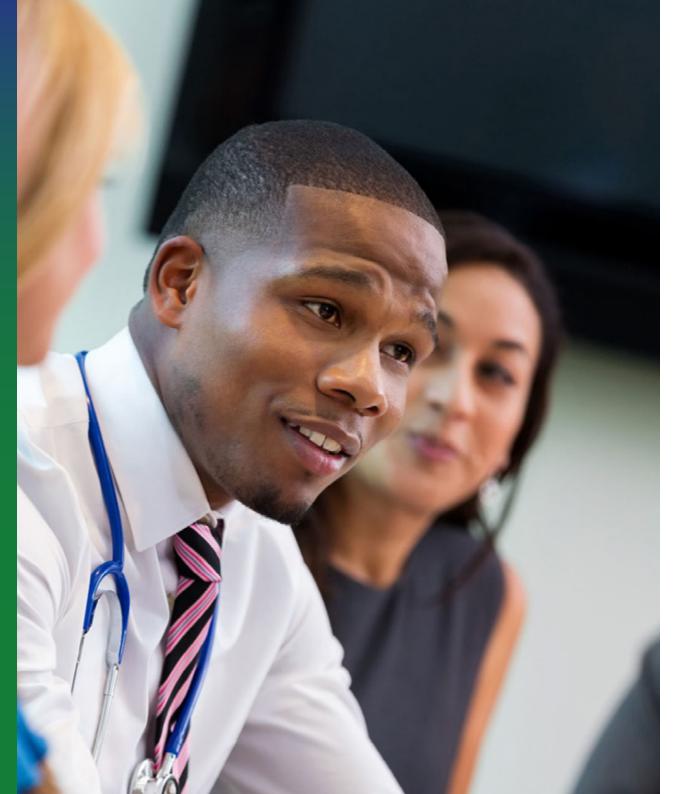
and more. Some of the services we render to help you optimise your potential for revenue generation include customer behaviour analysis, pricing strategy refining, and growth opportunity identification.

- Rapid Market Assessment: Test and validate new products or services quickly and efficiently, reducing time to market and minimising risk.
- Board and Executive Retreats: work with you to co-design, produce, & coordinate high-impact retreats and experiences for teams of all sizes. We use a creative leadership learning-by-doing method that ensures creativity, high energy, a fun atmosphere, a memorable experience, and an inspiring desired future state. Through our carefully curated end-to-end solution, we make your retreat Creative, Valuable, Memorable, Actionable and Impactful
- o Our approach to retreat facilitation is to stimulate intense strategic discussion using a creative leadership method in a relaxed and innovative thinking environment for better collaboration, brainstorming, and decision-making to analyse gaps and build on achievements.

Elevating Corporate Experiences through Tailored Retreats and Events

o Transformative Corporate Retreats: At BROOT Consulting Firm, we specialise in designing and executing corporate retreats beyond mere getaways. Our retreats are tailored to foster team building, strategic thinking, and creative problem-solving. By stepping away from the everyday office environment, we create unique experiences





that rejuvenate teams, inspire innovation, and align goals, ensuring that your organisation emerges stronger and more cohesive.

- o BROOT Consulting Your Partner in Exceptional Corporate Experiences. Let us take your corporate retreats and events to the next level. With the power of strategically designed experiences that drive engagement, foster collaboration, and accelerate growth.
- Strategic Insight for Long-term Success: Strategy is not just planning; it's about envisioning and making a future happen. Our data-gathering mechanism and trend analysis provide the foresight and insight necessary for long-term success. We help businesses chart a course that is viable today and adaptable for the future, ensuring sustainable growth and resilience in an ever-evolving landscape.

How we deliver

- Critically review the Strategic Vision and develop a clear path for the future.
- Build a framework for the seamless achievement of your vision and rigorous pursuit of your mission and its guiding principles.
- Work with you to develop a framework that improves communication among staff and reduces communication-induced tensions.
- Establish Performance Expectations that support the achievement of your goals.
- Develop Leadership that provokes positive social change.
- Develop action items and integrate your vision and values throughout institutional practices.

Research Services: Insight For Smart Decision

We tell Stories with Data and make Data more meaningful for intelligent decision-making.

What we offer

Transformative Research for Innovative Solutions

In-Depth Research That Drives Innovation: we understand the pivotal role of research in the innovation process. Our research service isn't just about data gathering; it's about uncovering insights that lead to groundbreaking solutions. We dive deep into market trends, consumer behaviour, digital trends and technological advancements to provide you with the knowledge needed to stay ahead.

Customised Research for Tailored Solutions:

Every business faces unique challenges and opportunities. Our research approach is highly customised, ensuring that the insights we provide are directly relevant to your specific needs. We don't just offer generic data; we deliver targeted, actionable insights that can be directly applied to your strategic objectives.



How we deliver

A Holistic Approach for Comprehensive Understanding: Our research methodology encompasses various tools and techniques. From quantitative data analysis to qualitative interviews, we employ a holistic approach to ensure a comprehensive understanding of your industry, competitors, and customers.

Data-Driven Decision-Making: In today's fast-paced business environment, making informed decisions is crucial. Our research provides the data you need to make confident, evidence-based decisions. We turn complex data into clear insights, helping you to understand the implications for your business.

Collaborative Process for Aligned Goals: At BROOT, we believe in working closely with our clients throughout the research process. This collaboration ensures that our research aligns perfectly with your business goals and aspirations, creating a foundation for long-term success.

BROOT Consulting Firm – Empowering Your Business with Strategic Insights. Let our research be the catalyst for your next big innovation. Together, we can explore new horizons and turn challenges into opportunities.



List of our Courses

LEADERSHIP COURSES



Leading Agile Transformation

Leading with Emotional Intelligent

Future Leadership skill training

Leading in the Age of Constant Disruptions

Building Leadership Competencies that Achieve Exceptional Results

Creative leadership and innovation Management

Artificial Intelligence and Leadership: Redefining Leadership in the Age of Ai

PROJECT MANAGEMENT COURSES



Technical Project Management

Mastering Project Management

Project Management Leadership skill

CHANGE MANAGEMENT COURSES



Connect then lead: Driving meaningful change in leadership transformation

Driving Change and Innovation Vision for Desired Future States

DESIGN THINKING COURSES



Design Thinking Fundamentals

Design Thinking For Leaders

Customer Journey Mapping Workshop

Customer Experience Design

Product Design Workshop:
Designing For Gen Z Workshop

Design Thinking For Product Development

Design Thinking For Digital Transformation

INNOVATION AND STRATEGY COURSES



Customer Experience Management Workshop

Critical Thinking, Problem-Solving and Innovation

Digital Transformation and Innovation

Creativity, critical thinking, and Problem-solving

Autonomous thinking: The art of thinking for oneself and acting proactively.

Driving disruptive Innovation

BROOT Consulting Firm – Elevating Potential, Driving Success. Partner with us to transform your workforce into a powerhouse of talent and skill. With BROOT, foster a culture of learning that propels your organisation towards new heights of excellence.

Leadership & Human Capacity Development

In an era of rapid advancements and dynamic work and business environments, the BROOT Management Institute stands as a beacon of excellence and Innovation in human capacity development. Our commitment is to empower industry professionals with the essential skills and knowledge to navigate today's dynamic business landscape and future-proof their skills against disruptive trends.

The modern workplace is in continuous flux, driven by technological Innovation, shifting market dynamics, and evolving organizational structures. In this context, ongoing professional development is beneficial for career progression, job satisfaction and business growth. The BROOT Management Institute recognizes this imperative and responds with tailored learning and development programs designed to foster growth, adaptability, and strategic acumen in professionals.

In our view, businesses that invest in the continuous education of their teams reap substantial rewards. Such investment increases productivity, profitability, and a more engaged workforce. Our programs are developed to align with these goals, ensuring that individuals and organizations alike are equipped to thrive in a competitive and fast-paced business world.

Our Approach:

We employ a diverse and engaging mix of teaching methods, including interactive activities, gamified learning experiences, instructor-led sessions, case studies, traditional classroom teaching, and e-learning platforms. This multifaceted approach ensures the delivery of exceptional and effective learning services. Our programs are designed to be both practical and pragmatic, focusing on equipping you with knowledge that can be immediately implemented in your work. Our approach goes beyond theoretical teaching, emphasizing the application of knowledge in real-world scenarios.

Our Instructors:

Our programs are led by experts who are Scholars-Practitioners with over 15 years of recent hands-on experience in senior management and international roles. They are seasoned business professionals, much like yourself, and are well-versed in understanding the issues, challenges, and your overall capacity development needs. Our team is dedicated to making sure that you receive value for your time and money.



Software Application Onboarding

Streamlining Success with Software Application Onboarding

Efficient Onboarding for Powerful Software Solutions: We specialise in Software Application Onboarding, ensuring a smooth and effective integration of new software into your business environment. Our service minimises disruption and maximises the utility of new software tools, unifying the vision and empowering your team to leverage these tools to their full potential.

What we offer

Expert Guidance for Optimal Usage: Our team of experts provides comprehensive guidance and support throughout the onboarding process. From project conceptualisation, development and initial setup to advanced feature utilisation, we ensure your team is fully equipped to use the software efficiently and effectively, thus ensuring optimal performance and productivity gains.

How we deliver Tailored Onboarding for Seamless Integration: We understand that every organisation has unique



needs and processes. Our onboarding serves as the bridge between the developers and the users, ensuring you get value for money by holding all the parties in alignment with your vision. Our highly customised approach aligns the software's capabilities with your business objectives. This ensures that the software integrates seamlessly into your existing workflows and enhances them.

Strategic Training for End-User Competence: We don't just focus on the technical aspects of onboarding. Our strategic training programs are designed to boost end-user competence and confidence, fostering a culture of tech-savvy and self-sufficient employees who can harness the full power of the new software.

Data-Driven Approach for Customised Training:

Leveraging data and analytics, we tailor our training and support to address your team's specific learning curves and challenges. This data-driven approach ensures that our onboarding services are relevant and effective and deliver tangible benefits. Collaborative Partnership for Aligned Goals: we work closely with your team to understand your organisational culture, workflows, and goals. This collaborative approach ensures the onboarding process is smooth and fully aligned with your business objectives.

BROOT Consulting Firm – Your Partner in Digital Transformation. Embrace the full potential of new software with our expert onboarding services. With BROOT, experience a seamless transition and unlock new levels of efficiency and innovation in your business.



Every great company has a great team behind it; let's build yours together!

We use an evidence-based approach in designing HR and Management solutions.

Imagine a workplace where every cog fits perfectly, turning in harmony to drive the grand mechanism of your company forward. That's the vision we bring to life with our people practice consulting. For the bold startups infusing fresh talent into their ranks, we're here to weave your new threads into a vibrant tapestry. For the seasoned giants seeking to reinvigorate their teams, our leadership training and other development courses are the forge where great leaders are shaped.

In the alchemy of your organization, managing talent and performance is the crucible where potential is transformed into achievement.

Our total rewards structuring isn't just a system; it's a statement of your company's values and commitment to those who uphold them. And culture? It's the very air your organization breathes. Let us help you define it, promote it, and make it the living ethos of your daily operations.

For those grand enterprises aiming to unfurl the

banners of leadership and development wider, and for those seeking to harness the dynamism of a thriving workforce, our meticulously crafted solutions are the compass you need. With strategic planning and a treasure trove of tailored services at your command, the map to success is in your hands.

We offer both Outsourced HR Services and On-demand HR services. Our on-demand services cover Organisational Design, Talent Management, Performance Management, Total Rewards, and Culture. Embark on this journey with our services that bend and flex to the contours of your enterprise.

Let's chart the course together and set sail towards a horizon where your people are not just working for you, but growing with you, and your organization is not just functioning but flourishing.

Are you ready to redefine what it means to thrive with people in the workplace? Reach out to us, and let's make your vision a living reality

Our Services

1. Compensation and Benefit Strategies

We believe that pay programs should be aligned with your business objectives and talent management approaches, considering the various internal and external elements that shape strategic salary recommendations and choices. However, it's not always the case that companies ensure their pay structures are strategically tailored and implemented to meet business requirements.

That is why our commitment is to collaborate with





you in developing a compensation scheme that aligns with and reinforces your business and people strategies. This approach will offer clear direction for your organization, from entry-level staff to top leadership. Organizations with good benefit strategies will attract and retain quality talent. A good benefit strategy requires balancing competitive design, employee experience and cost optimization. We are committed to working with you to achieve a sound benefits system with a blend of technology for optimizing benefits administration.

2. Employee Experience

We work with you to improve the entire employee journey for your team members, both during their professional engagements and personal lives. We work with your organization to transform your corporate culture for an engaging and high-rewarding employee experience.

We know that change is inevitable and constant in today's fast-paced business environment, but it also offers opportunities. We are here to guide you in redefining talent development strategies to fulfil your individual and organizational goals. We are here to partner with you to redefine your talent development strategies to meet individual and organizational goals.

We aim to create a high-performance work culture that enables your company to adapt, grow, and thrive in times of disruption.

We focus on finding actionable insights to optimize talent acquisition, development, leadership, and engagement strategies. We combine expert advice, robust data, analytics, and tailored software solutions to craft employee experience that matches your workforce's current needs and shapes your team's future.

We believe business success is a result of fostering an engaging employee experience. It's a simple formula: when people thrive, organizations succeed.

3. ESG and Sustainability Practices:

- How well do your organization's practices affect the environment?
- How effectively do you engage with stakeholders, partners, associates, and the community?
- How robust and ethical are your organization's governance and ethical practices?

ESG encompasses a wide range of principles and subjects, all of which influence a company's ability to attract and engage talent, enhance reputation and brand, and meet the expectations of employees, clients, shareholders, communities, and suppliers. Organizations dedicated to ESG principles often operate more effectively. ESG commitments aid

brand development and attract new clients and skilled employees. These organizations manage risks more effectively, thereby liberating capital and providing assurance to investors. Furthermore, their dedication to environmental and social objectives leads to the creation of more sustainable enterprises.

Addressing environmental concerns is a crucial responsibility for employers, as today's stakeholders — from policymakers and regulators to investors, customers, clients, and employees — increasingly expect meaningful climate action.

Organizations that integrate climate and governance strategies into their culture, initiatives, and employee experience effectively see higher employee engagement and performance levels.

To grasp the interplay between the social aspect and the other two key elements of ESG, consider how climate change affects employee well-bbeing. Although well-being is a social component of ESG, it is influenced by and also influences environmental and governance factors.

Our offerings cover:

- Diversity, Equity and Inclusion: We assist organizations in fostering vibrant corporate cultures, deeply integrating Diversity, Equity, and Inclusion (DEI) into the employee experience. This environment encourages employees to bring their authentic selves to work and collaborate effectively, enhancing overall employee engagement and well-being.
- Employee Well-being: We guide organizations in nurturing employees who are physically and emotionally well, financially stable, and socially connected, enabling them to fulfil their ESG commitments effectively.

- Employee Safety: In our wellness programs, we collaborate with clients to ensure they maintain a safe and healthy work environment and conditions for their employees.
- Social Mobility and the Future of Work: We partner with businesses to provide employees with the necessary skills for ongoing employability and upward social mobility, ensuring they are well-prepared for the evolving workplace landscape.
- Workforce Planning: We assist in identifying the ideal staffing levels that align with the organization's purpose, ensuring a consistently effective and sustainable talent pipeline.
- 4. Retirement Programmes: We collaborate with our clients to ensure their employees' retirements are meticulously planned for financial well-being. Our approach to retirement planning is comprehensive, addressing not just financial aspects but also physical, mental, and social health. Our goal is to assist those who have dedicated their careers to your organization in retiring contentedly. By integrating retirement planning into the overall career plan, we aim to contribute to total well-being and a fulfilling employee experience. We have different retirement programs
- **5. Future of Work:** Is your organization effectively adapting to the fifth industrial revolution, a transformative era characterized by automation and artificial intelligence reshaping our lives and work environments? This new wave builds upon the transformative elements of the fourth revolution and integrates vital concepts like human-centred design, sustainability, and climate change awareness. These advancements have significantly redefined traditional work structures.

Let us collaborate with you to navigate and stay ahead in this revolutionary tide and its future implications. With our expertise in digital transformation, organizational redesign, and reengineering consulting, we are committed to preparing your business for the evolving workplace landscape.

6. Performance Management: Performance management is another key area where we assist businesses in enhancing organizational productivity and growth. Our support encompasses a range of activities, from setting goals and establishing clear Key Performance Indicators (KPIs) to monitoring & evaluating performance and implementing effective reward systems. All of these align with the company's culture, ensuring our solutions are practical and yield tangible results.





7. International HR Services: We support organizations that want to expand into other African countries to cover HR requirements and other people-related needs. We make your international expansion successful and seamless. We work with Multinational Corporations and organizations that are into green-field investment to deal with people matters. We also partner with organizations for their offshoring business. We provide HR services and consulting to businesses of all scales, assisting you in maximizing opportunities in the global market.

Venturing into international markets carries significant risks if not properly handled. Ensuring adherence to country-specific employment contracts, regional laws, and expectations is crucial for maintaining comprehensive compliance in global HR.

Failing to comply with HR regulations in global expansion can lead to severe consequences, including:

- 1. Heavy fines and tax penalties
- 2. Long and costly legal disputes
- 3. Damage to your company's reputation
- 4. Diminishing business value and stock price
- 5. Potential shutdown of your international operations

Ensuring your business is fully compliant is essential when expanding internationally, but understanding where to start can be daunting. This is where our expertise comes into play.

Managing your international employees involves more than just the onboarding process. At BROOT Consulting, we are here to handle your people processes with country-specific compliance in mind. We cover all aspects of employee management from start to finish, including:

- Resourcing
- Employment contracts,
- Employee engagement
- Performance management
- Total rewards
- Statutory compliance
- Remittances
- Learning and development
- Workforce planning
- Exit management,

8. HR for Startups and SMEs: We provide HR solutions tailored for Startups and SMEs, allowing them to concentrate on their core business operations while we manage their most valuable asset – their people. Our range of services encompasses everything from functioning as an outsourced HR department to offering à la carte options like creating workplace policies, recruitment, establishing organizational culture, performance management, comprehensive rewards systems, learning and development, employee engagement, and managing employee exits.

Project Management Consulting Services

We recognize the pivotal role successful project management plays in driving performance, innovation, and growth for your business.

Our core philosophy is straightforward yet profound: achieving exceptional project outcomes through a human-centric approach. We believe that at the heart of every successful project lies a deep understanding of the people who make it happen - your team. Our methods focus not just on processes and technology but on the careful balance of the Interest and Influence of your stakeholders to achieve the desired project outcomes.

With BROOT, you gain more than just a service provider; you acquire a dedicated partner who has your best interest at heart. We bring to the table a wealth of experience, proven strategies, and a commitment to understanding your unique needs and challenges. Our approach is tailored to align with your vision, ensuring that every step taken is a step towards achieving your desired outcome.

What's more, we understand the importance of peace of mind in project management. The assurance that your project is in capable hands can be liberating. It allows you to focus on other critical aspects of your business, knowing that your project goals are being

pursued with diligence and expertise.

Why Choose Us?

- **1. Expertise and Experience:** Our team of seasoned project management consultants brings a wealth of knowledge and hands-on experience across various industries. We understand the intricacies of managing projects and are equipped to tackle any challenge.
- **2. Customized Solutions:** We recognize that every project is unique. That's why we provide tailored solutions to fit your specific needs and objectives. Whether it's a small-scale project or a large, complex initiative, we have the skills and resources to guide you to success.
- **3. State-of-the-Art Methodologies:** Stay ahead of the curve with our cutting-edge project management techniques. We blend traditional best practices with innovative approaches to deliver exceptional results.
- **4. Comprehensive Support:** From project planning and execution to monitoring and closing, we offer end-to-end support. Our consultants work closely with your team to ensure seamless project delivery.
- **5. Focus on Results:** Our goal is not just to complete your projects but to ensure they contribute significantly to your business objectives. We emphasize quality, efficiency, and tangible outcomes.
- **6. Risk Management:** We help you anticipate, identify, and mitigate risks before they become issues, ensuring your projects stay on track.

Our Services Include:

- Project Planning and Scheduling
- Resource Allocation and Management
- Budget Management and Cost Control
- Quality Assurance and Compliance
- Risk Management and Mitigation
- Stakeholder Communication and Engagement
- Post-Project Evaluation and Reporting

Partner with us and experience a streamlined, efficient, and successful project management journey.





▼ People & Culture

We are a diverse team of skilled professionals committed to fostering innovation and ensuring a gratifying experience for our clients. As a human-centric organisation, we prioritise Character, Competence, Commitment and Fairness as pivotal to delivering satisfactory solutions.

University, Leeds, UK and a PhD in Information System Management with a concentration in Innovation Management from Walden University, Minnesota, USA. Summit, Edo State Alaghodaro Summit, Sterling Bank's Agriculture Summit Africa, Africa Social Impact Summit (ASIS), amongst others, as the Rapporteur General.

Gbemi Ibrahim stands out as a multifaceted professional, blending her HR acumen with a passion for creativity, innovation, and strategic leadership, making her an invaluable asset in any professional setting.



Dr. Olukunle Iyanda

Kunle is the Founder/CEO of BROOT Consulting, Nigeria and the DesignThinkers Group, Nigeria. He is a Chartered Accountant, a skilled strategist, a Corporate Governance and Innovation expert and an experienced corporate educator. He has over 30 years of experience across Manufacturing, Higher Education, Healthcare and Consulting. He has trained thousands in Corporate Strategy, Design Thinking, Innovation Management, Change Management, Culture Transformation and Operation Management. Professional with close to three decades of experience. He has written extensively on Change Leadership, Diversity and inclusion and uses inclusion to measure innovation.

He was a part of the global team of the World Design Organization, IBM, and Design for America on the COVID-19 Design Challenge. He holds an MBA (Finance) from Olabisi Onabanjo University, an MSc in Corporate Governance from Leeds Beckett



Gbemi Ibrahim is an HR expert with about 15 years of experience across various sectors including financial services, telecommunications, development sector and consulting. Her professional journey in HR is marked by a deep understanding of the entire HR value chain. Gbemi's prowess isn't limited to Global and Strategic HR, she is also a project and product management expert, adept in Agile Methods, Scrum Practices, Design Thinking, and Strategic Communications.

Gbemi's diverse background shines through her exceptional skills in business and executive communication. Her ghostwriting and editing skills have been in demand for about two decades. She has serviced executives and showcased her ability to manage editorial teams, produce high-quality content, and handle high-profile events such as the Nigeria Economic Summit (NES); Kaduna Investment Summit (KADINVEST), Nasarawa Investment



Robert Bloom

Robert is an Experienced Service Designer and Systems Thinking Practitioner. Robert is the founder and managing partner of DesignThinkers Group South Africa. With a passion for innovation, Robert helps organizations establish their vision for a preferred future state. As a system thinking practitioner, Robert brings a practical facilitatory approach to adopting good design and systems thinking principles. Robert affirms that innovation and customer-centeredness require a collaborative transdisciplinary approach.

Robert has a multi-faceted background, having worked in multiple sectors and functions over two decades on all five continents. In Africa, Robert has

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worked in Botswana, Ghana, Morocco, Nigeria, Cameroon, Zambia, Mozambique, and South Africa Robert has a master's in business administration at the Executive Level 2011 from UCT Graduate School of Business He is a member of the Faculty at Duke Corporate Education and is an Extraordinary Lecturer at Stellenbosch University

applications for the Internet of Things. Charles was an independent consultant for M4ID based in Helsinki, Finland. Charles is a member of the IoT Council (A global think tank) and the academic advisory board at Barcelona Technology School.



Dr. Charles Ikem

Charles is the Service Design Lead and Director of Innovation at Facilitator, BROOT consulting. He is an experienced service designer and researcher with expertise in UI/UX,interaction design, and design thinking. He is curious about how design can foster new behaviour. Previously, Charles worked with Amazon UK, CELT UK, and the Centre for Technology Entrepreneurship in Italy, M4ID (SCOPE) Helsinki, Finland. He has worked with different organisations in Kenya, Tanzania, and India. Charles has worked for CELT in the UK Centre for Technology Entrepreneurship in Italy, South Africa, and Nigeria. He holds a Master's Degree in Design Management from Birmingham City University, UK and a PhD from the University of Padova, Italy, where he worked on service design



Adeola is the Director of Brand Strategy and Growth at BROOT Consulting. Adeola is a skilled communicator with 10 years of experience. She has diverse expertise in Policy formulation and development, business and brand development, development communications, research and customer experience. She is a creative problem solver with a strong work ethic. Her major strength is unifying across functions and developing innovative and effective initiatives that produce satisfying results. She obtained PhD in English with an emphasis in Communication from the University of Ibadan, Nigeria.



A Story of Client's Success



"Had a wonderful training on Design Thinking. I recommend this training to anyone in an organisation looking for a change. I believe that this training is the one to go for. From my experience, I learnt to think deeply and ask the right questions to provide the right solution for our clients." ESTHER AIGBE, Stanbic-IBTC



"I sincerely enjoyed every bit of the workshop; it was a good learning experience. What I liked most was the interactive nature of the delivery, which made the class lively even though it was virtual. Also, the case studies were spot on and clarified the topics discussed. In addition, the octopus illustration/challenge de-mystified the idea that no firm can play effectively in a red ocean and win. There are just various perspectives that were thought-provoking for me. The quality of the workshop is excellent."-HELEN IHONRE -First Bank Plc.



I got immense value from the Programme! The sessions were very practical, allowing for a blend of classroom learning, field work, and hands-on application of this learnings in solving actual real-life problems. I have taken the skill to my organization and it has influenced some of the wins recorded this year." -ADAOBI OKEREKEOCHA, *Group Portfolio Manager, InterSwitch Group*.



The workshop exceeded my expectations. It reactivated my innovation mindset and rekindled the question... can this be done? Can this be improved? -EGWU MIKE OKO, First Bank Plc



"The training was very engaging and interesting with a lot of activities. The concepts introduced were well articulated for easy understanding. I love the concept of empathy. It has helped to broaden my knowledge and open my idea on how to ideate and to think critically when providing solutions for our customers." AKINKUNMI AKINTAYO, *Internal Audit Deptartment, Stanbic-IBTC*



"When any real progress is made, we unlearn and learn anew what we thought we knew before." Henry David Thoreau.

This was how my week went and I can say it was super amazing, lots to learn in Design Thinking. It was extremely enlightening. Thank you BROOT Consulting, Olukunle Iyanda and his Team Members -TEMIDAYO AIYEDONA, UX/UI Designer, Seamless HR



The Design Thinkers Bootcamp was a life changing experience. I learnt to think differently about solving problems and designing product and solutions. I now understand the need to be open-minded, constantly learn, unlearn and relearn. Thank you Designthinkers Academy Nigeria.

- MOROLAKE PHILLIP-LADIPO, Brand and Marketing Communications, Wema Bank.



















































