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DIGITAL BRIDGE INSTITUTE NEWSLETTER

Your guide to activities in the DIGITAL knowledge ecosystem



DIGITAL BRIDGE INSTITUTE

INTERNATIONAL CENTRE FOR INFORMATION TECHNOLOGY AND COMMUNICATION STUDIES

The Digital Bridge Institute (DBI) was launched in the wake of the phenomenal Worldwide growth of the Telecommunication(Telcoms) and information communications technology (ICT) sectors, which was especially well noted in Nigeria . Led by the successful auction of Digital Mobile Licensing by Nigerian Communications Commission(NCC) the government regulator , and the subsequent roll out of mobile services , increased number of operators, and significant increased private capital investment , the sector as whole has been challenged by dearth of trained and suitably qualified human resources. Aknowledging the need to continue to foster the rapid development and growth of the Nigeria Telecommunication market-place as well as the potentially significant vulnerability as lack of human resources could , the Nigeria Communications Communications (NCC) established DBi in May 2004

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From the Editor

Wow! It is 2022.

Digital Bridge Institute sincerely thank God for her stakeholders and her newsletters' readers. The organization wishes to officially welcome all the Staff, Stakeholders, and newsletter readers into the year 2022, wishing all a wonderful and prosperous new year.

The institute's core objectives which are not limited to promoting the development of human resources capacity by training personnel in telecoms and ICT sectors of the economy;

Establish training facility with modern infrastructure and technology for training engineers, ICT professionals, policy-makers, and regulators in the relevant and related sectors of the economy, Educate future leaders in technology industries of all kinds, leading to several graduate degrees in telecommunications, ICT, and related areas amongst many others remains the focus of the institute and in the DBI's quest to achieve these mandates, the newsletter unit has affirmed its continuous effort this year and beyond in making sure, the institute attains its aims and objectives by standing up to its duties beyond imaginations.

In this 16th edition is a recap of snippets of information from its inception, series of articles like "All hands on deck for the DBI success" sensitive activities and programs within the confines of the institute.

The editorial team's wordy appreciation goes to the Chief Executive Officer/President, Digital Bridge Institute, Prof. Mohammed Ajiya for his generous contribution toward the production of this edition.

However, thanks to the editorial team for her continuous undertakings in ensuring that this edition is a success.

For further information on our activities and bouquets of courses, do mail us at info@dbi.edu.ng.

On behalf of the management and staff of DBI, led by our President/CEO, Prof. Mohammed Ajiya, we wish you all a superlative reading experience.

Akin Ogunlade
Editor.

ALL HANDS ON DECK FOR DBI SUCCESS

At the end of the Second World War; the Japanese people were defeated, devastated, dejected and there was a general sense of melancholy in Japan. They had a choice to keep living with stigma of big losers; to be treated as the down trodden of the world or step out of the ashes of ruins and looses of the 2nd world. Japan and Japanese People chose the later. They rolled up their sleeves, put their hands-on deck and reinvented a new Japan. The Japan that gave the world global brands like Toyota, Sony, Honda, Panasonic, Nissan, JVC and so many others. In no time Japan started competing with its conquerors and their respect all over the world soared rapidly and their respect was restored among nations. Japan taught the world management principles such as KAIZEN (KAI – Continuous, ZEN – Improvement) and many other best practices that have defined and shaped management globally. Like Japan DBI can rise above all its challenges, shake off its shackles and launch out to become a dominant brand in Nigeria and beyond. Like the Japanese, we must adopt KAIZEN (Continuous Improvement) as a driving principle. We all can make this work. Envision a better and greater DBI in your minds and your vision would become our reality. DBI is blessed and so are YOU.

By Akin Ogunlade.

EXAMINING OURSELVES

"The unexamined life is not worth living" is a famous dictum widely credited to Socrates the Greek philosopher who lived in pre-medieval times. Though it was uttered hundred years ago, this maxim has remained true and applicable in both our personal life and the affairs of an organization. In stating this dictum Socrates espoused there is a higher sense of fulfillment in critically taking a deep look in our everyday living and examining whether we always put in our best in any endeavor and make adjustments where a change in the way we do things and conduct ourselves is needed. He believes that only then can the best be brought out in us. A distinct characteristic of humans as a higher form of creation (when compared to other animals) is the ability to evaluate its actions and performance. When we lose this trait, we lose part of our humanness. Everyone can always choose to evaluate his action, except we don't not to. As members of the DBI family, we can all choose to critically examine our contribution to the DBI and where we need to improve or make amendments we do so immediately. A family thrives when everyone decides to do his/her best. Fortunately, every one of us can perform beyond his/her best if we decide to do so. A common trait of true champions is the ability to examine their lives, performance and re-invent themselves with the aim of coming out stronger. You are that champion that DBI is counting on; a new YOU will do the institute immeasurable good, a new You is possible. A new YOU that sees the greatness of DBI beyond the mountains it has to climb. A You that will decide to be an agent of change in the DBI family. As we chart new PATHS greatness awaits all of us. DBI is Blessed and so are YOU.

By Akin Ogunlade.

TRUST THE PROCESS – PART 1

Trusting a process is very difficult because by default humans love to see the good and despite the difficulties that challenges and setbacks bring. However, when success is achieved, the euphoria and sense of fulfillment it brings quickly wipe away the tears and obliterate the memory of the challenges that were faced in the processes. Trusting a process requires persistence, perseverance, inner strength and determination. As a young man, Abraham Lincoln went to war a captain and returned a private. Afterwards, he was a failure as a businessman. As a lawyer in Springfield, he was too impractical and temperamental to be a success. He turned to politics and was defeated in his first try for the legislature, again defeated in his first attempt to be nominated for congress, defeated in his application to be commissioner of the General Land Office, defeated in the senatorial election of 1854, defeated in his efforts for the vice-presidency in 1856, and defeated in the senatorial election of 1858.

TRUST THE PROCESS – PART 2

Our greatest glory is not in never falling but in rising every time we fall. – Confucius. Sigmund Freud was booed from the podium when he first presented his ideas to the scientific community of Europe. He returned to his office and kept on writing. Today is remembered as one of the greatest Neurologist and Psychoanalyst. Robert Sternberg received a C in his first college introductory-psychology class. His teacher commented that "there was a famous Sternberg in psychology and it was obvious there would not be another." Three years later Sternberg graduated with honors from Stanford University with exceptional distinction in psychology, summa cum laude, and Phi Beta Kappa. In 2002, he became President of the American Psychological Association. Today is regarded as one of the world greatest Psychologist.

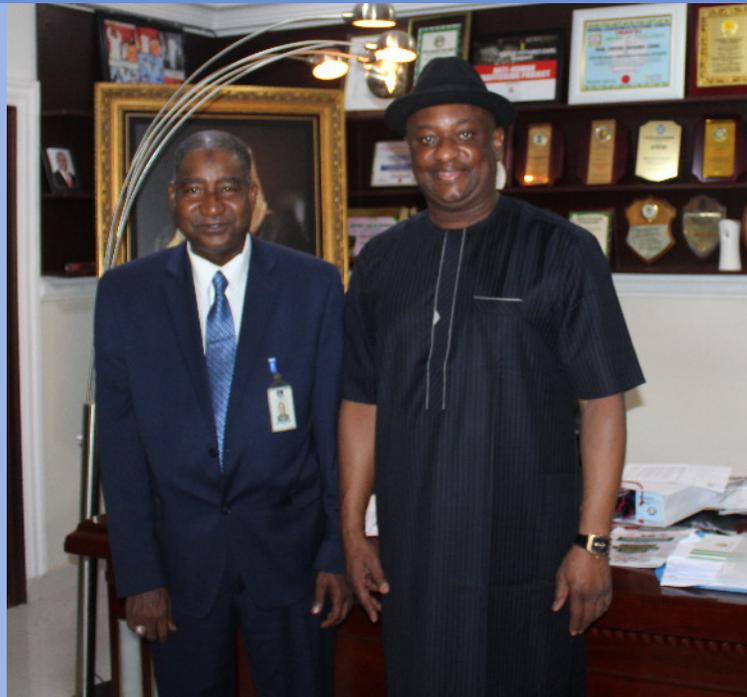
At about that time, he wrote in a letter to a friend, "I am now the most miserable man living. If what I feel were equally distributed to the whole human family, there would not be one cheerful face on the earth." Winston Churchill repeated a grade during elementary school and, when he entered Harrow, was placed in the lowest division of the lowest class. Later, he twice failed the entrance exam to the Royal Military Academy at Sandhurst. He was defeated in his first effort to serve in Parliament. He became Prime Minister at the age of 62. He later wrote, "Never give in, never give in, never, never, never - in nothing, great or small, large or petty - never give in except to convictions of honor and good sense. Never, Never, Never, Never give up." Believing and staying through the process is a mark of great achievers and performers. Lets stay through this process, a new DBI is emerging. DBI is bless and so are YOU.

By Akin Ogunlade.

Thomas Edison's teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive." As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps." Today, the light bulb is one of the greatest inventions that world has ever known. "Great success is built on failure, frustration, even catastrophe." ~ Sumner Redstone. The challenges we face today in our Institute would form the foundation of our success tomorrow. We don't need to give up. Lets stay focused, determined, persistent in our pursuit, innovative in our thinking, smart in our ventures and creative in work processes. God willing our efforts will be crowned with Success.

By Akin Ogunlade.

DBI PAYS COURTESY VISIT TO FESTUS KEYAMO SAN, HONOURABLE MINISTER OF STATE FOR LABOUR AND EMPLOYMENT



Courtesy visit to the Honorable minister of State and Labour for Employment (L-R) Dbi CEO Prof. Mohammed Ajiya and the Minister Festus Kayamo

The President/CEO of the Digital Bridge Institute (DBI), Engr. Prof. Mohammed Ajiya led the Management on a courtesy visit to the Honourable Minister of State for Labour and Employment, and foremost human rights activist, Barr. Festus Keyamo SAN. During the visit at the Ministry of Labour and Employment, Prof. Ajiya appreciated the Honourable Minister for his consistency in pushing the new Nigeria agenda through his years of selfless efforts for national reengineering and his recent focus on skills development and capacity of young people all over the country through several intervention programmes. Prof. Ajiya stated that the DBI as a training Institute established by the Nigerian Communications Commission is focussed on capacity building of the manpower of both government and private organizations especially in the evolving areas of ICT, Telecoms and general skills development for self-sustenance. He further stated that through the multi campus access of the DBI in all the geopolitical zones with residential facilities, (Abuja, Lagos, Kano, Asaba Enugu and Yola), DBI has been able to provide cutting edge access to skills development and enhancement in Nigeria. While receiving the DBI leadership, the Honourable Minister of State for Labour and Employment, Barr. Festus Keyamo SAN commended the leadership of the DBI for rendering invaluable service to the nation through capacity building. He noted that capacity building for impactful change is one of the measures to ensure sustainable development of the country. The DBI's delegation was led by the President/CEO, Prof. Mohammed Ajiya, accompanied by Head of Research, Education and Training, Mr. Paulinus Ugwoke, Mrs. Ngozi Nwoche, Head of Business Development and Client Services, Mr. Akin Ogunlade, Head of Public Affairs and Mr. Daniel Mkpa IT Officer.

Signed:

Akin Ogunlade
Head, Public Affairs
25th May, 2021



Prof. Sagir Adamu Abass, BUK VC and DBI President/CEO Prof. Mohammed Ajiya during the courtesy visit to Dbi.

PRESS RELEASE!!!!!! The leadership of the Digital Bridge Institute (DBI) led by President/CEO, Prof. Mohammed Ajiya was honoured with a working visit by the Vice-Chancellor of Bayero University Kano (BUK) Prof. Sagir Adamu Abass on the 16th June 2021. The visit was in furtherance of the partnership between BUK and DBI on the establishment of innovative courses in the fields of telecoms and ICT to equip the evolving ICT industry with the needed skills to enable a digital economy in line with the policy of the Federal Government. The courses are also targeted at making Nigeria the human resource hub for digital skills. The meeting further discussed strategies to deepen the collaboration between BUK and the DBI as well as facility tour of the DBI ICT studios and laboratories. Prof. Sagir Adamu Abass commended the Nigerian Communications Commission (NCC) for establishing the DBI, and rehashed the commitment of the BUK to foster the collaboration.

Prof. Ajiya stated that the DBI is solely established to equip practitioners in all fields relating to ICT with the needed knowledge and skills to improve their performance and deliver smartly with technology. He expressed the appreciation of the DBI to the Vice-Chancellor and the entire BUK team for the impactful collaboration. The DBI's management team in attendance at the meeting were Engr. Prof. Mohammed Ajiya, President/CEO, Paulinus Ugwoke, Head, Research, Education and Akin Ogunlade, Head of Public Affairs.

Signed:
Akin Ogunlade
Head, Public Affairs, DBI

AVOIDING NARCISSISM IN THE WORK PLACE

So many years ago in the ancient cities of Greece, there existed a man blessed with amazing beauty and he was impossibly handsome. His name was Narcissus. He was greatly admired by everyone but seemed not to care or show empathy. One day, as he was passing through a garden, the lovely nymph Echo saw Narcissus and fell in Love with him. However, she could not muster the courage to tell Narcissus, so she followed him from a distance calling out his name. Every time Narcissus turned back to see who was calling him, he found no one. Finally, Echo approached Narcissus and told him of her admiration, but to her utmost dismay, Narcissus talked down on her and dismissed her love. Echo felt heartbroken and withdrew to her little village, she sat idle every day, wasting away and died with only her voice remaining to echo her plight. When one of the Greek gods heard what Narcissus did to Echo, she deceived him to a stream and stylishly beguiled him to look at his image in the waters. He saw the most amazing and beautiful image he had ever seen and fell madly in love with it, not knowing that it was the image of himself. Falling in Love with his reflection made it difficult for him to appreciate the beauty and good in any other person. He became miserable for the remainder of his life and died depressed. The character of Narcissus is the origin of the term narcissism, a fixation with oneself. This quality, in turn, defines narcissistic personality disorder, a condition marked by grandiosity, excessive need for admiration, and an inability to empathize and see the good in others. Narcissists always have elevated egos, pride, and over-inflated self-image. They see no good in others. They are attention-seeking and always fight for status. Narcissists are one of the major pollutants of the atmosphere in an organisation, they cause conflicts, interpersonal discords, rivalry, gossips, peddlers of falsehood, and take actions that only massages their egos. Narcissists are very destructive they never help others grow, they always tend to act selfishly. They get annoyed when their rosy view of themselves are challenged. Everybody is wrong except them. They are people with stricken psyche. When the Psyche is stricken by trauma and neglect, the ego becomes overzealous and rationalizes itself into thinking and acting in selfish and callous ways towards others. It is an overactive defense mechanism that Narcissistic people use to act in violent and vicious ways. Our noble Institute (DBI) does not need Narcissists or Narcissistic actions, we want men and women who are builders, enablers, champions, and those that emphasize and bring out the best in others. Today, we are calling on all narcissists or people with Narcissistic tendencies among us to embrace the path of Love, Peace, and Harmony. Today Echo is crying for what Narcissus did to her, that is why we still hear her voice everyday. Together we can build a better DBI. The Golden rule still remains: LOVE YOUR NEIGHBOUR AS YOURSELF.

Akin Ogunlade
Head, Public Affairs
2nd August, 2021.

DUCK OR EAGLE? By Anonymous:

DUCK OR EAGLE? You decide. I was at the airport when a taxi driver approached me. The first thing I noticed in the cab was a phrase, I soon read: - Duck or Eagle? You decide. The second thing I noticed was a clean, shiny cab, the driver well dressed, white shirt and well pressed pants, with a tie. The taxi driver got out, opened the door for me and said: "I am John, your chauffeur. While I'm putting your luggage away, I'd like you to read on this card what my mission is." On the card was written: John's Mission - To get my clients to their destination quickly, safely and economically, while providing a friendly environment. I was impressed. The interior of the cab was equally clean. John asked me: "Would you like some coffee?" Joking with him I said: "No, I'd rather have a juice. He immediately replied: "no problem. I have a thermos with regular juice and also diet juice, as well as water," he also told me: "if you wish to read, I have today's newspaper and also some magazines." As the race began John told me: "These are the radio stations I have and this is the repertoire they play." As if that wasn't enough, João even asked me if the temperature of the air conditioning was good. Then he told me what was the best route to my destination and if I wanted to talk to him or if he preferred that I not be interrupted. I asked: "Do you always serve your customers like this?" "No," he replied. "Not always. Only in the last two years. My first few years as a taxi driver I spent most of my time complaining just like the other taxi drivers. One day I listened to a doctor who was a specialist in personal development. He wrote a book called :Who you are makes the difference!

He said: If you get up in the morning expecting to have a lousy day, you certainly will. Don't be a DUCK! Be an eagle! Ducks just make noise and complain, eagles soar above the pack. I was all the time making noise and complaining. So I decided to change my attitudes and be an eagle. I looked at the other cabs and drivers. The dirty cabs, the unfriendly drivers, and the dissatisfied customers. I decided to make some changes. Since my customers responded well, I made a few more changes. In my first year as an eagle, I doubled my turnover. This year, I have already quadrupled it. You are lucky you took my cab today. I am no longer at the cab stand. My customers book through my cell phone or send me a message. If I can't pick up, I get a trusted "Eagle" taxi driver friend to do the job." John was different. He offered a limousine service in a regular cab. John, the taxi driver, decided to stop making noise and complaining like ducks do and started flying over the group like eagles do. It doesn't matter whether you work in an office, with maintenance, a teacher, a civil servant, a politician, an executive, an employee, a freelancer, or a taxi driver! How do you behave? Are you dedicated to making noise and complaining? Or are you elevating yourself above the others? Remember: THE DECISION IS YOURS! That key only opens from the inside! AND YOU HAVE LESS AND LESS TIME TO CHANGE! 2022 will be nothing new if we don't have new attitudes! May we be better fathers, * better husbands *better wives, better mothers, better children, better friends, better Christians, Muslims! May we not repeat the mistakes of the past! May we pray more, praise more, thank more! LET'S BE EAGLES

✉ IN 2022 ! God bless ur day

