



SEAN
OLABODE
BADIRU
MCIPM

MANIFESTO



ELECTED
COUNCIL
MEMBER

Profile of Sean Olabode Badiru, MCIPM

I am a strategic and results-driven business leader with a strong focus on Human Resource Management, Business Process Re-Engineering, Digital Transformation, and Strategic Leadership. I currently serve as the **CEO of Africa Tech Hub Ltd.** I also juggle multiple responsibilities within the **RCCG**.

With over 19 years of progressive experience, I specialize in transforming organizations by optimizing workforce performance, re-engineering business processes, and leveraging technology to drive innovation. I possess a proven ability to translate business vision into actionable strategies—aligning HR practices, operational efficiencies, and digital initiatives with overarching business objectives to deliver sustainable growth and competitive advantage.

I offer myself for election into the Governing Council of our great Institute, in response to a deep-seated passion to forge a stronger, more digitally empowered, and strategically impactful CIPM. My track record of dedicated service across all tiers of our esteemed Institute – **national, branch, and chapter** – speaks to a commitment etched in tangible results and an unyielding desire to serve.

Service Record to the Institute

National Level Contributions

- **Strengthening Branches & Chapters:** I have directly empowered some branches and chapters nationwide by designing and developing custom digital platforms, including **websites with integrated payment and event registration systems** – all provided **pro bono**. I have also trained branch representatives in digital strategy, fostering sustainable growth, engagement, and operational independence.
- **Strategic National Involvement:** I was appointed by our President, *Mallam Ahmed Ladan Gobir, FCIPM*, to contribute to the **2024 Strategic Leadership Retreat**, where we crafted the Institute's strategic direction for the next three years. I also played a key role in establishing the **CIPM UK Branch**, and was honoured with a **Certificate of Recognition** by the Immediate Past President, *Mr. Olusegun Mojeed, FCIPM*.
- **Leadership in Innovation:** Since 2021, I have led the **Technical & Multimedia Team** for our **Annual International Conference and Exhibition**, delivering world-class digital experiences. My work earned a **Merit Award** during the 55th Anniversary celebrations.
- **Committee Memberships:** In addition to these responsibilities, I currently serve on the Innovation and Digital Transformation Committee, the Communications, Brand Management and Public Relations Committee, and the Branch Development Committee.



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Branch Level Contributions – Ogun State Branch

As Branch Chairman (2023–2025), I have led groundbreaking initiatives:

- Secured the allocation of **two hectares of land** from the Ogun State Government for the construction of a multifunctional branch secretariat and International Conference Center.
- Won the 2024 CIPM **Best Branch Award**, the first in our Institute's 56-year history.
- **Chaired the Southwest Zone** to a successful Zonal Public Lecture.
- Institutionalized governance by **creating a Governance & Strategic Framework** to ensure operational continuity and strategic clarity.
- Designed and implemented **professional development programs**, significantly enhancing members' HR competencies and career growth, while growing revenue.
- Increased program attendance by **765%** (from an average of 20 to 350 participants per event) through strategic digital transformation and marketing campaigns.
- Granted a **remittance holiday** to chapters throughout my two-term tenure, enabling them to reinvest in their local operations and growth.
- Forged partnerships with academic and governmental institutions (LASU, FUTA, NYSC, Ekiti State House of Assembly) to drive member enrolment and HR visibility.
- Facilitated the **induction of top leadership of LASU** into CIPM and established the first **HR Club at FUTA**, inspiring future professionals.
- Organized several **Career Fairs** in collaboration with partners, provided over **2,000 graduates** with professional guidance, and generated **50+ on-the-spot job offers**.
- **Attracted over 300 non-members** who completed the CIPM membership intent form during our programs; their details were submitted to the headquarters for follow-up and induction.
- Expanded the branch by spearheading the **establishment of 3 new chapters** and supported older ones.
- Launched innovative conferences and strengthened our brand presence through strategic **national media engagement** and the publication of **Innovora Magazine**.
- Established a Member Support Centre and a Leadership & Mediation Committee to promote unity, decentralize leadership, and enhance service delivery.
- Secured strategic sponsorships to support programs and branch operations.

I have also served the branch in several capacities, including Vice Chairman (2021–2023), General Secretary (2020–2021), PRO (2019–2020), Chairman, Digital Transformation Committee (2022–Present), Chairman & Secretary, Annual Conference Planning Committees (2020–2022).

At the chapter level, I have served in various leadership roles, including General Secretary (2017–2021), Vice Chairman (2021–2023), and Chairman (2023). In these capacities, I championed mass digital engagement through social media, websites, and cloud platforms, while also driving membership recruitment and enhancing the quality of professional development content.



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My Vision and Strategic Agenda



Digitization

Continue supporting branches and chapters by building custom websites, integrating digital tools, CRM systems, automated communication platforms, and optimizing social media, while collaborating with the Innovation & Digital Transformation Committee to advance the SOAR Agenda.



Training

Continue providing hands-on technology training and support to branch executives and members, while promoting initiatives that encourage continuous learning, mentorship, and knowledge sharing, a cause I've passionately supported for years through free, impactful weekly professional development programs.



Services

Champion the implementation of streamlined processes, including potential automation, to significantly improve response times to member needs, thereby enhancing service accessibility.



Outreach

Continue leveraging targeted social media campaigns to make CIPM more attractive to non-CIPM HR professionals, emphasizing its unique value, professional growth opportunities, and pivotal role in shaping HR practice in Nigeria.

If elected, I am confident—by the grace of God—that I will continue to leverage my experience, technical expertise, and unwavering commitment to strengthen internal capacity, drive membership growth, and position CIPM as a truly innovative and globally recognized Institute.

NEWS

Vanguard

February 22, 2024

Acquire problem solving skills, CIPM tells Corps members

BUSINESS DAY

Students urged to chart path towards career development, entrepreneurship



Seyi John Salau - February 4, 2024

THE Sun
Voice of the Nation

CIPM Ogun State tasks members on maximizing potential in HR

24th September 2023

NEWS

Vanguard

September 15, 2023

CIPM Ogun tasks HR professionals on efficiency

PUNCH

...Nigeria's most widely read newspaper

LASU canvasses value-adding education

6th February 2024

TheGuardian
Conscience, Nurtured by Truth

CIPM, RCCG group partner Redeemer's University to empower students

By Guardian Nigeria

13 February 2024 | 9:33 am

