

AHMED LADAN GOBIR, FCIPM, FNIM

The S.O.A.R Agenda

The SOAR Agenda is not just a campaign slogan; it's a blueprint for transformation. It represents a commitment to:

- **Strengthen our strategic alliances and collaborations with other professional institutes (locally and globally), government agencies and private organizations in pursuit of our vision and mission:** We will collaborate with sister institutes, government agencies, and private organizations to amplify our voice, expand our reach, and unlock new opportunities for our members.
- **Optimize our Membership Value Proposition to cater to the needs, aspirations, motivations, and expectations of the various stakeholders, generations/demographics in the institute:** Every member, regardless of generation or background, deserves to feel valued and empowered. We will create tailor-made programs, mentorship initiatives, and continuous learning opportunities. Imagine career advancement resources, specialized certifications, and access to a vibrant professional network – all under the CIPM umbrella.
- **Automate and digitalize our processes across all service touchpoints to properly position the institute as a thought leader in Africa and beyond:** We will modernize our processes, streamline service delivery, and leverage technology to become a thought leader in Africa and beyond. Imagine a CIPM website and membership portal that's a one-stop shop for members, with online learning modules, real-time updates, and seamless access to resources.
- **Reskill and retool our employees and leaders across branches to deliver unique value offerings and services to our members and other stakeholders promptly:** Reskilling and retooling our HQ team and leaders across the branches is key to delivering on these promises. We will invest in training, attracting top talent, and fostering a culture of innovation. Imagine a dynamic HQ team and branch leaders equipped to anticipate industry trends, provide expert guidance, and deliver exceptional service to all stakeholders.

The Strategic Thrusts

Strengthening Strategic Alliances and Collaborations	<ul style="list-style-type: none">• Sustain the ongoing formal partnerships with key professional bodies in Nigeria and across the world and establish new ones.• Collaborate on research projects, conferences, and training programmes.• Advocate for CIPM's interests at States and Federal Government levels through joint engagement and ethical lobbying efforts.• Leverage partner networks to expand member benefits, career opportunities and mutual recognition of professional certificates and credentials• Leverage global expertise: Collaborate with international HR organizations like SHRM, CIPD, CPHR etc. to share best practices and elevate CIPM's global standing.• Initiate and drive joint research efforts that address critical HR challenges facing Nigeria, Africa, and the world in general
Optimizing Membership Value	<ul style="list-style-type: none">• Conduct regular membership surveys and focus groups to understand needs and expectations. Use the outcome of such surveys to optimize our value propositions to our members.• Develop targeted services and benefits for different member demographics (e.g., mentoring programmes for young professionals, career transition support services for senior members).• Offer flexible membership options to cater to diverse needs and budgets.

	<ul style="list-style-type: none"> Invest in member engagement initiatives to foster a sense of community and belonging which in turn will bring about financial sustainability for the Institute. Actualize the implementation of approved member value offerings such as the Insurance scheme, partnership with airlines and hotels etc
Automating and Digitalizing Processes	<ul style="list-style-type: none"> Streamline operations: Complete the implement of the ongoing digital platform for membership management, registration, Examination, and access to resources. Embrace digital learning: Develop e-learning modules, online courses, and virtual conferences to provide flexible and accessible learning opportunities through the deployment of a robust Learning Experience platform. Enhance data-driven decision-making: Utilize data analytics to track member needs, measure program effectiveness, and inform strategic planning.
Reskilling and Retooling Our Employees & Leaders	<ul style="list-style-type: none"> Invest in continuous learning: Provide training and development opportunities for HQ staff, CIPM employees in the six zonal offices, and Branch leaders to stay abreast of the latest HR trends and technologies. Attract and retain top talents: Create a competitive work environment at the CIPM Head Quarters that attracts and retains high-performing professionals with expertise in HR, technology, and administration. Deliver exceptional service: Foster a culture of excellence and responsiveness within the CIPM HQ team, ensuring prompt and efficient service delivery to members and stakeholders. Develop the capacity and capability of leaders both at CIPM national, and branches to enable them deliver value to our members

In Summary, SOAR is all about...

- Strengthening CIPM's position as a professional institute of choice for people management across the globe.
- Optimizing the value we offer to our members, making them the most sought-after HR professionals across the world.
- Automating and digitalizing our operations, becoming a beacon of efficiency and innovation.
- Reskilling and retooling our employees, and leaders , ensuring we have the capacity to deliver on our promises.

BRIEF PROFILE

Ahmed Gobir is a highly skilled, dedicated, and licensed HR Professional and Corporate Lawyer with over 30 years hands on experience in both the public and private sector. He holds a Bachelor of Arts Degree in History, a Master of Business Administration (MBA) specialising in Management, a Bachelor of Laws (LL. B) and Barrister at Law (BL). He is a Barrister & Solicitor of the Supreme Court of Nigeria. His journey with CIPM started in 1989 when he was admitted into the Institute as an AFFILIATE from where he gradually rose through the grades to become a FELLOW in 2006. His service to CIPM over the course of his 34 years of membership include but are not limited to the following:

Chairman	Professional Conduct & Ethics Committee CIPM
Chairman	Audit Committee CIPM
Member	Board of Fellows of CIPM
Elected Council Member	Chartered Institute of Personnel Management (CIPM)
Member	Governing Council of CIPM
Member	Board of Trustees, CIPM Members' Multipurpose Cooperative Society
Branch Secretary & Chairman	CIPM Kaduna Branch

Mr. Gobir has worked in the public and private sector for over 30 years starting his career in the public service as a Personnel/Industrial Relations Officer in 1985 with the Ajaokuta Steel Company Ltd from where he moved to the private sector in 1990 as Industrial Relations Manager and later Company Secretary/Head HR at Cotton & Agric. Processors Ltd. He joined Crittall-Hope Nigeria Ltd in 2001 where he rose to the position of Managing Director/CEO in 2013 after serving for 13 years in previous roles as General Manager/Group Head HR and Group Company Secretary/Legal Adviser with the Company.

In 2018, he joined the Dangote Cement Plc Group as a Senior General Manager and was designated as Regional HR Advisor & Head Organisation Development (Pan Africa). He was subsequently promoted Group General Manager and redesignated as Strategic HR Business Partner for the Commercial & Anglophone Subsidiaries of Dangote Cement Plc overseeing the 6 Anglophone Countries of Ethiopia, Ghana, Sierra Leone, South Africa, Tanzania and Zambia. In these two roles, he had served as Senior HR Advisor at Dangote Cement Ethiopia PLC and Senior HR Advisor at Dangote Cement Zambia Ltd respectively.

Mr. Gobir is a former Honourable Commissioner for Commerce, Industry & Co-operatives and member of the Kwara State Executive Council and had at various times served on the Boards of various companies, State and Federal Government parastatals and Committees either as Director or Board Member acquiring extensive corporate and boardroom experience over time. Some of these include:

Chairman	Kwara State Investment & Property Development Co. Ltd, Ilorin
Chairman	Kwara State Industrial Trust Fund Ltd, Ilorin
Member	National Labour Advisory Council (NLAC), Fed. Min. of Labour.
Member	Governing Board, National Bureau of Statistics
Member	National Steering Committee, Open Government Partnership, Fed. Min of Justice
Member	Federal Govt. Tripartite Committee on the Review of the Minimum Wage
Member	Governing Board, Kaduna State Water Corporation
Vice President	Manufacturers Association of Nigeria
Chairman	Small & Medium Industries Committee of Manufacturers Association of Nigeria.
Chairman	Legal Advisory Committee of Manufacturers Association of Nigeria
Member	Governing Council of Manufacturers Association of Nigeria.
Director	Crittall-Hope Kaduna Ltd, Kaduna
Director	Woodkraft Industries Ltd, Kaduna
Partner	Gobir Gobir & Co. (Legal Practitioners)

PROFESSIONAL CERTIFICATIONS AND MEMBERSHIP

Fellow Chartered Institute of Personnel Management of Nigeria

Fellow Nigerian Institute of Management (Chartered)

Member Nigerian Bar Association (NBA)

Member International Bar Association (IBA)

Member Commonwealth Lawyers Association (CLA)