

ECONOMY OF TALENTS

USING ENTERTAINMENT TO REBRAND NIGERIA

Ignite

- "We are made wise not by the recollection of our past, but by the responsibility for our future"
George Bernard Shaw

Insight

- **Nigeria is blessed** and we all know it, even though we doubt or simply forget this fact, to the extent that we lose hope in waiting a little longer for the New Nigeria.
- Let our hope be rekindled because **you and I are the rail, the road, the bridge, the ocean, the sky path that lead to the Nigeria we desire** to become our reality.

A Nation

- What defines Nigeria as a nation?
- People, culture, commerce as well as geographical landmarks and its deposits . Take away the people, the culture and commerce evaporates
- Which means we will then be left with mass land and water as well as its hidden treasures.
- Automatically, if the people are not treasured, the treasures of the land will not fetch treasures for the nation. **Invest in the people and the nation will be treasured.**

Impediment

- It has been established over time that the greatest asset any organization or nation can possess is human resources.
- Nigeria the most populous black nation on planet earth have that in abundance, if not in excess.
- One is therefore compelled to ask the question why then are the people not optimally productive?
- The answer is **MISALIGNMENT OF INCENTIVES** due to ignorance in policy direction and of course corruption, the bane of Nigeria's stunted growth.

Talent

- The Advanced Learner's Dictionary defines talent as **a person who possesses an unusual innate ability in some field or activity.**
- We should however note that no talent is superior to the other.
- This explains why we are interdependent.
- No matter how talented one is in a particular field, one still needs others, who are endowed with other talents in one's journey through life.

Talent

- It should also be acknowledged that talent is the raw state of divine deposits in humans. Just like the scriptural reference, they are meant to be honed to harvest the thousand and million fold yields.
- Most talents in the entertainment industry are aware of this, how well they have put this into practice are part of what we will be dissecting today.

Overview

- The entertainment industry in Nigeria has been acknowledged globally as an happenstance, which occurred because of the vision and enterprising nature of individuals. **It is still sustained majorly by individual skills, perception, determination and zeal to excel.**
- This feat would have been a mere aspiration but for private investors and perhaps a couple of corporate financiers who bought into the existing success and a promising future.
- Recent government intervention though commendable is yet to cause a transformational effect on the industry yet, I believe it will, if sustained and improved upon.

Overview II

- Often times the assumption of non professionals is that the industry starts and ends with the music and movie stars. We all know that nothing can be farther from the truth.
- Take a painstaking look at the end credit of any movie or the sleeve of an audio CD to have an idea of the high degree of division of labour in the industry.
- Each with a sense of dignity, justifiably engaged with depth and insight of his or her forte and more often an accurate overview of the industry.

Sub Segments

Let me highlight a few professional thriving windows

- - Make up Artistry
- - Continuity
- - Script writing
- - Costuming
- - Set Designing
- - Editing
- -Special Effects
- -Sound recording
- -Soundtracking
- - Still and Motion Photography
- -Production Management

Overview III

- Of course, all these are aside Producing as well as directing which is particularly multifaceted to include art directing, dialogue directing, photography directing... The window of opportunities are endless.
- The same way it is in the music and movie business that has created professional engagements for hundreds of thousands of people are the same in the fashion industry, arts as well as other sub sectors of the entertainment industry.
- It is a multi-billion dollar industry.

Overview IV

- Despite its enormous potentials, it is shocking that there is no deliberate attempt of the government in Nigeria to latch on to this window.
- As far as the entertainment industry is concerned, **the Nigerian government is not alive to the realities of today**, it will therefore be herculean to expect her to be futuristic to the advantage of the industry.
- Thank God for fora such as NEC LIVE, we must as people of likeminds continue to strive to steer our own wheel of progress.

REBRANDING NIGERIA VIA ENTERTAINMENT

- I don't consider it exciting enough that Nigeria is just classified as the most populous black nation. Population can either be strength or a challenge. This population is a challenge to our government except during election.
- We can make it a major advantage by **making Nigeria the entertainment capital of Africa**. It is possible just the way Dubai came from a vision backed with planning and focus on the big picture.
- This is **not wishful thinking but a deliberate and sustained commitment** of a people who believe that it can be done.
- Oil is drying up, **let's think out of the box now before the future catch us napping**. The younger generation will blame us the same way we did the older generation. **Let's cut this retrogressive vicious cycle.**

Rebranding II

- We must ensure that the industry is **better structured**, it will create a **global buzz** and **magnetize the right investors** to take the industry to the next level.
- That is when we can look forward to the industry becoming an item on the national budget as a key index in generating income for Nigeria.
- Talents will be appropriately remunerated and rewarded.

OUR TASK

Before joining the bandwagon of government 'blamers', let's charge ourselves individually and collectively to deliver on these strategic tasks:

- **1)Plant them young-** The youths are our future. Let's create more platforms that will help guide and direct them to put their energy into good use and guarantee them a profession in readiness for the future. Having talent is not enough, education and training must be appreciated.

My Quota

- It is based on this premise that I was inspired to establish **Scene One School of Drama** as a platform for youths to get the **basic training to develop their skills and sustain their interest** in the entertainment industry. We hire professionals in the industry to pass on the practical knowledge needed for them to take off.
- **I am glad to inform you that the first set graduated recently.**

Scene One School of Drama



Our Task II

- 2) We should go ahead to nurture and measure the impact. The youths are our responsibility.
- **3) As individuals we should strive to get better so as to continue be an inspiration to our protégé.** Our failure may make them lose hope in themselves, their career and in Nigeria.
- 4) There is so much division in the industry. I recommend that we have an **NATIONAL CONFERENCE** on **ENTERTAINMENT** accommodating every sector of the industry.
- Let this industry for once **speak with one voice**. Let's cut petty individualism, tribalism and egocentrism.

Our Task III

- 5) **Let's draw up short and long term plans** and deliberately stick with the plan focusing on the big picture.
- 6) **Engage government** - If we relate with government with **concrete and well thought out vision** cutting across every strata of the entertainment economy we will be helping to chart a new course that is not based on what government thinks but on the strength of what we know. It's going to be a win-win situation.
- 7) **Follow Through** - It is not enough to do all of these and expect a miracle. We must monitor and ensure that the original plan is not derailed.
- The result will be phenomenal

Discipline

I'll conclude this bit with this quote

- ***"Discipline is the bridge between goals and accomplishment."***-Jimmy Robin

Individual Drive

- To continue to add value to the mix as individuals, we must keep reinventing ourselves. Let me share these few nuggets, which has been working for me;
- 1) **The best things in life, are not things**; One of such is our ability to think, creatively, critically or both. What is sacrosanct is that we must always generate ideas because **ideas rule the world**. Please, let your imagination run wild.
- 2) **Delegate Responsibilities** - Don't do the job of four men under the guise multitasking. Health is wealth. It will be more devastating if you **exhaust yourself mentally or physically**. Engage the services of managers and other professionals to get things done.
- 3) Have sustainable plans and constantly review them.

Individual Drive II

- 4) Have a lawyer with vast knowledge of entertainment law. Get his approval before signing any contract.
- 5) Get knowledge and apply it. **Ignorance is no longer an excuse.** Read, learn, observe, interact, consult, get updated to be on top of your game.
- 6) Make your mistakes and learn your lessons.
- 7) Invest wisely.

Individual Drive III

- **Give Back To the society** : make it your way of life to support the less privilege.
- I have founded the **Jenifa Foundation** to do just this. Our commitment is to empower and support those who have genuine needs. **We however do not subscribe to turning our activities in Jenifa Foundation to media blitz because sincerely that is not why it was founded.** It is simply done out of love.
- The Jenifa brand has been overwhelmed by the show of love and support of people from far and near, showing love back is the least I can offer.

Conclusion

- I leave you with this quote
- **"To conquer frustration, we must remain intensely focused on the outcome, not the obstacles."**
- T.F. Hodge

Appreciation

- **E se pupo.**
- **Thank you.**