



DEMOLA ADERIBIGBE

Strategist | Disruptor | Humourist



Demola Aderibigbe is a Strategist, Author, Disruptor and is regarded as Nigeria's premier Business Humourist.

Following his Bachelor's and Master's degree in Business as well as over a decade of dynamic experience in Business & Brand Consulting, he founded Lalaa Consulting, an avant-garde, Innovation, Strategy and Education Company. He led the team of researchers, strategists and creatives at Lalaa Consulting to pioneer *Humour-Based Gamified Corporate Education* in Nigeria.

Demola has deployed this groundbreaking approach to business consulting with at least of one of the top four brands in almost every major sector of the Nigerian economy such as Meta, GTBank, May & Baker, NNPC, Firstbank, Stanbic IBTC, SIKA Manufacturing, Rainoil, Axxela, The Chartered Institute Of Bankers (CIBN), ARM Pensions, The Nigerian Exchange Group & The Nigerian Institute Of International Affairs (NIIA) etc. It's no surprise he is described as Nigeria's premier Business Humourist.

He drives transformation from boardrooms to the skin of their brands (touchpoints), by facilitating bespoke training, coaching and strategic engagements with C-suites executives, mid-level teams leads and professionals.

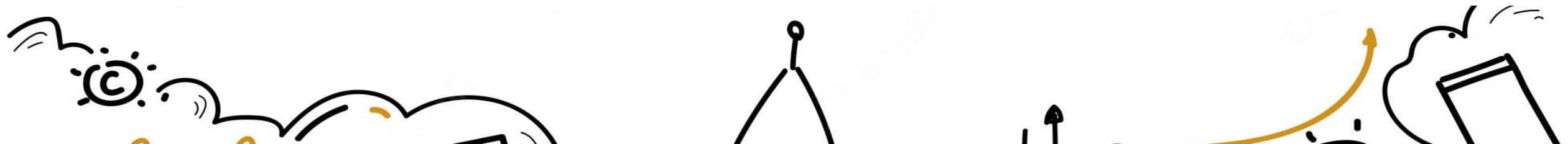


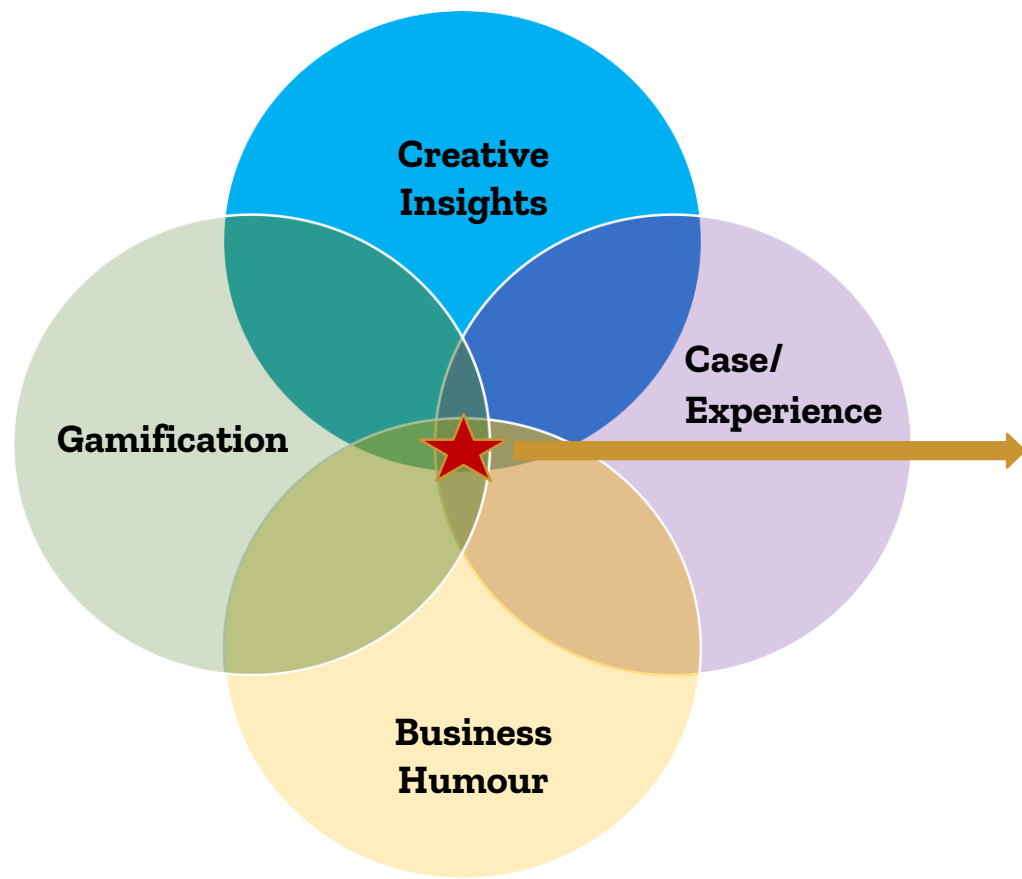
Case in point, after the largest merger and consolidation of nine (9) financial institutions in Nigeria to form Unity Bank, he facilitated the brand acculturation program for Unity Bank across Nigeria.

He also has provided strategic advisory services to the management of the Nigerian Institution of Estate Surveyors and Valuers (NIESV), Dimension Data, Sweet Sensation, LAPO, MEDA Nigeria, First Central Credit Bureau and Marie Stopes International etc. He brings disruption-by-design to business-as-usual philosophies, people and value propositions, transforming them into purposeful, pertinent and preferred brands.

Demola infuses a rare blend of creative insights, case experience, business humour and gamification into corporate consulting and human capital development to enable his clients achieve an exciting and immersive experience as well as a faster adoption rate.

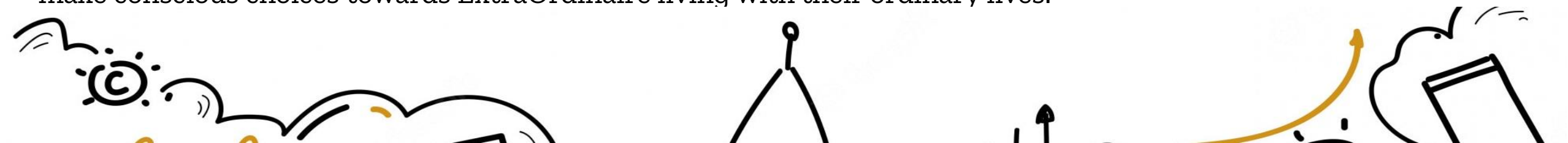
Not-For-Profit institutions like Daystar, Fate Foundation, Daystar, and LACE etc. have been amongst clients he has consulted for and they attest that his engagements are profound, practical and profitable.





- a. Exciting and Immersive Learning Experience
- b. Higher Retention & Faster Adoption Rate
- c. Wholesome Interaction & Intrinsic Motivation for Implementation

In 2014 and 2015, he received The Bureau of Management Award and The Novel Unveiled Award for Creativity in Business Education. He is the author of The Pathfinder and founder of LYBL. (Live Your Best Life), a lifestyle initiative inspiring people make conscious choices towards ExtraOrdinaire living with their ordinary lives.



Approach & Methodology



Brainteasers & Review Activities

Participants will take part in brainteasers that check reasoning and alertness



Visuals & Videos

We present design centered slides and video content to drive our points home



Gamification

Our game-based mechanics utilises hands-on activities, challenge, collaboration, chance, time, scoring and reward etc,



Case Studies

We utilize relevant case studies that help to highlight the concepts being discussed in real life work situations



Role Play & Group Discussions

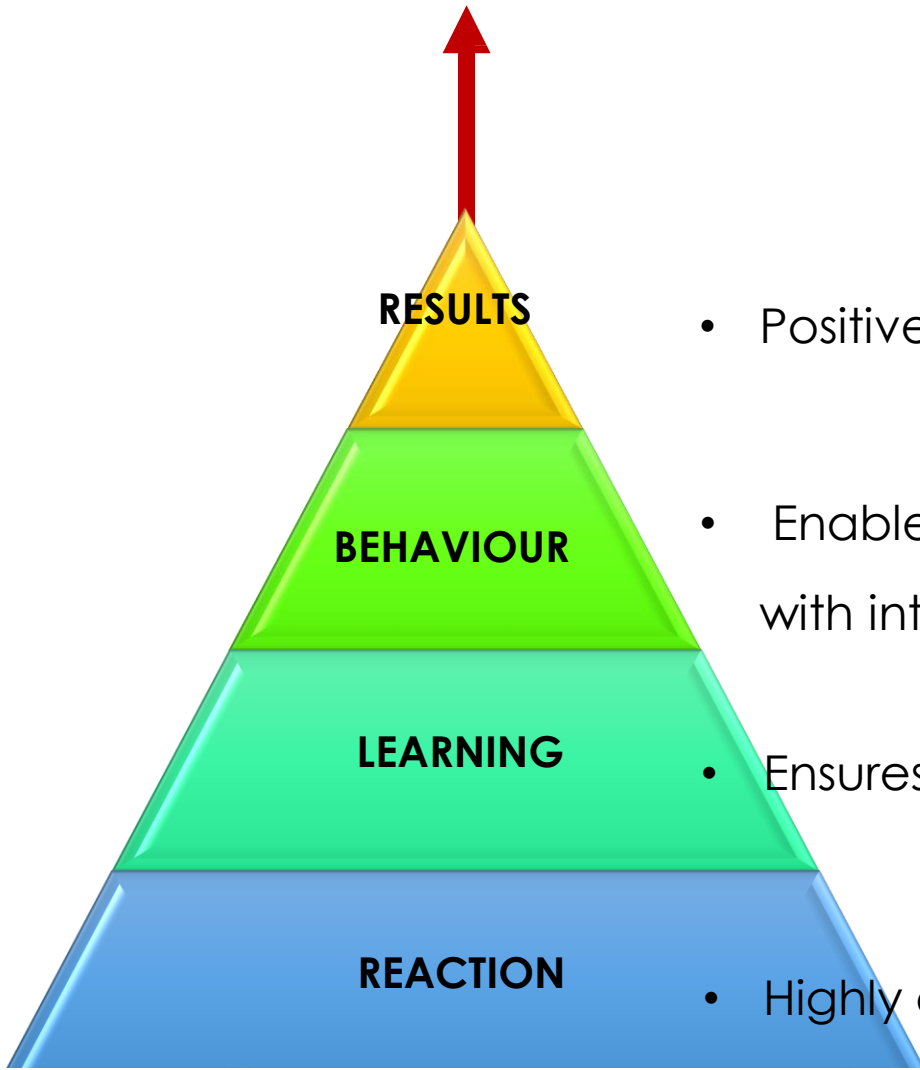
Participants will be taken through practical activities that reinforces learnings



Humour & Music

We utilize the magic of humour & music in creating empowering states during sessions

What The Lalaa Experience Delivers

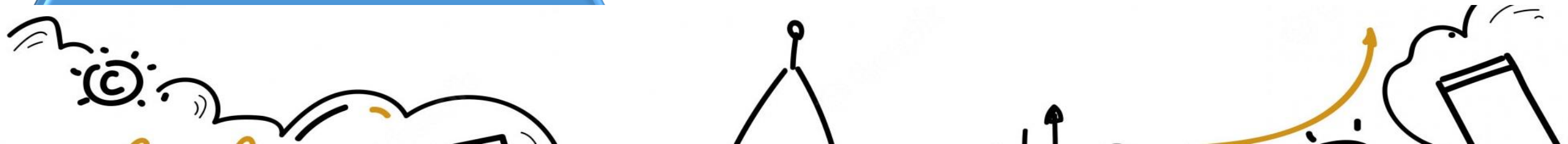


- Positive impact on productivity & bottom line.

- Enables and inspires the desired change in behavior in consonance with intended goal(s).

- Ensures participants understands and internalizes what is intended.

- Highly exciting, engaging and entertaining sessions



Some Brands Touched



Testimonials

 Omowale David-Ashiru 31 Jan 2020
to Ewadola, me, Oluchi ▾

Dear Coach Lalaa,.
I must echo Ewadola's words here! I have had two different meetings since yesterday in which I referred to things I got from your session!

Sad that we didn't have more time but grateful for the time we had with you. We truly appreciate you accepting our invitation and totally delivering on it 100

We look forward to hosting you again.
Have a great weekend.



Omowale David-Ashiru
Country Director
Andela Nigeria & Ghana

The Coach

Thank you for facilitating an awesome Action Learning session. My team are now your fan. 07:26

You blew my people off! They confirmed the Lalaa magic 😂😂😂 07:26

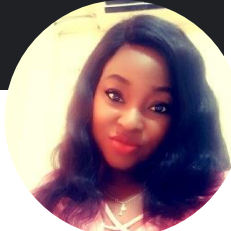


Olugbenga Olabiyi
Country Director
Dimension Data Nigeria

 Atinuke Lambo 12 Jun 2021
to me ▾

Thank you so much to you and your team.

You guys were awesome, we enjoyed every moment.



Atinuke Lambo
Head, Human Resource
Sika Nigeria



STRAT3GY.
INNOVA7ION.
EDUC4TION.

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