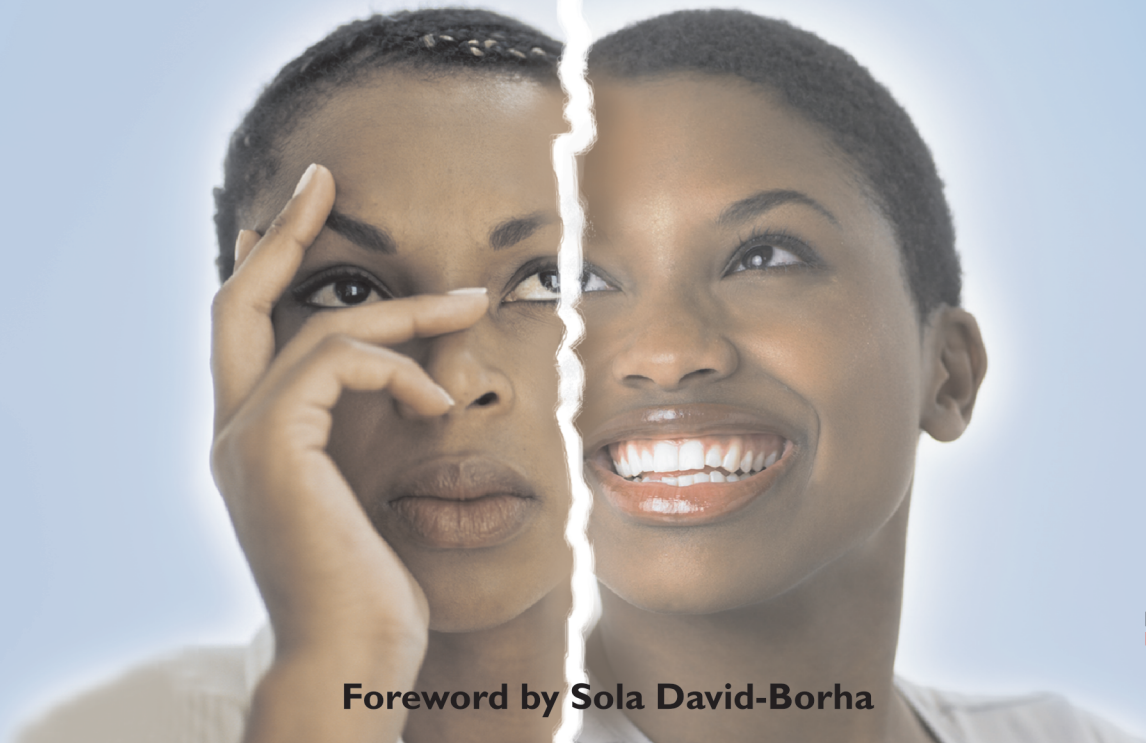


RECESSION RECOVERY

Dare to Dream and
Succeed in a Harsh
Economic Climate

Sarah Olubi-Johnson



Foreword by Sola David-Borha

In collaboration with
TELL



Sarah Olubi-Johnson

The economic climate is harsh all around us. To continue to flourish and grow our businesses, we must understand what we are up against: the trends and forces that are affecting and will be shaping the future dynamics of our businesses as we prepare for our tomorrow. Diamond Bank Plc provided the initial platform for the presentation of the first chapter of this book during the bank's 22nd Nationwide Business Xpress seminar, in which I was the guest speaker. Both practical and inspiring this book will help you:-

- **Dare to dream**
- **Experience a new world of possibilities**
- **Learn to be a successful leader**
- **Discover how to raise finance**
- **Manage your work force**
- **Resolve crises in your business**
- **Create a trusted brand.**



"This book is an invaluable aid because it is simple, easy to read and practical. It tells you not only 'what' to do but 'how' to go about setting up a business, leading a team and raising funds.....a precious gift to anyone who dares to dream, seeks to birth their dream on the platform of righteousness and build a business whose DNA is Integrity."

-Sola David-Borha CEO Stanbic IBTC Holdings Plc.

Mrs Sarah Olubi-Johnson is the founder and CEO of Lifeforte International Schools, Lifeforte Holdings and Investments and Chairperson of Lifeforte Scholarship Foundation. She is also the CEO and Managing Director of Biscordint Travels and Tours. Mrs Sarah Johnson began her career as a lecturer in the Department of English, University of Ibadan.

With over 30 years of experience in education, business, and management, Sarah has made significant contributions to improving educational opportunities in Nigeria. Under Sarah's leadership, Lifeforte has grown from a vision into one of the best international schools in the world with outstanding results, award-winning students and alumni who are impacting Nigeria, Africa, and the world. Her unparalleled success as an educationist and astute business woman has earned her several accolades and awards.

Sarah is also a woman with great depth and insight into the Word of God and has a tangible prophetic grace upon her life. She ministers as a pastor in Scripture Pasture Christian Centre where her husband, Olubi Johnson, is the Senior Pastor. Pastor Olubi Johnson is also founder and chairman of Lifeforte International Schools. They have lovely children: Itunuoluwa, Oluwadara, Moyinoluwa and Joshua - Olubi who have pioneered the seed vision of Lifeforte and are by the grace of God an embodiment of the ethos of these principles.

Foreword

Sola David-Borha

CEO: Stanbic IBTC Holdings Plc.

To touch a divine work of GOD is an incredible honour. I feel greatly privileged to have been asked by Pastor Sarah Olubi-Johnson to write a foreword to this life work. A chance meeting divinely arranged on a BA flight from London to Lagos opened the door for my involvement.

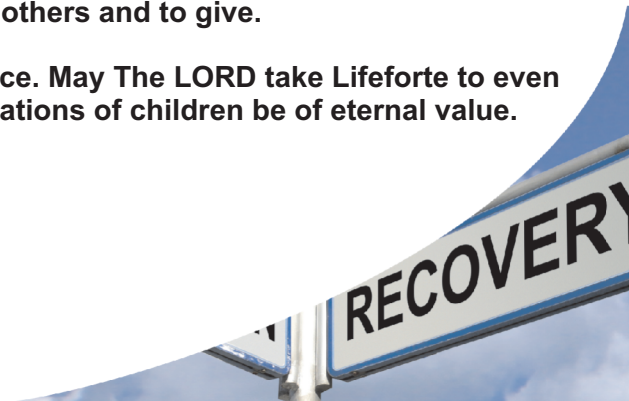
It is Wisdom to learn from those who have been able to successfully accomplish a project or run a business without compromise. This book is an invaluable aid because it is simple, easy to read and practical. It tells you not only 'what' to do but 'how' to go about setting up a business, leading a team and raising funds.

This book is a precious gift to anyone who dares to dream, seeks to birth their dream on the platform of righteousness and build a business whose DNA is Integrity. It is not for the faint hearted but for those who are willing to pay the price through hard work, perseverance, patience and complete trust in GOD. We learn that to leave an enduring legacy the goal must be to serve others and to give.

'Dare to Dream ...' is a testament to GOD's Faithfulness and Grace. May The LORD take Lifeforte to even higher levels of Glory; and may the impact of Lifeforte on generations of children be of eternal value.

Shalom

Sola David-Borha



DEDICATION

**Dedicated to the Glory of God and
all those who Dare to Dream.....**



ACKNOWLEDGMENTS

With my deepest heartfelt love and ever thankful heart, I firstly acknowledge God - the Author of our success story. God is the one who teaches us to profit and leads us in the way to go.

My profound appreciation goes to my husband Pastor Olubi Johnson who is my Lover, Mentor and Friend for his unflinching love, support, guidance and consistent prayers for me all these years.

Special thanks to our lovely children, Dr. ItunuOluwa Johnson MBBS BSC (UCL '11) for being such an inspirational pioneering student and support of Lifeforte, Oluwadara Johnson (Harvard A.B. '10) for your tireless work on my manuscripts and being a succour, MoyinOluwa Johnson, a final year law student of SOAS, University of London, for all your valuable encouragement and Joshua-Olubi Johnson, a straight A's alumnus of Lifeforte and current student of Fork Union Military Academy Virginia, for wholeheartedly trusting in me. I thank you all for your support; you are the reflectors of our success story written by the Grace of God.

My dear partners, the Lifeforte Family – our most valued Parents, distinguished Advisory Board, indispensable Directors, dedicated Staff and precious Students, thank you for making the dream come true.

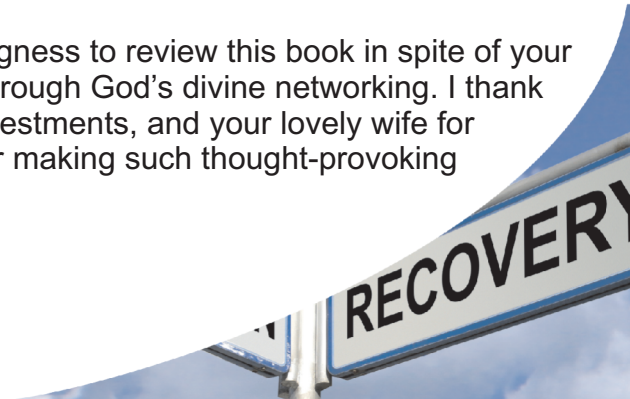
To the Scripture Pasture Christian Centre Family, the Pastors, their wives and families, all dearly beloved in the Lord, I say a warm thank you. You birthed the dream.

To our beloved parents, Daddy Joshua Babatunde and Mummy Regina Johnson, thank you for whole heartedly supporting and believing in us right from the time of our small beginnings when you boldly invested a N25,000 seed to start us off. To my precious father, Kabiyesi Dr K.A.O. Sansi, the Obelu of Esure, thank you sir for all your love, years of sacrifice for us and very generous input into the Sports Complex. Mummy Kafayat Bakare for being a truly devoted mother, thank you for your labour over us all. Sweet memories of the fine teachings of my late mother Olori Damiana Taiwo Sansi have stayed with me as invaluable inputs into my life for which I am thankful.

I thank all the members of our family for their love and in particular cousin Tofarati Augusto, thank you for your immeasurable support and encouragement.

To my Special Team; Pastor Tunji Oduntan (Executive Director – Studies and Curriculum, Lifeforte International High School),
Mrs. Durotolu Sokoya (Legal Adviser),
Mr. Laolu Omokanwaiye (LPI – Nigeria Master Affiliate), Mr. Biyi Olafusi (our innovative Webmaster),
Pastor Wale Adekoya (Executive Director Security) -for editing; I say a special thank you for your unflinching driving momentum.

To my new friend, Sola David-Borha, thank you for your willingness to review this book in spite of your very busy schedule, after meeting me for the very first time through God's divine networking. I thank our very dear neighbour Mr Bayo Jimoh, Group MD Odua Investments, and your lovely wife for taking the time to read through the manuscripts and for making such thought-provoking suggestions.



To my age long friend and Architect of Lifeforte School and sports centre, Arc. Mobolaji Adeniyi and our beloved structural engineer, Engr. Ndubusi Okorie, words cannot express my gratitude for all your creative and sacrificial support and encouragement.

My friend and facilitator of the initial funding of the Lifeforte High school project Mrs Mosun Olusoga (Sis Mo), former ED Guaranty Trust Bank Plc, thank you for your implicit faith and trust in me and the Lifeforte Dream. Construction engineer for the sports centre, Engr. Tunji Oyeneeye, special thanks to you too.

With profound gratitude and overflowing love from my heart I thank Pastor Gboyega Adesiyan, the Lead Intercessors and Gideon's prayer bands for providing the much needed strength, support and refreshing in the execution of the Lifeforte dream.

Special thanks to our bankers, UBA, for standing with us in our time of challenge, GTB and Zenith for providing the initial funding for the Lifeforte High project and First Bank for believing in us. I will also like to thank Diamond Bank PLC for providing the initial platform for the presentation of the 1st chapter of this book during their 22nd Business Xpress Enterprise Seminar.



CONTENTS

- 1. DARE TO DREAM..... 1
- 2. HOW TO BE A SUCCESSFUL LEADER.....45
- 3. HOW TO RAISE FINANCE61
- 4. MANAGING YOUR WORKFORCE.....81
- 5. HOW TO MANAGE CRISIS..... 103
- 6. HOW TO CREATE A TRUSTED BRAND.....111



1 DARE TO DREAM

AND SUCCEED IN A HARSH ECONOMIC CLIMATE

The economic climate is harsh all around us. To continue to flourish and grow our businesses, we must understand what we are up against and the trends and forces that are affecting and will be shaping the future dynamics of our businesses and prepare for our tomorrow. This is what the topic “*Dare to Dream and Succeed in a Harsh Economic Climate*” is all about.

