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ELECTIONS

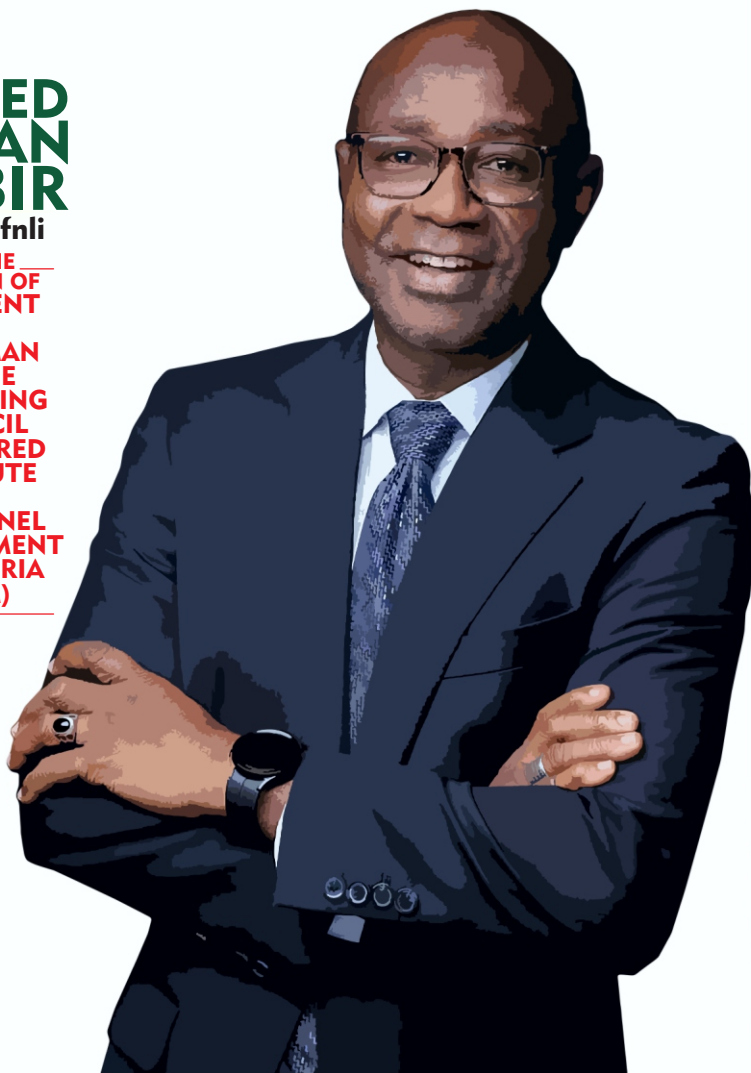
THE SOAR AGENDA



**AHMED
LADAN
GOBIR**

FCIPM, fnli

**FOR THE
POSITION OF
PRESIDENT
AND
CHAIRMAN
OF THE
GOVERNING
COUNCIL
CHARTERED
INSTITUTE
OF
PERSONNEL
MANAGEMENT
OF NIGERIA
(CIPM)**



THE SOAR AGENDA



**AHMED
LADAN
GOBIR**
FCIPM, fnli

MANIFESTO



FOR THE
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AND
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GOVERNING
COUNCIL
CIPM

Dear Members of our Esteemed Institute,

The SOAR Agenda is not just a campaign slogan; it's a blueprint for transformation fully aligned with the CIPM 2025-2027 Strategic Plan. It represents my 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, private organizations to amplify our voice, expand our reach, and unlock new opportunities for our members.
- **Optimise 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 programmes, mentoring initiatives, and continuous learning opportunities. Imagine career advancement resources, specialised certifications, and access to a vibrant professional network-all under one CIPM umbrella.
- **Automate and digitalise our processes across all service touchpoints to properly position the institute as a thought leader in Africa and beyond:** We will modernise 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.

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SOAR Strategic Thrust	Alignment with the CIPM Strategic Plan 2025-2027	Key Initiatives
Strengthening Strategic Alliances and Collaborations	Fortifying institutional Frameworks	<ul style="list-style-type: none"> Establish and sustain formal partnership with key professional bodies in Nigeria and across the world. Collaborate on research projects, conferences, and training programmes. Advocate for CIPM's interests through joint engagement and ethical lobbying efforts. Leverage partner networks to expand member benefits and career opportunities. Leverage global expertise: Collaborate with more international HR organisations to share best practices, elevate CIPM's global standing and sign mutual membership agreements. Initiate and drive joint research efforts that address critical HR challenges facing Nigeria, Africa, and the world in general.
Optimising Membership Value	Growth and Membership Culture and Innovation	<ul style="list-style-type: none"> Conduct regular membership surveys and focus groups to understand needs and expectations. Use the outcome of such survey to optimise 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, etc.) Offer flexible membership options to cater to diverse needs budgets. Invest in member engagement initiatives to foster a
Automating and Digitalising Processes	Culture and innovation Enhancing Internal Capacity and Capability	<ul style="list-style-type: none"> Streamline operations: Implement a robust online platform for membership management, registration, examinations, and access to resources. Embrace digital learning: Develop e-learning modules, online courses, and virtual conferences to provide flexible and accessible learning opportunities. Enhance data-driven decision-making: Utilise data analytics to track member needs, measure programme effectiveness, and inform strategic planning.
Reskilling and Retooling Our Employees and Leaders	Enhancing Internal Capacity and Capability	<ul style="list-style-type: none"> Invest in continuous learning: Provide training and development opportunities for Governing Council Members, HQ Staff and Branch Leaders to stay abreast of the latest HR trends and technologies. Attract and retain top talents: Create a competitive work environment 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 HQ team, ensuring prompt and efficient service delivery to members and stakeholders. Develop the capacity and capability of leaders both at 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.

Thank you.