



Company Profile

www.thenewidentity.com





About Us

New Identity Limited is a management consulting consortium, incorporated in the Federal Republic of Nigeria in 2014. Most organizations offering consultancy services and re-engineering in Nigeria are big corporations that are too big to take on small & medium size organizations and are at best unaffordable. We identified the gap in the industry and New Identity was founded to fill in this gap, focusing on small to midsize organisations. We specialize in organizational re-engineering by giving businesses a new identity at any level, using cost-effective strategies that are focused on systems, staff, management, executive and board development.



Mission

To use our experience and expertise to proffer cost effective and sustainable business solutions for our clients.

Vision

To be the foremost provider of business transformation, turnaround consultancy and support services in Africa.



Our Method of operation

Efficient Strategies for Achieving Optimal Results.



Values we possess as a consulting firm

- **Continuous Learning** – We believe that self-development is important, and we encourage continuous learning.
- **Integrity** – We deliver on our promise. We are bound by our words
- **Passion** – We are passionate about what we do. We treat each project like our first!
- **Excellence** – Our belief is that success is the hallmark of excellence; we are excellent at what we do.



Analysis & Assessment

We spend time with you either at your place of business or virtually, identifying key people, interviewing managers, surveying employees, and talking with you about your needs. We want to understand your strategic goals, gauge your HR challenges, identify skill gaps, and find out what is holding your business back from being more profitable and efficient.



Approval & Implementation

Once we have your solution developed, we would give you an opportunity to test it before implementing with your staff. When your feedback is incorporated, we would establish a schedule for rolling out the solution and set benchmarks for completion. Then, let the changes begin!



Evaluation

Every solution package we design includes an evaluation component. Not only do we evaluate your system and employees through testing and one-to-one assessment, but we also ask you and your staff to evaluate us: Did we meet your expectations? Did it solve a specific problem or problems? What could we do better next time?



SERVICES





Organisational Re-Engineering.

Businesses change over time, either due to a changing market/industry, or internal evolution and as such, organisational goals and other driving factors too would respond to change. It is therefore imperative that organisational re-engineering is done to ensure your business remains competitive in a dynamic market/industry.

Re-engineering an organisation also known as Business Process Re-engineering is the process of reviewing all the different levels of an organisation's way of doing business and considering how to improve things. Successful organisational re-engineering projects are driven by the need to satisfy business problems or opportunities. Without strong business drivers that are supported by the organisation's leadership, the project may likely fail.



Capacity Building

We are in business to partner with our clients to restructure, revitalize and grow their businesses. Our consultancy services include:

- Management systems implementation and Audit – quality, environment and occupational health and safety.
- Basic policies and process design for Small and Medium Entrepreneurs.
- Creating Operational Standards, effective structures, and systems to reposition your organization as Market Leaders to gain Competitive Advantage.
- Developing Corporate Social Responsibility Programs for Stakeholders.
- Recruitment and Talent Management Solutions.
- Developing a robust Performance Management Systems (PMS) to motivate your staff and drive business productivity.
- General Business Advisory.



Consultancy Services

We know that the behaviour of individual employee at each level of an organization is the driver of all business performance. Since current performance is the result of current knowledge, systems, and culture; capability development is a critical part of our business. We identify performance gaps and develop appropriate learning solutions to fill the gaps.





Meet the Team





Funmi Adefeko

Principal Consultant/CEO

Funmi is a Certified Management Consultant (CMC) under the authorization of the International Council of Management Consulting Institute (ICMCI), and Fellowship of Institute of Management Specialists, UK (FIMS). She is also a certified Leadership Coach, teacher, and speaker with The John Maxwell Team (a global network of leadership development experts) and served as part of the 2013 President Advisory Committee of The John Maxwell Team.

Funmi has at different times served in several leadership positions in Coca-Cola Hellenic Bottling Company such as General Manager and Regional Logistic Manager across the Nation. Her Corporate experience covers the turn-around of poorly performing or dying enterprise back to profitable business ventures using cost effective strategies, with a focus on systems, staff, and management development. Her experience in strategic leadership and supply chain excellence gives her a competitive edge in this area of choice.



Over the years, Funmi has been a Change Agent and an Impact person in her field, which has set her on a platform to fully utilize her strengths in rebuilding teams that are not performing and setting them up for optimal performance with proven results and several merit awards. She has been involved in several Corporate Social Responsibilities and Trade Union Management in the North East, Middle belt, and South-South of Nigeria.

Funmi left Coca-Cola in 2014 to start her own company, New Identity Ltd, a management consulting consortium, specializing in giving businesses a new identity at any level using cost-effective strategies that are focused on systems, staff and management development.

She is passionate about CSR and giving back to the society; she previously ran a free coaching seminar, named 'Unlocking Your Ultimate Potential' in Jos, Plateau State, Nigeria. She currently runs a 4-week coaching & mentoring program titled 'Self-Actualization with Funmi Adefeko & Avese Tokula.'

Funmi believes in continuous learning, and it is one of the values of her company. She holds a B.Sc. certificate in Biochemistry from the University of Ibadan and a Master's in Business Administration (MBA) from the University of Ilorin. She is an alumnus of the Lagos Business School (Owner Manager Program) and an advisor with the Harvard Business Review Advisory Council. She also holds a certificate in Negotiation Skills: Strategies for Increased Effectiveness from Harvard University. She also holds a certificate in Corporate Governance – International Directors Programme from the INSEAD Business School, Fontainebleau, France.



Prof. Femi Adebisi

Director, Finance & Admin

Ph.D, M.Sc, MBA, B.Sc, FCNA, FCTI, FCSA, FCE, MACFEI, MNIM, MCPA-AUSTRALIA, MIFA-UK, CPA-IRELAND, ACIS,ACSI.

Prof. Adebisi is a seasoned administrator with over 38 years of experience spanning the academia, government, private sector, banking, and consulting. A Professor of Accounting & Finance, fellow and member of several professional bodies in Nigeria and internationally, such as Association of National Accountants of Nigeria (ANAN), Nigeria Institute of Management (MNIM), The Chartered Institute of Taxation of Nigeria (CITN), American College of Forensic Examiners Institute (ACFEI), American Chartered System Accountants (ACSA), Chartered Economists of Nigeria (CEN), Certified Public Accountant of Australia,



Institute of Financial Accountants- UK, Certified Public Accountants of Ireland, Chartered Institute of Stockbrokers (CIS), Chartered Institute for Securities and Investment- UK(CISI).

He has worked in different capacities as an Administrator, Consultant, Accountant, Auditor and Lecturer. Professor Adebisi has previously worked with Bank of the North, Ltd as a Branch Accountant, Kogi State University as a senior lecturer, and with the Nigerian College of Accountancy where he was once a member board of Governors, secretary of the board of Governors and eventually the Director General. He is currently a visiting Associate Professor at Salem University, Lokoja, and the Dean, College of Private Sector Accounting, ANAN University, Kwall, Plateau State. He is also the Principal Partner, J. Femi Adebisi & Co. (Certified National Accountants) and Executive Consultant, Jofad Royal Management Consultant Ltd, Lokoja.

As the Director of Finance & Admin, Prof. Adebisi brings his wealth of experience as a seasoned administrator, auditor and accountant and is responsible for providing strategic business planning, supervising/conducting all financial operations, and managing the administrative duties of the company.



Bolatito Adefeko

Chief Operating Officer

Bolatito is a Business Consultant with over 15 years' experience across different industries – Financial, Retail and Education. She has a Business Analytics certification from Wharton School of Business, University of Pennsylvania, a Master of Science (MSc) in International Accounting, Finance & Strategy from the University of Sussex, a Master of Business Administration (MBA) in International Business Management from the Lagos State University and a Bachelor of Science (BSc) in Accounting from the Olabisi Onabanjo University.



Bolatito has worked with different companies and across different cultures, both locally and internationally. She has worked as a team member and served in leadership positions with Ecobank Nigeria Limited, Lloyds Bank, Co-operative Bank, and The Boots Company Plc. Her experience of working across different companies and culture involves coordination of highly skilled professionals, organizing and managing resources, and has given her the confidence and ability to relate effectively with, and manage stakeholders at different levels and in different locations.

As a COO, she improves business processes and procedures to increase clients' business efficiency and create value for them. She also develops business strategies to identify, implement and manage changes and deliver various improvement strategies to clients and design the necessary processes that would drive process efficiency and effectiveness for the business.



Abimbola Olulana

Lead Consultant

Abimbola is multitalented, dynamic, and a serial Entrepreneur who is passionate about growing successful Businesses, Leaders & Individuals. His working experience cuts across the Military, Oil & Gas, Pharmaceuticals, Finance, Human Resources & Consulting.

Abimbola holds an MBA with the University of South Wales, a BSc. in Psychology from the University of Lagos, Akoka and is also member of the Human Capital Institute (HCI), the Chartered Institute of Personnel Management (C.I.P.M.N.) as well as the Nigerian Institute of Management (N.I.M).

He has held the positions of Head, Human Resources & Shared Services; Practice / HRSS Manager; & Strategic Business & HR Consultant positions at: Hamilton

Technologies, Falcon Corporations Ltd (Oil & Gas); Human Leadership Resources (Management & HR Consulting); Medvacc Pharmaceuticals Ltd (Health) & Midwestern Oil & Gas Ltd. He is also a Management / Business Consultant to a number of Top Management Executives across various organisations.

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Projects

A few of the projects we
have worked on



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Rayfield Medical Services Ltd
(Organizational Re-engineering)



Plateau State Internal Revenue Service
(Capacity Building)



Nigerian College of Accountancy
(Capacity Building)



Agric Services Training Centre & Marketing LTD
(Organizational Re-engineering)



RCCG Grace Parish Dubai
(Strategic Retreat)



The King's Chamber
(Strategic Retreat)



Covenant Word Christian Centre Ministry
(Organizational Re-engineering)



Health Body Clinic & Resort
(Capacity Building)



Association of National Accountants of Nigeria
(Capacity Building)



Integrity Group
(Strategic Retreat)



Contact New Identity Limited

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