



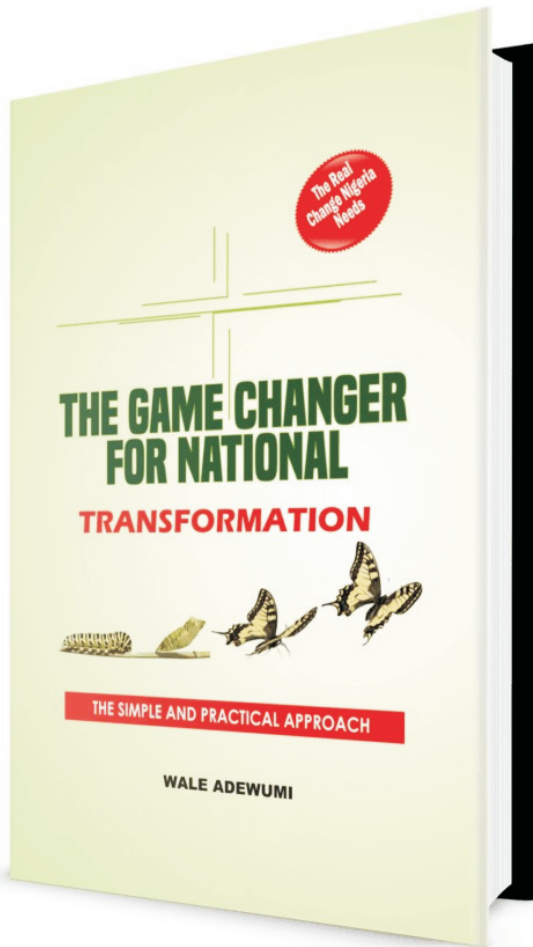
THE GAME CHANGER FOR NATIONAL TRANSFORMATION



CHAPTER 9

THE SIMPLE AND PRACTICAL APPROACH

WALE ADEWUMI



**THE BOOK THAT IS DISRUPTING
THE POLITICAL TERRAIN
...OFFERING ANSWERS TOWARD
THE RECONSTRUCTION OF NIGERIA**

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ISBN: 978-978-968-980-4

Published by Fireword Resources
114, Old Lagos Road, Ibadan, Nigeria

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www.thegamechangerproject.org

Designed and printed for:

Fireword Resources

Ibadan, Nigeria

08033750871, 08034392773

Cover Design by:

Alimi, Olayemi Samson

Chapter Nine

THE MESSAGE

There are three important parts that lead to change in a society: value, perception and rebranding. It is rather unfortunate that subsequent government leaders have always settled for the quick fix alternative without firstly addressing the value system and perception of the citizens they want to reach and these they tagged their rebranding projects.

It is either these leaders are ignorant of what it takes, which I doubt because they are surrounded by well educated advisers and consultants or they are paying mere lip service. I want to believe that many of the leaders we have are out to deceive the people. So they choose the easy alternative. Hying slogans and jingles are not enough to make a people drop their old culture for a new one. If a new value and perception are not put in place, no rebranding can be achieved.

Value Shift, the Way Out

Value shift is the means to enduring change while rebranding is the

end. Rebranding has a process that must be followed. The rebranding is like a harvest while value shift is the real work. Many politicians and leaders run away from the real work. Value change will affect everyone and require the commitment of everybody starting with the leaders' choices and lifestyle.

Often, leaders want changes but they are not ready to make their own personal sacrifices.

Years ago, some of our national leaders advocated the purchase of made-in-Nigeria goods but they could not enforce or win the loyalty of the citizens to do this because they were worst culprit who indulge to excess the use of imported goods.

At another time leaders in government wanted to cut costs of governance, they deem it fit to start with cutting the remuneration of civil servants but met brick walls because the citizens saw insincere government leaders. Each of the leaders earns hundred times what each civil servant is earning but could not lead by exemplary sacrifice of their own comforts.

Many times, we do not see meaningful change largely due to the insincerity of our leaders and their lack of commitment and sacrifice. A lip-service change is a mere propaganda which is created as time fillers. Real change is tasking and demanding; it requires overhauling of old habits, cultures, ways of life and thinking.

Even though we like to talk about change, it is often mere talk. Average human beings are not so patient enough to endure the process of change; so is ready to fight the change he desires when it is unachievable within reasonable boundary of time. The fear, uncertainty and the newness will often make us to want to settle for the old small life.

It takes a bold and courageous leader to confront the old style and value and to win support gradually until the people are willing to adopt the new value through new perception which can only yield after much awareness, advocacy and reorientation. A true leader who loves the people indeed will not give up half-way out but will go the full length until the new rewarding lifestyle is attained; then and only then can we say a rebranding has been achieved.

The work of the leader is to showcase the new values he wanted to be adopted using every medium and platform that could help. Value is more than a campaign slogan; it has an intrinsic lifestyle that should go with it. According to Oxford English dictionary values can be defined as belief about what is right and wrong and what is important in life which relates to cultural, social and moral values. That a society holds on to certain values does not make them right. It is the outcomes, impacts and fruits of those beliefs that matter. The work of a leader is to shift the people to embrace new and specific values which would be of benefit.

The role of a slogan is to rally the people to adopt the new values. If a slogan points nowhere, it becomes useless, ineffective and a mere propaganda tool. The work of the slogan and other campaign tools is to reinforce the adoption of the new positive values.

The end is to change the perception of the citizens; perception as to what is right or wrong. Perception change is important. Someone may literally know that smokers are liable to die young, yet may have a different perception that supports his smoking habit.

Average Nigerian knows that corruption is bad, but average Nigerian indulges in it. The perception is faulty: everyone wants to quickly amass wealth, steal public funds, and divert public goods for personal use. Everyone believes that corruption will affect the general well being of the nation, but no one wants to agree that his own

contribution to corruption makes much a difference. We have forgotten that little drops of water make the mighty ocean! We need to understand that a nation's economy is the accumulation of the citizen's actions and inactions without leaving anybody out. Peace is achieved when everybody chose to be at peace with each other.

One man cannot steal the fund of an entire nation, one man cannot create war, one man cannot rule oppressively and one man cannot run a system without others. Beneath the leaders are hundreds and thousands of citizens as collaborators. The leader holds sway for as long as he has citizens who actively or passively give him the support he needs. Many times we see the leader emptying a nation's treasury, but with closer look you see millions of his kind around the corner like vultures lurking around a corpse, waiting for their own turn. Such evil leader only chose to use few of these vultures to perfect his looting.

A society whose value system entrenches transparency, probity and accountability will quickly corner a greedy leader. A leader is often a reflection of the people.

If the people of a nation have different values they will soon push out a leader with divergent values whether good or bad.

Raising Change Leaders

When a leader wants to transform a society, he needs to find a way of communicating his ideals with relevant stakeholders and with the hope of raising a strong team. To go from door-to-door alone trying to effect the change is to undertake an impossible journey that ends nowhere.

A change crusader must raise or have his change team. His team would be anticipated to become the change leaders: people with direct relationships with him. Change leaders are best chosen out

among the people who are already in leadership position because they already have power of influence on certain individuals. With a well communicated statement of change, these leaders can reach out to hundreds, thousands and even millions at a time. Conversely, you can also adopt among your team of change leaders, people who exhibit great leadership potential reaching them through various media, and doing your selections through identifiable traits such as passion, potential, experience, etc.

Overall, one change leader would be empowered to affect other people who also go ahead to affect others. This is what a boomerang looks like. Before long the much awaited change will boomerang, and the change we want will therefore become everybody's change.

A good point to begin is raising your first change team by firstly creating reorientation and reordering of their value system. Once this is successfully done; to be confirmed, use a test indices or create a key performance indicator, then marshal the team for grass-root mobilization for hundreds, thousands and millions to identify with you using a holistic process, border-to-border technique; ensuring engagement and accountability across board and all the way!

The Biggest Denominator

The biggest denominator to an effective branding or change programme is the message. The message should elicit interest, be attractive, and desirable enough to provoke a course of action. A message that would attract the average person out there should be woven around the individual; it should be personalized. Let each person see himself at the centre of events, he will be ready to protect it. Make it other people's thing and he will not be serious about it.

Take a look at parents; they go the extra mile to fend for their own children but to a lesser degree when it is about other people's children: this is not a vice but a demonstration of human nature which tends to protect what is personalized in their name. Again take a look at our names. We get so attached to our names that we respond by innate reflex wherever it is mentioned. We can so much build a change program that people will naturally respond to by reflex action, through an automatic movement towards the change.

This means that if you want a large participation; create a clarion call that gives the individual in the big ship of the nation a bit of the action. Let everyone be involved, active, responsible to and to contribute to the big vision and this should be captured in the message; a message that should be inclusive.

An analytical study why previous national rebranding campaigns failed can be seen quickly in their messages – messages that are not inclusive.

Some of the past Rebranding Change Projects

Ethical Revolution – Alhaji Shehu Shagari era (1979-1983)

War Against Indiscipline (WAI) – General Mohammadu Buhari (1984)

Mass Mobilization for Social Justice, Self-reliance and Economic Recovery (MAMSER) – General Ibrahim Babangida Era (1985-1993)

War Against Indiscipline and Corruption (WAIC) – General Sani Abacha (1994)

Heart of Africa Foundation – Olusegun Obasanjo



Good People, Great Nation – Musa Yar Adua/Dora Akunyili (2009)

Change Begins With Me – Mohammed Buhari (2016)

I will make reference to just two of the above projects because most of them hardly made any significant impression.

The first I will be referring to was War Against Indiscipline (WAI) by General Mohammadu Buhari (1984). It was deemed to be the most laudable based on general opinion. Its alibi was that it was driven on the wing of military force; compliance was out of fear and not out of deep conviction, devotion or change of value. Therefore, people comply as long as the government was in power. Secondly, the succeeding government of Ibrahim Babangida took over through coup, so he has to jettison most programs of Buhari administration which WAI was included. Average Nigerian had a sigh of relief from WAI, the discipline and compliance attached became a strong point through which Babangida subverted the hearts of the people to his own government. WAI went through the stretch for as long as the government was in power because it was not mobilized through the people's power.

History remained that it was the closest thing to a meaningful change, the main problem was that the citizens were not in the big picture of the drive: the citizens were on the sideline as the military drove it.

The other rebranding project worth mentioning was that established by Dora Akunyili of blessed memory who was then the Minister of Information. It was tagged: Good People, Great Nation. It has the flavor of the people, the citizen opened their hands to embrace it but suddenly the momentum died from the government's side and the vision was not sustained!

Good people, Great Nation: A message with deep meaning. It implied that Nigerian people are inherently good, capable of doing good and are good; and these good people make a great nation, and would make the nation much greater! 'Good people' is a collective statement but lack the power to elicit active participation of the individual person. Everybody's thing is nobody's thing. 'Good People' is collective but not inclusive. We need a message that will create a clarion call from the individual - an inclusive message.

On this premise, here is a statement posited to Dr. Kayode Fayemi delivered in a speech at the 2013 Verdant Zeal Innovation Lecture series. Kayode Fayemi traced the failure of efforts at rebranding Nigeria to "lack of value and the inability of successive administrations to articulate a strategic national vision and attune institutional realities to match the vision".

Source: <http://www.newstrack.ng/business/economy/7044-can-buhari-rebranding-nigeria>

If you take a look at his statement, the words "lack of value" stands out in the sentence. Many of those who often shoulder themselves with the responsibility of national rebranding exercises in Nigeria have questionable characters and are people of low moral pedigree.

The second thought is the inability to articulate a strategic national vision. A worthwhile rebranding program should wear a national look. A national look does not necessarily mean government-driven but that it should be embraced by the citizens on national scale and beyond its national outlook is the need to apply a tested framework or a creative design and to bring to bear the institutional realities of what would work for Nigeria. In other words, it should not be a borrowed concept from another country but indigenously customized to face the reality confronting us based on our ethnic diversity, beliefs, religions and values. In this wise, I am not against the

use of a globally tested models, adaptation or frameworks that works; but we should refrain from replication and copying an exact concept and transplanting it on our national soil. No two countries are exactly or empirically the same.

Again, most of the previous government rebranding exercises lack one or both of the following:

They are not community based or community driven: somebody high up at the federal capital concoct a program and send it to be implemented at the community level. Things don't work that way. The communities have to be carried along, well represented and included for thorough in-reaching and participation.

The program has no deliberate blueprints for communities from one era, government or generation to the next. Most rebranding concept in this country had no depth in reaching the people and also do not have future elements which let them away as possibly mere propaganda tool for a specific government and for a time.

From the above discussion, we could deduce why rebranding projects fail and below we have what should not be done:

It should not be leaders owned pet project

So far pet projects are ran by successive governments' personnel to last as long as they are in power. Let it not be the president's affairs but the peoples. Presidential programs will be short of life and at the end of the day waste of state resources while people's programs will endure.

Not Government Owned

Also, government should not take ownership of the change project.

The government should see herself as the midwife of change which the citizens want to give birth to.

Should not be a propaganda tool

Most adults can read between lines whether a project is set up for genuine reasons or for propaganda sake. Once they see it as a propaganda tool they will lose interest quickly, waiting until they can see a genuine project to embrace.

Should Promote Common Interest

A change brand that would become sustainable cannot be self seeking, deceptive or laden with ulterior motives. You shouldn't promote your sentiments as a brand project. You will be doing the nation wrong to want to promote religious or tribal cause as a national identity. What is good for the goose is good for the gander; when using the national platforms, content designed should be mutually beneficial. This I believe to be godly in all ramifications.

Should not be promoted for a class

Change brand should be equally disposed to all classes not just for one side of the divide. For instance: The Good People, Great Nation project launched by Dora Akunyili was more an elite disposed program, it was never felt at the grass-root. As it runs in the city, it should be felt in our slums and villages. It should be a clarion call for all.

Melting the Divide

A change message for national rebranding should be inclusive; personalized and directed to all. It should be inclusive: everyone should have a role to play whether great or small and each person's

contribution should be unique, that is personalized and distinct. Yoking people to play the same role is anathema to life and would be boring and it will suffer discontinuity. Take drama acting as case study. If everyone has to act the same role nobody will take his time to watch it; variety is the spice of life. Individuals should be allowed to contribute to the growth of the nation according to his ability and interest.

The real change we need requires that each of us is represented in it, inclusive and personalized. The gain should be apportioned with probity and equity according to ones contribution, thus gain directed to all and sundry. Man is made to profit, yet it becomes a vice and shrewd evil to make gains where one has not laboured, conversely it is an evil under the heaven to labour and not be given the privilege to benefit from it. A healthy system is one in which individual is given a level playing field to make profit whether in cash, kind or otherwise from his input to life.

On this premise, people would be drawn to programs and opportunities that promise fair return and which increase them and that which makes life better and offer fulfillment or satisfaction. Man is made for advancement. When you want men to share in a message, let them see where it is taking them and when the distribution of benefit is in your charge, be truthful to the promise with sincerity, fair play and equity.

A national rebranding program should offer equal opportunity for all. When a rebranding program is all inclusive, personalized, all involving and well directed to benefit all, it will elicit cross border participation. In this wise, it will stand out as every one's program; for the people and their common interest. The design may have a strong influence and backing from the government, yet it must not be seen as government own thing: instead, it should portray a design with benefit to all.

Let us not forget: Men gravitate toward benefit.

THE MESSAGE OF CHANGE

For the first time in our national history, we are coming close to creating an inclusive message in the change mantra. This is not a politically inspired message nor does it have any special political affiliation; I think. The reason is that my team has been running with a slogan tagged: "I Am the Change Nigeria Needs" a message of change that has been before any political class ever touted a change mantra.

I remembered vividly in the year 2009, I had a unique inspiration which became validated, with confirmations so to speak - through the impact it made.

I have viewed our national divides expanding and the chasm seems unassailable because each person and group point outside their domain as the source of our national woes. You see one tribe pointing to the other and one religion strives with another; this has no end. Until we take responsibility and allow change to begin with us, we are going nowhere; and the fact that the healings of these divides cannot be conjured by any one individual or group without involving you and me, and everyone else.

Nigeria problem is not caused by one person, not by a class or group. And as long as each of us failed to take responsibility, we will continue to remain and be where we are now, and we run the risk things even growing a whole lot worse.

I have interacted with the mind of our leaders: many of the good intentioned ones are frustrated because they thought the citizens are impatient and do lack perseverance. Leaders often believe that they



failed because the citizens are not cooperating and supportive. Citizens should learn that they have a part to play: nothing good comes cheap; there is a price to be paid for every fortune in life. The majority of the citizens don't want to pay the price yet they want the prize of a quality life. You cannot eat your cake and have it. Leaders alone cannot do the magic!

Many of the citizens don't really know what they want and the magnitude of the price they have to pay. This is why it is easy for ill intentioned politicians to manipulate them with promises to give the citizens fair haven for a price of nothing. Most citizens' frame of mind is to follow an imaginary stress free life where government does everything. Leaders believe that the citizens can easily be bought because they are unstable in their wants, desires and expectations; all which they expect to come from the little gods of politics and government.

The citizens on the other side of the divide believe that the leaders are the culprits and villains of our national woes. But on critical assessment both the government which represents the leaders and the citizens are collaborators and are responsible for where the country is.

In the same way, the diverse religious groups and their leaders are not excluded. The religious and moral cultures of a society are strong indices to the growth of a nation. Religion should hitherto serve as a vehicle to move the country forward and not as basis for conflict and aggressive lifestyle that impedes on development.

The different ethnic and tribal blocs are containment of the citizens; if a society breeds corruption, watch the values that take preeminence. If every tribe and ethnic group makes up their minds to stand for that which is good, right, honest and fair, in no time the nation will be set for advancement.



In view of the above discussion, it is imperative that the citizens in their entirety determine the fate of a nation; not just the government, not just a religious group but every religion, and not just an ethnic or tribal group but everyone.

On this premise we have gotten to the point whereby we are no longer expected to wait for the government because the government in reality has no power of its own. Whatever power we feel inherent in the government is the life and meaning the citizens gave it. Government is a dummy without the citizens. This is the truth many of the government leaders will not want you to know. They will rather want to keep you uninformed so that you continue to think that “government is powerful”, and so powerful to determine the fate of the citizens. Although this is not altogether false: government is as powerful as much as we want it to.

The unfortunate part of the matter is that in spite of the repository power of the citizens, the uninformed and non-knowledgeable citizens cannot deliver a progressive state. A perverted power is injurious and destructive; raw and unprocessed power is of no use: when citizens' power is perverted they serve as ready tools for terrorism, militancy, and political mercenaries.

*The power that you do not acknowledge can be stolen from you.
This is what “government” has done these past years; it steals the
power that belongs to the people.*

Any government that fails to acknowledge the inherent power in the citizens and help cultivate it is doomed to fail in a matter of time. When a government steals or usurps the power of the people it becomes a problem to growth, on the other hands the more a government liberates its people, empowers and gives them the wings to fly the more the state and nation flourishes.



Ronald Reagan in his inaugural speech reiterated the power of the citizens to build the nation of America through the wisdom of the founding fathers, and he said: "people keep looking to government for the answer and government is the problem". In other words: the government should be less "powerful" and the people made more powerful in order to create answers for governance. In essence, Reagan is saying that the answer is not in the government but within the citizens and that the problem that makes us look toward the government is often caused by the government who disempowered us to look away from the power within each of us.

A Republican presidential aspirant Ben Carson in the U.S.A. 2016 elections also said it this way: "We've been conditioned to think that only politicians can solve our problems. But at some point, maybe we will wake up and recognize that it was politicians who created our problems".

Let us take a look at our home grown federal system and the constitution back here in Nigeria; they are filled with inequalities and prejudices. Somebody comes to power and leaning on his sentiments he favours a group and would go ahead and tweak the federal system and the constitution in favour of his sentiments, then another comes again and tilts things in the direction of his own interest. Those who were not given fair treatment by such intrigues would often create some levels of disturbances at their own end to register their grievances as they reek with resentment and anger because someone is cheating them; this often lead to states of unrest.

Inequality in appointments and promotion and selection of incompetent people had breed mediocrity in the rank of the workforce. This is a problem sown by the government and the leadership class.

To further on Ben Carson's statement, in my own words: It is



politicians that escalate prejudices to divide and rule the people. Many of the 21st century religious and tribal clashes often have the involvement of government, its leaders and politicians - many times. It is time we wake up and realize that it was the government and politicians who created many of those problems we want them to solve.

The government cannot solve the problem it created in the first place. It takes the people to solve this and several other problems of the world. Whatever move of enduring change must begin with the people and not the government. The best any government can do is to midwife the project, policy or program. If the individual citizens will be committed to bringing solutions to the society, it will become difficult for the government to stand on their way.

For the advancing man everything else advances with him.

In view of the above, the change Nigeria needs is you. For so long you have been conditioned to think that the government or a force out there needs to be corrected before you can live that dream life of yours. To keep looking outward especially the government is to waste away and sentence your life to mediocrity. Would you agree that you are doomed just because the government had failed?

This book is written for you and many people like you to do something. What I always tell people when the government is failing in responsibility is this: the government is confuse and bereft of adequate knowledge to move forward. In actual fact, the government is looking for that man with the right answer. You should choose to be the man.

The failure of the government is your own opportunity to be showcased. If you possess the solution and means to assist people around, they will seek you and the government will court you.



To complain is to be frustrated and to murmur is to surrender. Tell yourself, I know what to do. Don't go down the drain where the multitude end up, waiting for a handout from the little god called government.

You are created by God with an immense capability to create your world to suit your dream. If you believe, no government can reduce you or limit how far you can go, reach or aspire. The world is your oyster, we are in a global community, which imperatively means that you cannot be limited except by forces you submit to; men in the 21st Century are doing things beyond the border of their nations.

Whatever type of government you may have around you, see it as an opportunity. The more deplorable the situation is, the more the opportunity to plant a new system. The bane of change is that we are often too quick to join the bandwagon. The bandwagon keeps the deplorable condition on. People join the bandwagon because they refuse to pay the price of change which requires commitment, perseverance and hard work.

Whosoever pays the price becomes the change Nigeria needs!

I AM THE CHANGE

In the course of creating this design, I adopted this slogan "I am the change Nigeria needs" which sometime I shortened as: "I am the change". In no time it became acceptable in the communities and groups where it was shared. The concept is to help everyone to see himself as the change Nigeria needs; and as a deviation from the old system of looking outward to the government, corporate systems and organizations we belong.

This concept does not make any attempt to look down on any form of constituted authority; instead, it is designed to empower individuals



to become responsible and contributors to the development and growth of the government and world around them.

As long as we think of the need for others to change and not us, we may not have an enduring change. But when you change, everything else advances in that proportion. The best form of change is the one that begins with you. Take this illustration very seriously and you will see the need to become the pioneer of desirable change in your world. Which one would you prefer: to be rich yourself (your own change of financial status), or to be content having someone else be rich and giving you stipends from time to time? I would rather be rich myself than wait to receive welfare package.

If you wait for someone else's change to rub off on you, you may have to wait indefinitely or settle for a token of welfare package. Some people have waited indefinitely for some false government promises that never came to be while some have lived miserable life of lack and not-enough because they put their hope on a giddy government or politicians.

Live your best life as if government would fail, and it would fail sometime. Salary may not be paid as at when due, pension may be insufficient and infrastructure may not be evenly distributed. The essence is that whatever happens, you would be satisfied that you lived your life to the fullest. Do not put your financial eggs in the government's basket; ask the pensioners. Don't expect the subsidy to continue, don't expect they will build that community road, and don't expect much from the government. Instead, expect much from yourself; work hard, contribute more and live to the fullest; let this be your pursuit and you will not be surprised wherever the government tilt to. If you keep building up yourself, opportunity will show forth to be the needed hands in governance and the society; and if you have laboured and become the best you can be, on the way you should have become beneficial to the world around you.



In being the change, your world will also change. This is our concept of sustainable change.

I am the change, you are the change.

The government, society and organizations are faceless, it is you and I that have faces and from each other we should expect changes. If we would not change as individual citizens, we shall not expect the nation to rise above its present decay.

What do you think you can do to add to the flavor of a sustainable change? It is time you look beyond the government. If the government could do it alone, we would long have been settled in a prosperous land with all that God bestowed us with. If the government had done it, we would not be extending the clarion call to you. The failures of government necessitated the vital call to you to become the change.

You may not have to do something big. For instance, I am not doing something unusually big at my own end. I move around, speak to leaders and individuals to brace up because they are the change. I picked my pen and write to motivate you to do all that you can. Above all, I make a pledge to become a change model and a worthy national example.

Change is the common denominator that runs through the universe, so it is a natural part of life. The only difference is that man has a will, so he must decide and choose to change in order to have his lofty dreams realized; conversely if man refuses to change by active design an adverse external change will impact on him. If you don't choose your own change process deliberately, change will be forced upon you. Forced change often carries with it negative implications. Choose to make changes deliberately, for change is in everyone's nature.



Choose to begin that move of a bigger and lofty life that will be a benefit to the world.

What can you do?

What can you do to make your service one of honour? Whatever your occupation, venture or day-to-day undertakings, take the path of honour. Be the model of change and become the hallmark of excellence. Bear upon you the mark of distinction that separates you out from the run-of-the-mill, the ragtag and the ordinary fellow in the system. Magnify your office, vocation and job and begin to do things with self-esteem.

You are the change, if you think you are. There is a way a messenger will comport himself that he will become a lesson to be emulated by his master. One could be highly placed and yet have the personality of scoundrel and the low life. On the other side, one could be lowly placed and possess the personality of kings. After all, what we are on the inside is more important than what we are on the outside.

Jose Alberto Mujica, the president of Uruguay was known for a simple lifestyle. He drives an old beetle Volkswagen and without the usual entourage and pomp that follows other world leaders; yet he remains a respected world leader compared to many buccaneers who occupy leadership offices in Africa. There is a quote alluded to him: "I am called 'the poorest president', but I don't feel poor". He added: "A poor person is not someone who has little but one who needs infinitely more, and more and more. I don't live in poverty, I live in simplicity".

Poverty of the mind is the worst disease anyone could be infected with. It takes away rest from a man and makes him to struggle to grab all through his life. Poverty of the mind makes a man to always want more of anything the heart seek after without decency or decorum.



Poverty is a feeling; more money does not make you feel rich. I have seen people with barely enough who have a look of being rich because they are contented while some have more money yet look mean and crude in their pursuit of more; because of greed such people, in order to satisfy their greed lose their joy and destroy everything on their way.

Does it worth it to take away the happiness of others, steal community owned resources, maim and kill for our own comfort? Does it worth it to slander and smear other people's reputation in the soil because of politics, power, fame, prominence and position? Does it worth it to lose our self-respect, dignity and self-esteem because of greed? What honour is left for our office when we use it primarily as an avenue to take advantage over others?

The change we need is the one that creates more life for everybody; agitation for personal reasons and enrichment cannot be sustained for long because at the end it makes everything small and destroy everything in its trail. Sustainable change is an all-inclusive thing. This is why terrorism and militancy will never give birth to a beautiful life, the means employed to achieve a goal will tell you the end of it.

Those who employ crude means to achieve their end desires destroy themselves along the way. No matter how much money a greedy man steals he does not have the joy of possessing it in spite of his many toys. The feeling of contentment is greater than owning a bulwark of silver or bullion of gold.

No man who lived for things and selfish reasons ever find purpose; he abuses everything committed into his hands. To find contentment is to find reasons and purpose for living; when you cease living for things you begin to live for people and in the final analysis, the man who lived for people is richer in the true sense of it, more honourable and dignified. A contented man has a name but a raving greedy person has



no self-esteem or honour; he lives like a brutish beast driven by his appetite without reason or understanding.

The man who lives for himself is pretty small and has no memorial to his honour. The best he is remembered for is how he created pains in his drive for gain. The change you want for yourself should be the change you want for others.

Change begins when you are contented, and in contentment you have something to share and give irrespective of your state in life. Change begins when a waiter knows he can give a beautiful smile not because he expects anything in return. Change begins when the law enforcement agents do not take advantage of erring citizens to enrich themselves but instead help the citizens to abide by the law for the greater good of all. Change begins when teachers see their job as a means to build the future, mold characters and become models for their students. Change begins when they see their job beyond the pay cheque.

Change begins when the religious leaders and the followers use their creeds and beliefs to exemplify uprightness, sacrifice, honesty and true giving so that through their lifestyles people may see the worthiness of their religion. Change is when religions are used as tools to build societies and nations.

Change begins when leadership is seen as an opportunity to empower and give direction to the followers in order that the followers may maximize and realize their noblest dreams.

Change begins when politicians see their positions as a trust from the people by which to govern. Inherently important, they use the common resources to develop and build infrastructures, create opportunities and environment conducive for the common good. Change is when politicians see themselves as the fair umpire serving



all and sundry.

Change begins when the individual is dedicated to developing himself to the fullest, acquire as much as he can materially and intellectually, possess the best tools possible and choose or find his most desired vocation, and then channel everything he has to make life better for all. As I write this paragraph, I have the example of Microsoft owner Bill Gates in mind who created a world class solution in personal computer. His solution made him the richest man in the world; with his wealth he has created one of the greatest interventions through Bill and Melinda Gates Foundation, for the disadvantaged around the world; especially Africa. Wealth is good if only it prospers through the distribution.

Before closing this chapter, I will present quotations of the world renowned sage, Mahatma Gandhi:

Be the change you wish to see in the world.



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**THE GAME CHANGER FOR
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The Real Change Nigeria Needs

Wale Adewumi presents a compelling anatomy of bottom-up change as panacea for national transformation, creating a paradigm shift towards governance and effective ideological transfer.

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ISBN: 978-978-968-980-4