



We are an unusual [extraordinary] company because we specialize in doing only unusual [extraordinary] things that will deliver SIGNIFICANT [unique and useful] results to people, businesses and life.



Be.

SIGNIFICANT!

About Us

We are an unusual [extraordinary] company because we specialize in doing only unusual [extraordinary] things that will deliver SIGNIFICANT [unique and useful] results.

MADphilips Development Company is a Nigerian brand with a global purpose – SIGNIFICANCE.

We are an unusual consulting company founded in 2006 to contribute significantly to the development of people, businesses and lives in Nigeria.

The acronym 'MAD' in the company's name stands for "Making A Difference".

We are on a mission of exporting GREATNESS from Nigeria to the rest of the world through the development of people, businesses and lives to be SIGNIFICANT – different [unusually unique] and making a difference [unusually useful].

At MADphilips, our business is helping you achieve what others call "abnormal" because we pride ourselves in your ingenuity and understand that GREATNESS doesn't come by being normal [average/ordinary] but by going above the norm and doing the abnormal [extraordinary/unusual].

We exist to help you achieve GREATNESS and will not settle for anything less. All we ask, when you choose to do business with us, is that you open up your mind and be prepared for the unusual –extraordinary!

Therefore, at MADphilips, we only work with clients who are interested in challenging the status quo in their business or lives. We don't accept clients who are just seeking the usual approaches to solving their problems. We believe normal is boring and want to stretch you to think outside the box.

We want clients that will step outside their current comfort zone and tap into their creative energy with us in order to create extraordinary results that will make them an ICON wherever they are, doing whatever they like!

What makes us extraordinary?

Our Core Ideology

Unlike many companies, we pride ourselves in an unchanging set of beliefs, values, principles and practices [our core ideologies] without which we would never have been able to come this far. They are the secret ingredients of our exceptional performance.

Our Core Ideologies are what drives every of our intentions [thoughts] decisions [choices] and actions [behaviours] as a company. They represent the standard against which our corporate performance and image is judged. They refer to the what, how and why we go about our business the way we do. In essence, as a company, we are nothing without our core ideologies.

OUR PURPOSE

Why we are in this business

INTERPRETATION

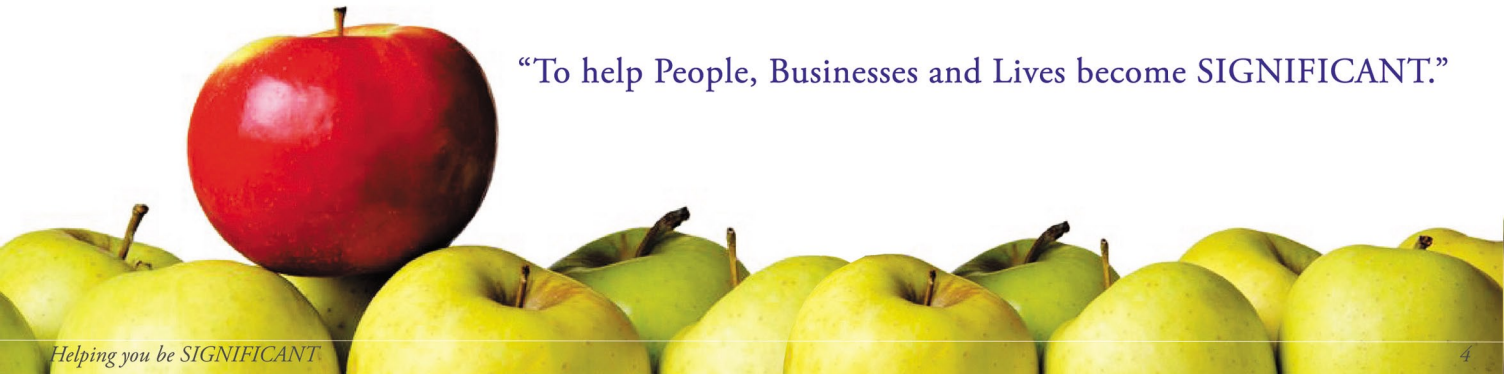
- By SIGNIFICANT, we mean a continuous state of being different [unusually unique] and making a difference [unusually useful].
- By SIGNIFICANT, we also mean a continuous habit of going against the norm or status quo by doing the unusual [extraordinary] in order to achieve the unusual [extraordinary].
- By SIGNIFICANT, we also mean a firm commitment to live a life beyond the survival mode. Rather, we advocate living a life driven by purpose.
- Finally, by SIGNIFICANT, we mean becoming an enviable entity [ICON] wherever you are, doing whatever you like.

IMPLICATION FOR CLIENTS

The implication of our purpose to our clients is very simple; you know what standards to measure our performance. Meaning, you know what to expect from us and can out rightly hold us accountable for any under-performance on our part.

Our purpose sets the rules of engagement for us and becomes the yardstick for evaluating our client satisfaction or not.

“To help People, Businesses and Lives become SIGNIFICANT.”





OUR VISION

What we hope to get out of this business

“To be the global leader and authority on SIGNIFICANCE
– the art and science of becoming an ICON.”

INTERPRETATION

- To be a global organization known for creating paradigm shifting resources in the form of books, magazines, blogs, videos, websites, audios, and training programs that empowers people, businesses and lives to be SIGNIFICANT.
- The end goal of everything we do as a consulting company is making sure that our clients never perform below the level of SIGNIFICANCE.

IMPLICATION FOR CLIENTS

Clients in dealing with us can begin to see the magnitude of responsibility that lies on them to be worthy ambassadors of the mission of SIGNIFICANCE that is being passed through the both of us – we and the clients. This clearly increases the level of accountability and commitment to going above and beyond by both parties, eventually increasing overall performance and results.

OUR CORE VALUES

How we are wired to work together

Leadership:
Character, Responsibility, Integrity, Learning

Ingenuity:
Creating unique and useful solutions consistently

Teamwork:
None of us is as important as all of us

Resourcefulness:
Knowing a lot about a few

Excellence:
If it has to be done at all,
then it must be done way above the rest

IMPLICATION FOR CLIENTS

Clients when dealing with us can be rest assured of a certain level of consistency in our behaviours when it comes to delivering on our word irrespective of individual differences in personality or dispositions.

Our associates are wired to work together based on the above principles and will put aside any behaviour, habits, thoughts or a tendency that is not in alignment with what is outlined above.

We are a team not because we work under the same roof, but because we share these core values together.

A smiling man in a light grey suit, blue shirt, and striped tie is the central focus. In the background, two other people are blurred, suggesting a professional setting. A large red triangle is positioned in the top right corner, containing the text 'OUR FOCUS'.

OUR FOCUS

At MADphilips, our passion lies in these three major areas:

People

We believe people are the only **REAL RESOURCE** here on earth, and without them, nothing happens! At MADphilips, we help develop people's capacity to be **SIGNIFICANT** [different and making a difference] by equipping them with the right set of skills, knowledge and tools to unleash their ingenuity and achieve greatness in their chosen endeavours.

OUR FOCUS

At MADphilips, our passion lies in these three major areas:

Business

We believe businesses are the pillar of society's progress, they provide the goods and services that enable humans to thrive.

At MADphilips, we help businesses develop their capacity to be SIGNIFICANT [different and making a difference]. We want to help companies transition from the norm of doing business as usual to the realm of building extraordinary companies that STAND OUT TALL in whatever industry they operate from.



OUR FOCUS

At MADphilips, our passion lies in these three major areas:

Life

We believe this is the foundation of all, without existence there can be no significance. At MADphilips, by enabling people and businesses to become SIGNIFICANT, we help create a better world for all through their collective greatness.

In other words, for us, the essence of enabling greatness in people and in businesses is to combine their collective impact and help co-create a SIGNIFICANT human experience for all.





Our Consulting Process



In helping you achieve SIGNIFICANCE [industry icon], at MADphilips, we follow five core consulting processes in delivering our brand promise to our clients;

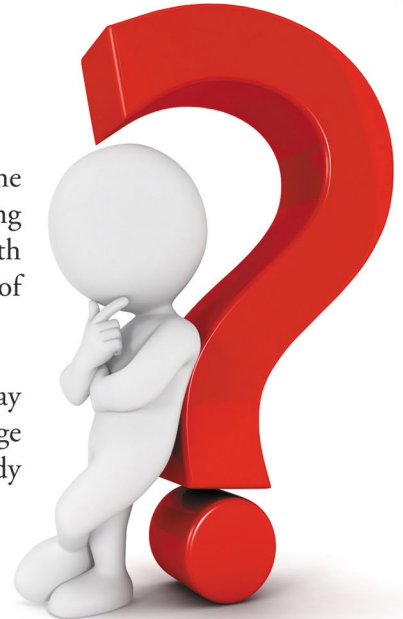
OUR CONSULTING PROCESS

1

Problem Definition

This is the diagnostics phase of our work. Often times what may appear to be the problem is only a symptom of the underlying problem. And it's no use treating symptoms when the real problem still exists. So we begin our consulting process with a thorough investigation of your unique situation so we can uncover the real cause of the problem.

We have an uncanny ability to decipher problems no matter how complex it may seem, we are able to see through the cluster to the very heart of the matter. At this stage of the consulting process, we conduct a series of interviews, survey and real time study of the key people who are affected by the problem.

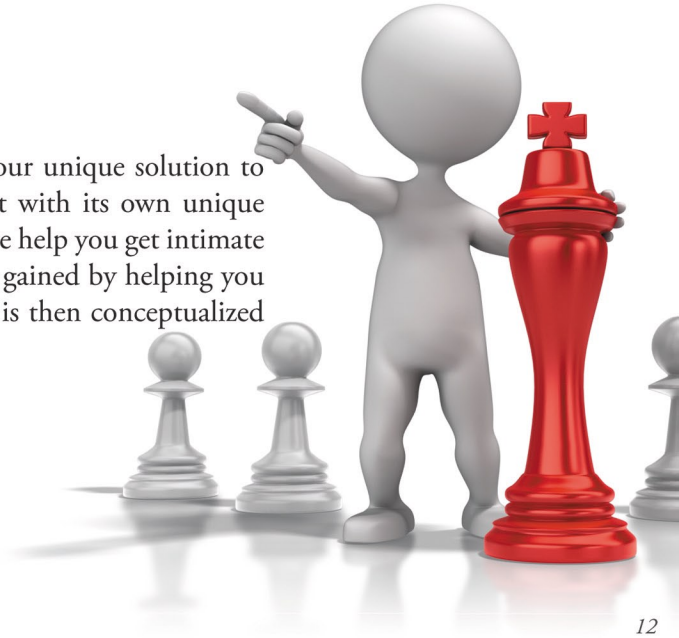


OUR CONSULTING PROCESS

2

Strategy formulation

This is the prescription phase of our work where we present our unique solution to your peculiar problem. We believe every problem is pregnant with its own unique solution, as a result we see our role as a facilitator of change as we help you get intimate with the problem till a solution emerges. Through the insight gained by helping you spend time 'with' and 'on' the problem, the emerged solution is then conceptualized into a series of actionable steps/plans – strategy.



OUR CONSULTING PROCESS

3

Strategy Articulation

Every strategy needs to be communicated well to every party involved in its implementation before it can be effectively and efficiently implemented. We understand the art of communication and know how to articulate information both in writing and in speech, such that there's a fusion between the head [logic] and the heart [emotion] to create the drive [motivation] needed to deliver the conceptualized solution. So at this stage of the consulting process, we identify all the parties involved in making the needed change happen and clearly communicate the formulated plan for change. Without the buy-in from these key people, the desired change can be hindered.



OUR CONSULTING PROCESS

4

Execution

This is the all work and less talk stage of our consulting process. In this phase of the consulting process, all hands are on deck to carry out the action steps/plan outlined in the strategy formulation phase of our consulting process. Our approach is to assign each task to be done to the appropriate individual in your organization while setting specific deadlines for delivery.

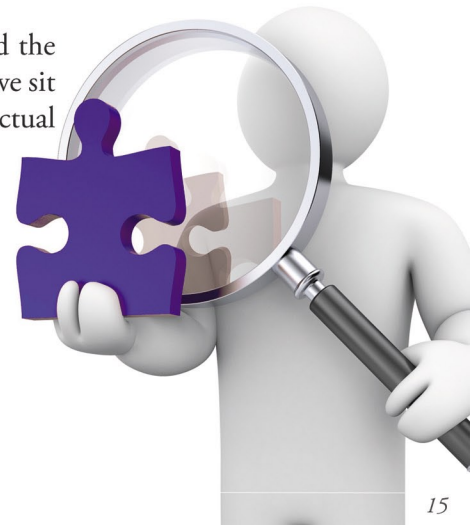


OUR CONSULTING PROCESS

5

Evaluation

This is the performance review stage of our consulting process. Having delivered the desired change by solving our client's peculiar problem, after an agreed timeline, we sit down with them to review the impact of our work. This is where we assess the actual change delivered versus the expected change promised.



Our Team

Meet the unusual gang!



Tito Philips, Jr.
*Lead,
Strategy & Execution*



Tolulope Oyebola
*Lead,
Information Technology*



Cornel Osigwe
*Lead,
Content Development*



Happy Iyi-Eweka
*Lead,
Research & Development*



Oluwatosin Yakubu
*Lead,
Web Development*



Ayomide Onasanya
*Lead,
Graphic Designs*



Owen Iyiewuare
*Lead,
Business Development*



Chigozie Onyekwelu
*Lead,
Training & Capacity Development*

Our Team

Meet the unusual gang!



Bassey Daniel
Management Consultant



Folakemi Fadahunsi
Financial Consultant



Aruosa Osemwegie
HR Consultant

Strategic Partners



Tinukemi Olaoye
Business Law



Ehiedu Ogochukwu
Legal Advisory



Mark McGuinness [UK]
Creative Coach



Nick Nicholls [USA]
Business Analysis

OUR UNUSUAL SERVICES

- *CONTENT DEVELOPMENT*
- *STRATEGIC SUPPORT*
- *EMPOWERING EVENTS*

Our Unusual Services

CONTENT DEVELOPMENT

Have you got an idea, a product, service or solution to a particular problem confronting people? You know the problem and have the perfect solution, but you're not just getting the desired response from your target market? You know what you are offering is right for them, but they are not just buying into your story? How do you make them see that you are the perfect solution to their problems? How do you make them see that you can help them achieve the results they seek?

This is a communication problem. You are not getting the desired response from your target audience because you are not speaking their preferred language. You are not persuasively hitting on the right words that will clearly show you understand their peculiar situation. You are not triggering the right emotions that will inspire them to take the desired actions you want. In short, you are just talking, but not selling. And there is a BIG gap between 'talking' and 'selling'.

This is where we come in; we help entrepreneurs, businesses and organizations bridge the communication gap between them and their target audience through the creation/development of persuasive contents for their marketing communications. We will help you craft a brand story that is both appealing to the ears of your target market and relevant to their needs.

CONTENT DEVELOPMENT

How do we do this?

- **We LISTEN**

We'll listen to you pour out all you have in your mind about your idea, product, service or solution and then query you to uncover the VALUE in your idea, product, service or solution just like a customer would. Because customers don't buy ideas, products, or services; we want you to pinpoint the specific problems your product, service or idea solves for the customer. We want you to identify the key results you help create for the customer. These are what sound pleasing to their ears!

- **We RESEARCH**

We'll conduct a thorough market research of your industry to understand the peculiar language of your target audience. Real communication takes place when the sender transmits a message that the receiver can decode. Failure to use the right language makes decoding difficult for the receiver!

- **We CRAFT**

Through our professional copywriting skills, we'll creatively repackage all you've said and all we've uncovered from our market research, to craft out a compelling story that will communicate, convince and convert your target audience into leads and eventually into paying customers!

Our Unusual Services

When Will You Need This?

- Every time you want to convert an idea, product or service from a mere commodity into a compelling brand through the effective communication of its inherent VALUE. Because a brand is not just 'anything' but 'something', you need a persuasive story to clearly communicate those unique elements of your idea, product or service so that your target audience can distinctively see that 'something' in your brand!
- Every time you want to effectively communicate or sell an idea, product or service to a particular target audience through text, images, audio or video.
- Every time you want to launch an unusual campaign to a particular target audience and you want your message/brand story to STICK!

Our Content Development Services include the Creation of;

- Sales Letters
- Business Plans
- Annual Reports
- Market Research
- Company Profiles
- Business Proposals
- Product/Service Brochures
- Employee Training Manuals
- Career Profiles [CVs/Resumes]
- Content For Books, Blogs and Magazines
- Etc.

Strategic Support

Have you ever felt like there's something wrong with your business but don't have the time or mental space to sit down and uncover the problem? Have you gotten to a static point in your business that you no longer know what to do next? Has your business suddenly plateaued and you are wondering how to take it to the next level? Have you become so busy working in your business that you completely forgot you also need to be working on it in order to GROW it?

Fear not, your case is familiar!

You see, as an entrepreneur, CEO or manager of a company, the day-to-day activities of doing business is often so overwhelming that you completely forget about building a business. Doing business is what is known as 'working in' your business and building a business is what is known as 'working on' your business.

You cannot neglect one for the other. Both are very critical to the success of your business. The key is to find a way to balance both crucial responsibilities and this is where we come in to help!

Strategic Support is how we help entrepreneurs, CEOs, business managers and executives to build a business that MATTERS. And by this, we mean we want to make you an ICON in your industry. It's how we help you strike the necessary balance between doing business [working in it] and building a business [working on it].

We provide that outsider's perspective that enables you to look at your business from a different perspective and clearly see what is wrong with your business.

Because we are not emotionally, physically and psychologically involved with your business, we can objectively diagnose your business to uncover what's working, what's not working, and what needs to be done in order for you to grow to the next level.

Just see us as the extra-hand you call on for help when you want to un-stuck your business and reposition it for growth!

How do we do this?

- **We COACH**

In helping you work on your business, we can take on the role of a business coach working one-on-one with you over an agreed period of time to help you deliver clearly defined goals/objectives for your company. This is a do-it-yourself {DIY} form of strategic support. Our role is majorly to equip you to successfully do your job as an entrepreneur, CEO or manager of a company. We don't do your job for you or with you; you do it yourself following our guidelines and programs.

- **We CONSULT**

This form of strategic support involves our expertise in helping you to solve a specific problem or achieve a specific result without your direct involvement. Unlike coaching, in consulting, we get the job done for you under the agreed contract. This is usually a one-off project that can span days, months and sometimes even years.

- **We PARTNER**

In this form of our strategic support, you outsource a specific aspect of your business operations to us to help you manage on an on-going basis. This is we working with you, not necessarily under the same roof, but ultimately as a strategic part of the company. As a partner, we are on your pay roll responsible for performing certain functions and delivering measurable results.

- **We TRAIN**

Our final form of strategic support is training –equipping you with knowledge, skills and tools to do your job. This can be likened to coaching except for the nature of delivery. Unlike coaching, the objective of training is to pass on knowledge, skills and tools. The choice of what to do with them is entirely up to you and the results you achieve are accountable to you alone.

Our Unusual Services

When Will You Need This?

- When you are stuck in your old ways of doing things and you need an external hand to help you create change in your business.
- When you need to solve a particular problem or achieve a particular result that your company doesn't internally possess the capacity to successfully deliver.
- When you need to raise the bar in your company without necessarily changing your people.
- When you need to increase your market share with your existing products/services.
- When you are being eaten up by your competitions and you need a winning strategy to outsmart the competition.

Our strategic support services are;

- HR Training & Development
- Brand Development Strategy
- Corporate Strategy Development
- IT Infrastructure Development
- Product/Service Development
- Product/Service Differentiation Strategy
- Management Training/Capacity Development
- Integrated Marketing Strategy Development
- Business Process Development/Re-engineering
- Organizational/Corporate Culture Development
[Business DNA]
- Digital Marketing Strategy Development
[web design + social media marketing]

Empowering Events

The development of lives cut across all spheres of the society not just within the business domain. As a company we are also interested in the development of the individual. That's why at MADphilips, we custom design public empowering events that equips people with relevant life skills, principles and best practices for living SIGNIFICANTLY –different and making a difference!

Such empowering events include the following;

- Seminars
- Workshops
- Conferences
- Business Retreats
- Mastermind Meetings
- Public Speaking/Facilitation

OUR TRACK RECORD

Kadozky Couture

3 Startup Consulting
Duration: 1year

Scope of work

- Business idea evaluation
- Market research
- Branding
- Product/service development
- Content development
- Employee recruitment and training
- Business coaching
- Marketing strategy development

Results

- Developed a business model that altered the founder's initial idea of a B2C business only to include B2B. today, B2B accounts for 95% of total revenue.
- Successfully coached client on how to get initial startup funding
- Connected client to an industry player for mentoring
- Created a winning value proposition that positioned the company to do business with blue chip clients
- Recruited a complementary PA for the CEO that increased his productivity by 50%
- Client portfolio – Seplat Petroleum, Chicken Republic, Access Bank, Food Concepts LTD., etc.

Lighthouse Café

1 Business Turnaround Strategy
Duration: 1year

Scope of work

- Corporate Rebranding
- IT infrastructure design and implementation
- Employee recruitment and training
- Business process re-engineering
- Customer retention strategy

Results

- 1st year total annual revenue of N4,000,000
- 1700 loyal customers
- 75% customer satisfaction
- 80% customer retention
- 70% reduction on customer acquisition cost

Helping you be SIGNIFICANT

Newchild Information Technologies

2 Startup Consulting
Duration: 1year

Scope of work

- Business idea evaluation
- Market research
- Branding
- Product/service development
- Content development
- Employee recruitment and training
- Business coaching
- Marketing strategy development

Results

- 300% increase in the clientele base from 5 to 20 customers
- 70% increase in total revenue over a 6 month period
- Industry leader in cybercafé setup, startup and management
- Expanded the company's service offerings from 3 to 6 in order to sell more
- Client portfolio – Nigerian Air force, Lagos State Library Board, Nigerian Institute of Metrology (NIMET), NASMALT, Marketing Research consultants (MRC), Centrespread FCB, Laubreed Limited, etc.

Damog Guards

4 Business Development Strategy
Duration: 1 year

Scope of work

- Corporate Rebranding
- Content development
- Website design
- IT infrastructure design & implementation
- Integrated Digital marketing

Results

- Launched "Threat Alert" campaign focusing on Boko-Haram security tips which positioned the company as an authority in her industry
- 65% increased brand visibility online
- introduced 2 additional services to increase revenue
- 80% increase in online lead generation
- The company attracted the attention of major clients such as British Airways, NTA, Dangote, African petroleum as a result of our marketing strategy
- Client portfolio – Skye Bank, Tripple Cross, etc.

SMEclub.net

6 Online networking portal development and management
Duration: 3 years

Scope of work

- Website development
- Content development
- Platform management
- Product/service redevelopment
- Digital Marketing strategy development

Results

- Created a fully interactive online community for entrepreneurs and business professionals, first of its kind in Nigeria
- Initiated a free membership strategy as against the previous plan of premium membership only. This helped to increase membership subscription by 50%

Kaymu.com.ng

5 Digital Marketing Strategy
Duration: 1 year

Scope of work

- Content development
- Online PR
- Social media engagement
- Online advertisement

Results

- Pioneered Nigeria's 1st "Online Celebrity Charity Auctions" that featured 2face Idibia, Kate Henshaw, Jimmy Jatt, Basket Mouth, and other top Nigerian celebrities
- Successfully launched the "Own A Shop Online" campaign to differentiate the brand from other existing eCommerce players like OLX, Jumia and Konga
- 45% Increased brand visibility online through content marketing
- 20% increase in sales through active social media engagements

Africa Heritage Group

7 Business Development Strategy
Duration: 3 months

Scope of work

- Corporate rebranding
- Product/service development
- Content development
- Project management
- Website development

Results

- Positioned the company as Nigeria's cultural heritage consortium allowing it to scale her service offerings from 3 to 7
- Developed an operational structure for the company to enable it function both effectively and efficiently
- Crafted a compelling company profile to sell the brand
- Created a new market segment [B2C] unknown to the company before which only focused on B2B
- Client portfolio – Jovago.com, Afren PLC, Eclipse Live, fascinating Nigeria, etc.

OUR TRACK RECORD

Lekki Free Zone

10

Website redevelopment
Duration: 2011 & 2014

Scope of work

- Brand development
- Content development
- Search engine optimization
- Dual language integration
- CMS integration

Results

- Won the bid for the project twice out of 5 contending companies
- Successfully achieved a dual-lingua site without compromising the brand

- Re-crafted the company's brand story to capture the buying interest of her target customers which are predominantly foreign and local investors
- Created an easy to update content management system that enabled them update the site without our technical support
- Successfully provided tech support for the site ensuring optimal uptime

Ivory Gold LTD.

8

Integrated Digital Marketing Strategy
Duration: 6months

Scope of work

- Content development
- Website development
- Social media engagement
- Search engine optimization

Results

- Successfully created two ebooks that helped the client to boost lead generation by 100%
- Launched two authority websites that positioned the client as an expert authority in his industry

Tested OK Electronics LTD.

9

IT systems support
Duration: 3 years+

Scope of work

- Repairs and maintenance of the company's IT infrastructures

Results

- Successfully setup an accounting solution that handles all retail transactions of the company
- Initiated a wide area network [WAN] to connect digitally the operations of 3 retail outlets
- Installed CCTV systems in all 3 outlets to enable the CEO keep tab over his business operations

OUR UNUSUAL BRANDS



This is our entrepreneurship and business development resource to help Nigerian entrepreneurs to build extra-ordinary businesses that will be globally competitive standing out tall in whatever niche or industry they operate in.

www.naijapreneur.com



This is our complete integrated digital marketing solution for Nigerian businesses. We created it to help businesses use the internet to find, attract, convert and retain profitable customers. Unlike others with half-baked solutions, differentiate online is the first to take a holistic approach to online, internet or digital marketing in Nigeria.

www.differentiateonline.net



This is a SOCIAL CHANGE platform where ANY CONCERNED Nigerian can freely EXPRESS their OPINION about any of the prevailing SOCIETAL ISSUES affecting the growth and development of our dear country.

www.unitenigeria.com

Let's
MAKE
something
GREAT
happen!

People Business Life



Contact Us

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