

Hosted by:



**M. BRYAN
CONSULTING
LIMITED**



1st **WORLD'S FIRST** **ITTEC** **2025** INTERNATIONAL
TRAINING
TRANSFER
EFFECTIVENESS
CONFERENCE

Theme:

FROM TRAINING TO TRANSFORMATION

**Unlocking Performance Through
Effective Training Transfer**



 **Lagos Oriental Hotel, Lagos, Nigeria.**

Africa's Biggest Gathering on Training Transfer Effectiveness



Theme: FROM TRAINING TO TRANSFORMATION

The MasterMind Program

Why Join the MasterMind Program?

A **14-week journey** to transform your role from an **HR** or **L&D** professional to a strategic business partner.

Top 3 Benefits

- ▶ Demonstrate measurable **ROI** and **ROE** through effective training.
- ▶ Engage stakeholders and build buy-in for your training initiatives.
- ▶ Position yourself as a strategic leader, not just a training facilitator.

Key Takeaways

- Align training with business outcomes.
- Apply proven models like **PDP** and **NVP**.
- Showcase training results that matter.

Why Choose This Program?

Because training is more than an event—it is a strategic tool for growth. Join a community that turns training into business success.

Ready to make training work and prove it?

Enroll now and transform your professional impact!

✉ info@mbryanconsultinggroup.com 🌐 www.mbryanconsultinggroup.com M. Bryan Consulting

[mbryanconsultingltd](https://www.instagram.com/mbryanconsultingltd) [MbryanColtd](https://www.x.com/MbryanColtd)

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Theme: FROM TRAINING TO TRANSFORMATION

TABLE OF CONTENT

- Nigerian National Anthem and Nigerian National Pledge
- The CEO, of M.Bryan Consulting Limited and Convener ITTEC
- His Excellency Bola Ahmed Tinubu, GCFR. President, Commander- In- Chief of Armed Forces Federal Republic of Nigeria
- His Excellency Babajide Olusola Sanwo Olu Executive Governor Lagos State
- Institute for Transfer Effectiveness (ITE)
- About M.Bryan Consulting Limited
- Knowly
- Welcome Address by the Convener of ITTEC 2025 and CEO of M.Bryan Consulting Ltd
- ITTEC 2025 Chairperson's Welcome Speech
- First Bank
- The Bigger Picture: Why ITTEC Exists
- The ITTEC 2025 Experience
- Kholas Professional Services Limited
- The TTE Breakfast Meeting Series
- Goodwill Message from NITAD
- Goodwill Message from LDNI
- Goodwill Message from GLaDNet
- Goodwill Message from AEHRP
- Trevato
- MasterMind Program
- Advert - Rald & Vid Consulting and Stitchitin Solutions World
- ITTEC 2025 Planning Committee
- Advert - Tricy Global Limited
- ITTEC 2025 Program of Events
- Yemisi Peters Consulting and Aero PRO
- Special Guest Speakers and Keynote Speaker
- Printhouse Nigeria Limited and Cosmo Consult Limited
- Panelists
- Session Speakers
- WELLSAGE LIMITED
- Sage Scribes Consultants
- SAVE THE DATE ITTEC 2026
- Appreciation



Theme: FROM TRAINING TO TRANSFORMATION

National Anthem and Pledge



**Nigeria, we hail thee,
Our own dear native land,
Though tribe and tongue may differ,
In brotherhood we stand.
Nigerians all, are proud to serve
Our sovereign Motherland.**

**Our flag shall be a symbol
That truth and justice reign,
In peace or battle honoured,
And this we count as gain,
To hand on to our children
A banner without stain.**



**(The National Prayer)
O God of all creation,
Grant this our one request:
Help us to build a nation
Where no man is oppressed,
And so with peace and plenty,
Nigeria may be blessed.**

**I pledge to Nigeria my country,
To be faithful, loyal and honest.
To serve Nigeria with all my strength,
To defend her unity, and uphold her honour and glory.
So, help me, God.**



Theme: FROM TRAINING TO TRANSFORMATION



SANDRA IHENACHO (The Oracle)

**The CEO, of M. Bryan Consulting
Limited and Convener ITTEC**



Theme: FROM TRAINING TO TRANSFORMATION



His Excellency Bola Ahmed Tinubu

**GCFR. President,
Commander- In- Chief of Armed
Forces Federal Republic of Nigeria**



Theme: FROM TRAINING TO TRANSFORMATION



His Excellency Babajide Olusola Sanwo Olu
Executive Governor Lagos State



Theme: FROM TRAINING TO TRANSFORMATION

WHAT MAKES TRAINING REALLY WORK

12 Levers of Transfer Effectiveness®

TRANSFER VOLITION

Yes, I'll stay on the ball and follow through!

SELF-EFFICACY

Yes, I CAN!

TRANSFER MOTIVATION

Yes, I WANT this!

TRANSFER EXPECTATIONS IN THE ORGANIZATION

People in the organization notice when I (don't) apply what I have learned!

SUPPORT FROM PEERS

My colleagues are backing me on implementing what I have learned!

SUPPORT FROM SUPERVISORS

My supervisor requires and encourages implementation!

CLARITY OF EXPECTATIONS

I know, what I'm supposed to learn and do, and I want to do it!

CONTENT RELEVANCE

The contents are practical and relevant to me!

ACTIVE PRACTICE

I already experienced, practiced, and tried it during training!

TRANSFER PLANNING

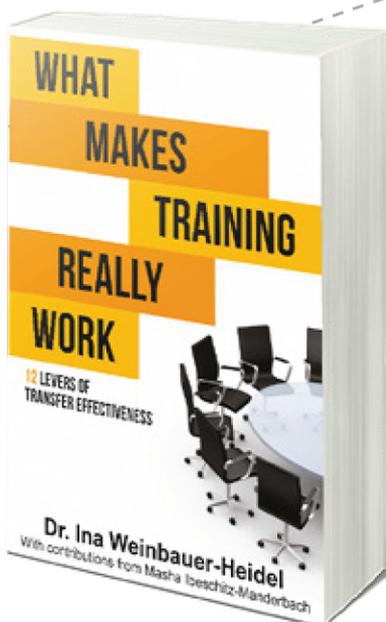
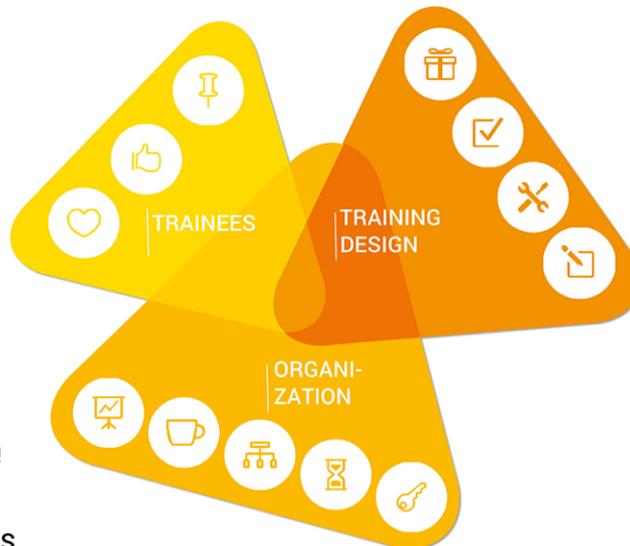
I know what I have to do, step by step, after training!

OPPORTUNITIES FOR APPLICATION

It's possible for me to apply what I've learned to situations in my day-to-day work!

PERSONAL TRANSFER CAPACITY

My working day allows me to take time to apply what I learned!



What Makes Training Really Work

Your guide to solving the transfer issue

With more than 50 tools and interventions that L&D managers, training providers and trainers can use to maximize the effectiveness of any training program.

www.transfereffectiveness.com/book



Theme: FROM TRAINING TO TRANSFORMATION

About M. Bryan Consulting Limited

M. Bryan Consulting Limited is a Human Capital Development organization focused on **Training Transfer Effectiveness (TTE)** helping businesses achieve measurable **ROI and ROE** through training, coaching, mentoring, and HR consulting.

We partner with organizations to unlock the full potential of their people, ensuring every learning experience drives performance and sustainable business growth.

When your people excel, your business transforms.

Vision

To be the company of first choice in organizational transformation in sub-sahara Africa.

Mission

To help organizations achieve exceptional success through their investment in their PEOPLE.

To always surpass profitability targets and exceed stakeholders expectations.

Values (PIITS)

Passion | Innovation | Integrity | Teamwork | Service Excellence

Our philosophy is anchored on the **LISO Effect** — Leadership, Impact, Sustainability, and Organizational Empowerment.

Our Core Services

1. Training & Development

At *The Laboratory*, our Training Academy, learning goes beyond instruction — it's an **experiment in impact**. We design transfer-driven programs that ensure knowledge and skills are **applied on the job** to produce measurable business results.

Focus Areas

- Leadership & Management
- Human Resource Management
- People Development & Team Effectiveness

Why Choose Us

- Hands-on, real-world learning
- ROI & ROE-driven design
- Creative, Connected, and Innovative (CCI) methodology

2. Coaching Services

Our coaching solutions transform people and empower organizations to perform at their best.

Whether for individuals, teams, or entire divisions, our certified coaches deliver measurable growth and sustainable transformation.



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Our Coaching Portfolio

- Executive Coaching – shaping visionary, agile leaders
- Leadership Coaching – building authentic, high-impact managers
- Career Coaching – fostering retention and career growth
- Life Coaching – supporting balance and purpose
- Team & Group Coaching – driving collaboration and cohesion

Distinct Edge

- Tailored programs for any size of organization
- Seasoned business coaches with proven track records
- Results focused on performance, engagement, and growth

3. Mentoring Services

Our mentoring solutions are powered by the **LISO Effect**, creating cultures where people lead, impact, sustain, and empower others. We design inclusive mentoring programs that strengthen leadership pipelines and build thriving, accountable teams.

Highlights

- Custom design for your culture and goals
- End-to-end lifecycle support
- Data-driven tracking for measurable impact
- Sustainable mentoring cultures that last

4. HR Consulting

We align HR strategy with business goals, helping organizations operate efficiently, engage talent, and sustain performance. Our consulting services cover both **corporates** and **SMEs**, ensuring HR becomes a strategic business partner.

Key Offerings

- **HR Audit (HA):** Optimize HR processes for efficiency and compliance.
- **HR Business Partnering (HRBP):** Align HR with strategic growth.
- **HR for SMEs:** Building structures for startups and small businesses through Foundation, Standard, and Premium packages.

Each service delivers **customized, actionable strategies** that position HR as a true growth driver.

Why Organizations Choose M.Bryan Consulting

- Leadership Focus at all levels
- Measurable ROI & ROE outcomes
- Sustainable strategies for long-term growth
- Tailored, end-to-end solutions
- Proven expertise in training transfer effectiveness and people development

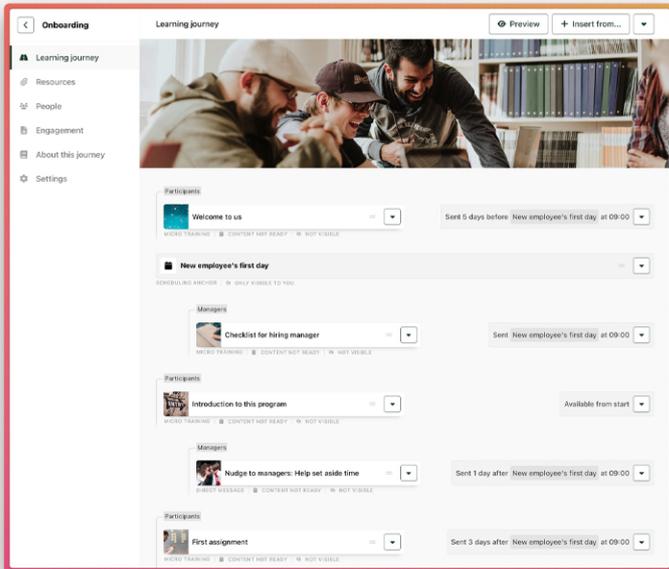


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Stop hoping that training will stick.

With Knowly, your learning programs reliably turn into **lasting behaviors.**



Knowly's learning journeys support employees in taking action on the job, and nudge their manager at just the right time.

One tool, multiple use-cases

Whether you're (re)designing an onboarding program, developing leaders, or driving adoption of new digital tools, Knowly provides the structure and automation to turn learning into action.

- Onboarding new employees**

 - COMPANY-WIDE**
Weekly nudges direct employees to the right e-learnings, policies, and resources, with clear instructions and links.
 - LOCAL INTRODUCTION**
Weekly PPP check-ins are shared with the manager, making one-to-ones more focused and effective.
- Introducing new managers**

 - COMPANY-WIDE**
Nudges guide new managers through essentials, from HR processes to leadership expectations.
 - LOCAL INTRODUCTION**
Weekly PPP check-ins are shared with the hiring manager, creating a dialogue that makes support timely and personal.
- Classroom training and programs**

Prepares participants before each module. Guides them to create and follow through on implementation plans. Provides managers with clear tips to stay involved and support.
- AI activation** TRENDING

Employees commit to one concrete AI behavior to test. Knowly provides the support to act, reflect, and keep going. Managers get simple tips to follow up and encourage confidence.

TRUSTED BY L&D LEADERS LIKE



Stop hoping your programs will deliver. Start knowing they will.

Book a demo and see how Knowly can support your next onboarding, leadership program, or change journey.



Theme: FROM TRAINING TO TRANSFORMATION

WHERE WE FIT

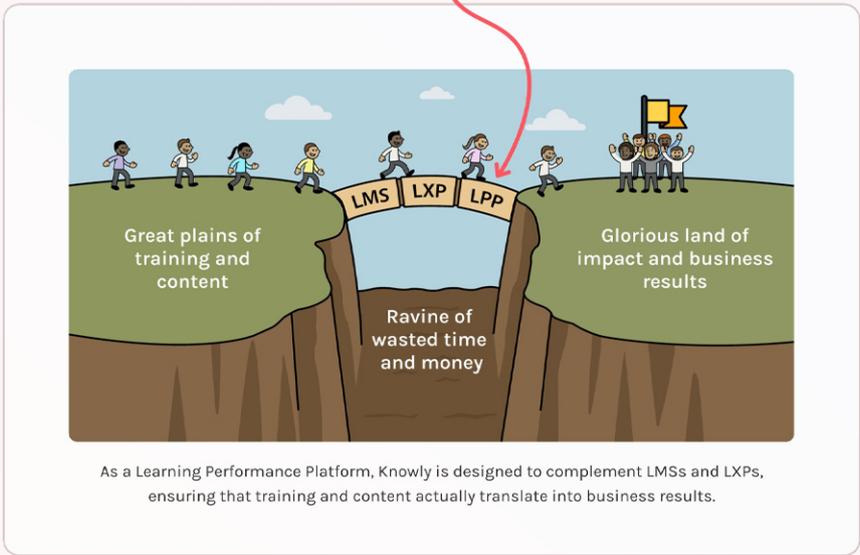
We support participants and managers in applying what they learn on the job

The LMS handles administration. The LXP curates content. An intranet shares information. All important, but none provide the support people need to turn learning into action.

Knowly is a learning performance platform that adds what LMSs and LXPs don't: the support employees and managers need to turn learning into action.

| | |
|------------|---|
| LMS | Handles admin |
| LXP | Curates content |
| Intranet | Shares information |
| LPP | Supports employees and managers in taking action |

This is us!





Theme: FROM TRAINING TO TRANSFORMATION

Welcome Address by the Convener of ITTEC 2025 and CEO of M.Bryan Consulting Limited

Dear Esteemed Delegates,

It is with profound joy and purpose that I welcome you to the **International Training Transfer Effectiveness Conference (ITTEC) 2025** the **First** and **Largest** gathering in Africa dedicated exclusively to advancing **Training Transfer Effectiveness (TTE)** and proving measurable **ROI** and **ROE** on every training investment.

Across our continent, organizations are investing billions in training each year, yet many struggle to see visible performance outcomes. **ITTEC 2025** was born to change that narrative. It is our collective call to action, a movement to make *Training Transfer Effectiveness a standard, not an exception.*

Here, we move beyond the question of “Did the training happen?” to the more powerful question: “Did the training transform?”

At M.Bryan Consulting Limited, we have spent years developing Africa’s first integrated **Training Transfer Effectiveness Operating System (TTE-OS)** built on three proprietary pillars: the **Needs Validation Process (NVP) Model**, the **PDP Training Transfer Effectiveness Model**, and the **TTE Sustainability Framework**. These are not theories; they are proven systems that turn training into transformation, ensuring knowledge moves from the classroom to the workplace and delivers tangible business results.

As you immerse yourself in this two-day experience, you will encounter visionary leaders, world-class thinkers, practical models, frameworks, and tools that will reshape how you design, deliver, and measure learning. You will also witness Africa’s rising voice in the global conversation on learning impact, a voice that says we are **ready to measure, sustain, and multiply results.**

Let ITTEC 2025 ignite a new era for your organization, one where training becomes a strategic lever for performance, not a budget line for activity. Together, we are building a continent where every training investment produces transformation, every program yields evidence, and every organization can boldly say: *“Our training worked.”*

Welcome to the movement.

Welcome to **ITTEC 2025.**

Welcome to Transformation through Training Transfer Effectiveness.

With every confidence in Africa’s potential,

Sandra Ihenacho “The Oracle”

Conference Convener & CEO, M.Bryan Consulting Limited

Africa’s Leading Voice on Training Transfer Effectiveness



Theme: FROM TRAINING TO TRANSFORMATION

ITTEC 2025 Chairperson's Welcome Speech

The International Training Transfer Effectiveness Conference 2025

Good Morning, Distinguished Guests, Facilitators, Colleagues, and Participants.

On behalf of the organizing committee, it is my great pleasure to welcome you to this groundbreaking conference, which incidentally is the world's first ever **International Training Transfer Effectiveness Conference (ITTEC 2025)**. It is truly inspiring to see such a diverse and dedicated group of professionals, leaders, educators, trainers, innovators, and lifelong learners gathered here, united by a shared commitment to improving how learning translates into measurable workplace performance.

As the Chairperson of this year's conference, I am delighted to see the growing commitment to changing the narrative about training, as training is only as valuable as the change it brings about. Too often, we invest time and resources into developing our people, only to find out that new knowledge and skills are not consistently applied on the job for measurable returns. We are living in an era of rapid change, technology is evolving, business models are shifting, and new skills are demanded almost daily. In such times, application of insights garnered from training are the **strategic drivers of growth, innovation, and resilience**.

The theme of the conference "**From Training to Transformation: Unlocking Performance Through Effective Training Transfer,**" underscores the importance of fostering sustainable learning environments that yield **measurable, long-term outcomes**. This conference is our opportunity to explore how we can ensure that learning does not end when the training session does, but continues to drive performance, innovation, and growth across our organizations.

Over the next two days, you will hear from leading experts, engage in insightful discussions, and share your own experiences and best practices. Together, we will examine the critical factors that influence training transfer effectiveness Executive leadership support, HR & L&D, Line Manager, The Employee, Trainer (Internal or External) and the Work Environment/Process.

I encourage each of you to take full advantage of this gathering: ask questions, challenge ideas, network widely, and most importantly, think about how what you learn here can be applied in your own context.

Let us make this conference not just a platform for dialogue, but a catalyst for lasting impact.

Once again, welcome to the **International Training Transfer Effectiveness Conference 2025**.

I wish you all an engaging and enriching conference ahead!

Thank you.

Nkechinyere Ojiego

Lead, Partner

Kholas Professional Services Limited



Theme: FROM TRAINING TO TRANSFORMATION



First Bank of Nigeria Limited “FirstBank”, established in 1894, is the premier bank in West Africa, one of the leading financial inclusion service providers in Africa, and a digital banking giant.

FirstBank’s international footprints cut across three continents- Africa, Europe and Asia, with FirstBank UK Limited in London and Paris; FirstBank in The Democratic Republic of Congo, The Gambia, Ghana, Guinea and Sierra Leone; FBNBank in Senegal; and a FirstBank Representative Office in Beijing, China. All the subsidiary banks are fully registered by their respective Central Banks to provide full banking services. Besides providing domestic banking services, the subsidiaries also engage in international cross-border transactions with FirstBank’s Non-Nigerian Subsidiaries and the representative offices in Paris and China facilitate trade flows from Asia and Europe into Nigeria and other African countries.

For over 13 decades, FirstBank has built an outstanding reputation for solid relationships, good corporate governance, and a strong liquidity position, and has been at the forefront of promoting digital payment in the country with over 13 million cards issued to customers (the first bank to achieve such a milestone in Nigeria). FirstBank has continued to make significant investments in technology, innovation and transformation, and its cashless transaction drive has been steadily accentuated with more than 25 million active FirstBank customers signed up on digital channels including the USSD Quick Banking service through the nationally renowned *894# Banking code.

With over 43 million customer accounts (including digital wallets) spread across Nigeria, UK and sub-Saharan Africa, the Bank provides a comprehensive range of retail and wholesale financial services through more than 820 business offices and over 300,000 agent locations spread across 772 out of the 774 Local Government Areas in Nigeria.

In addition to banking solutions and services, FirstBank provides pension fund custody services in Nigeria through First Pension Custodian Nigeria Limited and nominee and associated services through First Nominees Nigeria Limited.

Our vision is ‘To be Africa’s Bank of first choice’ and our mission is ‘To remain true to our name by providing the best financial services possible. This commitment is anchored on our core values of EPIC - Entrepreneurship, Professionalism, Innovation and Customer-Centricity. Our strategic ambition is ‘To deliver accelerated growth in profitability through customer-led innovation and disciplined execution and our brand promise is always to deliver the ultimate “gold standard” of value and excellence to position You First in every respect.

Please see details of our leadership here: <https://www.firstbanknigeria.com/home/about/leadership/>



Theme: FROM TRAINING TO TRANSFORMATION

The Bigger Picture: Why ITTEC Exists



ITTEC 2025 is more than a conference; it is one of several platforms driving a continental transformation in how Africa measures and sustains training impact.

At the heart of this movement is the **Training Transfer Effectiveness Operating System (TTE-OS)** a groundbreaking innovation developed by **M.Bryan Consulting Limited** to solve one of the most persistent challenges in Learning and Development: ensuring that what is learned in the training room actually transforms performance and drives measurable **ROI** and **ROE** in the workplace.

Our Journey and Innovation

Since 2011, our team at M.Bryan Consulting has devoted over a decade to researching, testing, and refining a system that bridges the gap between learning and performance.

That system is now fully realized as the **TTE-OS**, officially copyrighted in 2025, comprising:

- 1. The Needs Validation Process (NVP Model)** – Determines whether a performance issue requires a *training, non-training, or integrated* intervention.
- 2. The PDP Training Transfer Effectiveness Model** – Structures the Pre, During, and Post phases of training to ensure knowledge application and measurable impact.
- 3. The TTE Sustainability Framework** – Embeds reinforcement and accountability structures that sustain behavioral and performance change over time.

Grounded in the works of **Kirkpatrick's Four Levels of Training Evaluation** by James and Wendy Kayser Patrick and **Dr. Ina Weinbauer-Heidel's work What Makes Training Really Work – 12 Levers of Transfer Effectiveness**, the TTE-OS represents Africa's first fully integrated transfer system built by Africans, tested in Africa, for the realities of African organizations and beyond.



Theme: FROM TRAINING TO TRANSFORMATION

What ITTEC Stands to Achieve

ITTEC 2025 is the public stage of this movement. It was created to:

- **Mobilize leaders** across sectors to make Training Transfer Effectiveness a continental standard.
- **Showcase Africa's voice** in the global conversation on learning impact.
- **Equip HR and L&D professionals** with practical systems to demonstrate ROI & ROE.
- **Create a united ecosystem** of CEOs, HR leaders, line managers, trainees, and trainers jointly responsible for training success.
- **Launch sustainable communities of practice** that continue the work long after the conference ends.

Through ITTEC, we are institutionalizing accountability, redefining performance learning design, and embedding a results-driven mindset across Africa's organizations.

Our Continental Platforms

ITTEC is one part of a larger ecosystem of initiatives by **M.Bryan Consulting Limited** to propagate this vision:

- **Monthly TTE Breakfast Meetings** — hosted in cities across Africa (Lagos, Accra, Kigali, and beyond), creating cross-border conversations on ROI & ROE.
- **Weekly Free Webinars on Training Transfer Effectiveness** — reaching over 2,000 professionals to date.
- **The MasterMind Program** — a deep-dive certification pathway where HR & L&D professionals learn and apply the NVP, PDP, and Sustainability Framework in their own organizations.
- **The TTE Hubs Community which comprises of the TTE Ambassadors and Advocates** connecting practitioners and trainers committed to embedding TTE standards in their countries.
- **Thought Leadership & Advocacy** — through social media, white papers, keynotes, and mentoring of emerging L&D professionals across Africa.

Our Measurable Impact (So Far)

- **200+ organizations** engaged across Nigeria, Ghana, Rwanda, Kenya, Egypt, and the UAE.
- **2,000+ professionals** reached through our training programs and webinars.
- **6 countries** actively implementing aspects of the TTE-OS.
- **Recognized Innovation:** Winner of the Most Creative Trainer of the Year (Corporate Category) by the **Nigerian Institute of Training and Development (NITAD) in 2025.**

Our Vision for 2025–2030

Between 2025 and 2030, M.Bryan Consulting is leading a six-year continental mandate to make **Training Transfer Effectiveness a Standard, not an Exception** across African organizations. Through ITTEC, the MasterMind Program, and the TTE-Hubs, we are building a generation of **TTE**



Theme: FROM TRAINING TO TRANSFORMATION

The ITTEC 2025 Experience

From Training to Transformation: Unlocking Performance Through Effective Training Transfer
At ITTEC 2025, learning goes beyond the conference hall it becomes a movement.

Over the next two days, delegates will journey through an unforgettable experience designed to shift mindsets, sharpen strategy, and ignite transformation across Africa's learning and development landscape.

Day One: Pre-Training — The Foundation for Transformation

The opening day sets the stage for change. Delegates will walk into a vibrant atmosphere of insight, innovation, and connection greeted by the Blue Carpet, exhibition booths, and industry networking.

The journey begins with **The Oracle's Story "How the Journey Began"**, followed by goodwill messages from our strategic partners and an inspiring keynote by **Melanie Martinelli** on how training transfer is won or lost before training even begins.

The day unfolds with:

- **The Unveiling of the TTE-OS:** Sandra "The Oracle" Ihenacho introduces Africa's first integrated **Training Transfer Operating System (TTE-OS)** — the NVP Model, PDP Model, and TTE Sustainability Framework.
- **The C-Suite Panel:** CEOs and senior executives discuss how leadership commitment turns learning investments into business impact.
- **Technical Sessions:** From fixing root causes before training to aligning training with business objectives and embedding sustainability, delegates discover how to make transfer measurable and lasting.
- **Transformation Lab:** A dynamic close to Day One — translating insights into actionable commitments.

By sunset, delegates will leave Day One not only inspired but equipped with the structure to start transforming their organizations.

Day Two: During & Post-Training — From Insight to Impact

Day Two dives deeper into the science and art of sustaining transfer. The morning opens with reflections and insights from Day One, followed by **Dr. Akin Oparison** on *repositioning HR and L&D for the Transfer Era*.

Through a powerful lineup of sessions and labs, participants will explore:

- **Measurement and Analytics:** Melanie Martinelli returns to unpack "Measuring What Matters: Proving Impact Beyond the Classroom."
- **Innovation in Learning:** Russell Rogers challenges old paradigms with "The Innovation Edge: Rethinking How We Learn, Apply, and Perform."



Theme: FROM TRAINING TO TRANSFORMATION

- **High-Impact Panels & Tracks:** Interactive discussions and concurrent sessions offer tailored learning across tracks such as ROI & ROE Measurement, Strategic Partnership, Business Alignment, the Workplace Factor, and The TTE Ecosystem.
- **Hands-On Lab:** Delegates roll up their sleeves to design a Training Impact Plan using the TTE-OS models.
- **The Grand Close:** A sneak peek into The Training Transfer Effectiveness Blueprint book — the definitive guide to transforming Africa's training landscape.

The experience concludes with joint reflections with the Knowly presentation — turning every learning into commitment, every commitment into measurable transfer.

Beyond the Two Days

The ITTEC experience does not end at the venue. It continues through:

Monthly TTE Breakfast Meetings across African cities,

Weekly Webinars reaching thousands of professionals,

The MasterMind Program — an in-depth, certification pathway into the TTE-OS,

And the growing **TTE Hubs** — Africa's voice for ROI and ROE accountability.

At **ITTEC 2025**, you are not just attending another conference

We are **shaping a Continental Legacy.**

We are making **Training Transfer Effectiveness a Standard, not an Exception.**



Theme: FROM TRAINING TO TRANSFORMATION

Kholas Professional Services Limited

Kholas Professional Services Limited Proposal



Motto: "Learn Something New Everyday"

OUR SERVICES



HR Strategy
& Planning



Recruitment &
Talent Acquisition



Training
and
Development



Mentoring & Coaching



Program Anchor



Team Bonding
Activities
Coordination

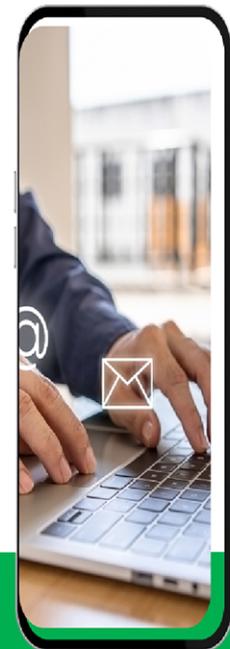
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Greenfield Estate, Okota
Lagos





Theme: FROM TRAINING TO TRANSFORMATION

The TTE Breakfast Meeting Series



**Ghana Breakfast Meeting
- Thursday May 29, 2025**



Lagos Breakfast Meeting – Friday June 20, 2025



Africa's Biggest Gathering on Training Transfer Effectiveness



Theme: FROM TRAINING TO TRANSFORMATION



Rwanda Breakfast Meeting – Thursday August 14, 2025





Theme: FROM TRAINING TO TRANSFORMATION

Goodwill Message from NITAD

Goodwill Message Delivered by Mr. Bulus James, President/Chairman of Council, Nigerian Institute of Training and Development (NITAD), at ITTEC 2025, at Oriental Hotel, Lagos, November 13, 2025, Theme: From Training to Transformation: Unlocking Performance Through Effective Training Transfer.

Protocol

I bring greetings from the Nigerian Institute of Training and Development (NITAD), and wish to congratulate M. Bryan Consulting for this giant step, taken to bring to the fore the relevance of Effective Training Transfer in our organizations.

This goodwill message frames training transfer as the essential challenge for our profession: training alone is an event, but lasting performance requires continuous, effective transfer from learning to on-the-job practice. The theme is a call to move from “training” to “transformation.”

Three pillars of effective training transfer:

I want us to focus on three critical pillars that ensure training investment yields transformational results:

- 1. Optimizing Learner Readiness and Design:** align training with clear business goals, ensure contextual relevance, and boost learners’ motivation and self-efficacy.
- 2. Catalyzing the Work Environment:** the workplace must support transfer; a hostile or indifferent environment will derail learning outcomes.
- 3. Measuring for Impact and Continuous Improvement:** shift from reaction-level evaluation to impact metrics (ROI/ROE) using models like Kirkpatrick or Brinkerhoff, with longitudinal follow-up over months.

Call to action for attendees:

- i. Be a strategist, not just a coordinator; elevate the why and how of transfer.
- i. Mobilize managers to own the transfer process.
- ii. Embed transfer into organizational policy, culture, and reward systems.

NITAD’s role and commitment:

- a. Set standards for L&D practitioners to ensure quality and relevance.
- b. Provide professional development (MCPE and related programs) to promote on-the-job transfer.
- c. Facilitate knowledge exchange, accreditation, and research to advance training transfer in Nigeria.
- d. Commitment to practical, measurable training outcomes

This Conference pledge to unlock performance through training, and turning learning activities into sustained, measurable organizational transformation. I therefore, encourage all delegates to drive change in their respective organizations, to justify investments in capacity development. I thank you for listening.

E-Signed

Bulus James, FITD, FAMT, LDS, President/Chairman of Council, NITAD.



Theme: FROM TRAINING TO TRANSFORMATION

Goodwill Message from LDNI



GOODWILL MESSAGE FROM THE PRESIDENT, LEARNING AND DEVELOPMENT NETWORK INTERNATIONAL (LDNI)

On behalf of the Learning and Development Network International (LDNI), I extend warm greetings and heartfelt congratulations to the organizers and participants of the **International Training Transfer Effectiveness Conference (ITTEC) 2025**.

LDNI is proud to support this groundbreaking initiative - the first of its kind globally - dedicated to advancing **Training Transfer Effectiveness (TTE)**. ITTEC 2025 represents a significant step toward transforming learning outcomes into measurable performance and impact across African workplaces.

As a community of professionals committed to excellence, we believe that collaboration is the key to driving sustainable change. I encourage every delegate to engage deeply, share generously, and return to their organizations ready to translate learning into action.

Together, we can raise the standard of learning and performance across Africa and make training truly transformative.

A handwritten signature in black ink, appearing to read 'Olumide Ajomale'.

Olumide Ajomale FCA, LDM

President, Learning and Development Network International (LDNI)



Theme: FROM TRAINING TO TRANSFORMATION

Goodwill Message from GLaDNet

Greetings from Ghana

Akwaaba! Welcome!



On behalf of the Ghana Learning and Development Network (GLaDNet), I am pleased to extend our goodwill message at this maiden International Training Transfer Effectiveness Conference 2025. We are proud to partner in this historic event, which brings together L&D professionals and Leaders across the globe to exchange insights, best practices, and innovative approaches that strengthen training transfer and business impact.

In today's fast-paced business environment, learning must move beyond knowledge acquisition to real application. It is important to note that knowledge acquired without application is ignorance therefore effective training transfer is essential for driving measurable performance and organizational success. We believe that the conversations and connections made here will shape the future of workplace learning in Africa and foster collaboration, innovation, and growth.

This conference is a powerful testament to our shared commitment to ensuring that learning delivers tangible business impact through effective transfer and application. As a network committed to advancing Learning and Development excellence across Ghana, we are proud to be a partner in this historic gathering.

At GLaDNet, our commitment remains steadfast to champion Training Transfer effectiveness as the new standard for performance excellence in Ghana and beyond.

To all delegates, speakers, and stakeholders, we encourage you to engage fully, share your expertise, and use this platform to build meaningful relationships. Let us collectively shape the future of Learning and Development. Together, we can establish training transfer effectiveness as the benchmark for value creation and measurable impact.

Congratulations to the organizers for creating this milestone opportunity. We wish everyone a productive and inspiring conference.

GLaDNet is glad to network.



Theme: FROM TRAINING TO TRANSFORMATION

Goodwill Message from AEHRP

AEHRP

Association of Elite
Human Resource
Professionals

Goodwill Message from- Association of Elite Human Resource Professionals (AEHRP)

As Global President of AEHRP, I proudly reaffirm our unwavering commitment to advancing training excellence and delivering measurable business impact across Africa. Strategic HR and Learning and Development leadership play a vital role in transforming training into tangible performance outcomes that drive organizational success.

The International Training Transfer Effectiveness Conference (ITTEC) 2025 embodies our shared mission to make Training Transfer Effectiveness (TTE) the standard, not the exception, throughout the continent. This pivotal gathering empowers leaders to align learning initiatives with strategic goals, ensuring every training effort contributes to lasting value.

I encourage all delegates and fellow African HR leaders to embrace this mission with passion and innovation. Together, we can elevate workforce capability, foster sustainable growth, and position Africa as a global leader in strategic talent development.

Dr. Michael Ogu

Global President of AEHRP

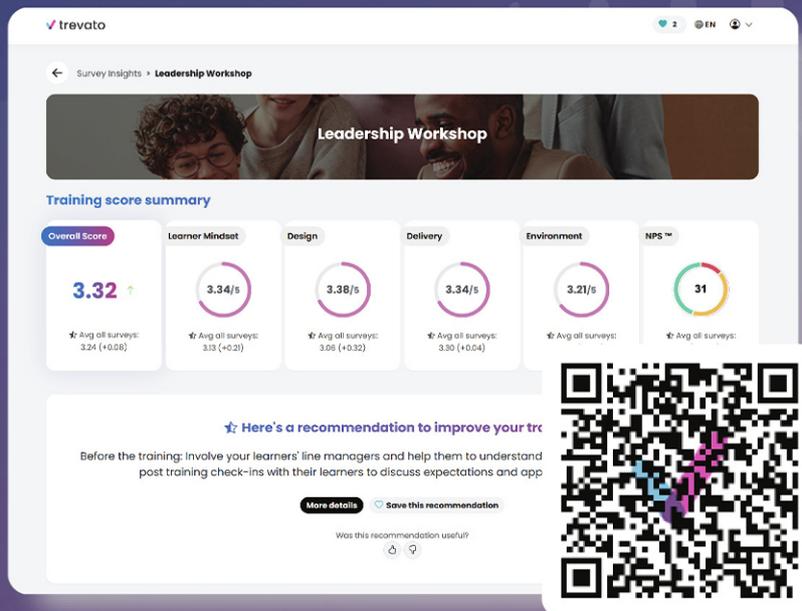
Association of Elite Human Resource Professionals (AEHRP)



Theme: FROM TRAINING TO TRANSFORMATION



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Theme: FROM TRAINING TO TRANSFORMATION

The MasterMind Program

Turning Training Transfer Knowledge into Practice and Measurable Impact

The **MasterMind Program on Training Transfer Effectiveness (TTE)** is M.Bryan Consulting's flagship learning experience for HR, L&D, and business leaders who want to go beyond theory and master the science of **Training Transfer Effectiveness**.

Anchored on our proprietary **Training Transfer Effectiveness Operating System (TTE-OS)** — the **Needs Validation Process (NVP) Model**, the **PDP Model (Pre-During-Post)**, and the **TTE Sustainability Framework** — the program equips participants to design, deliver, and measure training that produces **ROI and ROE** every time.

Why the MasterMind Program Matters

Across Africa, organizations are learning that training alone does not drive transformation *application does*.

The MasterMind Program bridges that gap by helping participants:

- Validate training needs before approving interventions.
- Design transfer-ready programs that guarantee application on the job.
- Engage line managers and executives in sustaining performance change.
- Capture, analyze, and communicate training impact using data.

Participants walk away not just informed, but empowered ready to make training work where it matters most: in real business results.

Program Highlights

- **Five-Module Hybrid Journey** – Virtual and in-plant sessions over 14 weeks.
- **Hands-On Projects** – Apply the NVP and PDP Models within your organization.
- **Peer Learning Community** – Network with practitioners across Africa.
- **TTE Hubs** Graduates become eligible to join the **TTE Ambassadors Network**
- **Certification Pathway** – Opportunity to become a **Certified Training Transfer Effectiveness Professional – CTTEP**.



Theme: FROM TRAINING TO TRANSFORMATION

Who Should Attend

HR & L&D Professionals • Training Managers • Business Leaders • Consultants • Internal Trainers. Anyone responsible for turning training investments into measurable performance outcomes.

Join the Next Cohort

Be part of Africa's growing community of **Training Transfer Effectiveness Ambassadors** who are redefining the future of workplace learning.

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Website: www.mbryanconsultinggroup.com



COHORT 2

Dec. 1st 2025 – Mar. 2nd 2026
7:00 PM – 9:00 PM (GMT +1)

COHORT 3

Feb. 3rd 2026 – May 5th 2026
7:00 PM – 9:00 PM (GMT +1)

COHORT 4

June. 1st 2026 – Aug. 31st 2026
7:00 PM – 9:00 PM (GMT +1)

COHORT 5

Sept. 2nd 2026 – Dec. 1st 2026
7:00 PM – 9:00 PM (GMT +1)

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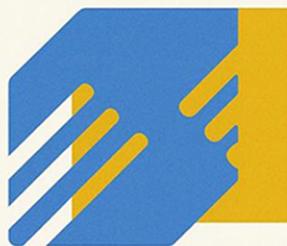


Theme: FROM TRAINING TO TRANSFORMATION



Rald & Vid

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Theme: FROM TRAINING TO TRANSFORMATION

Planning Committee



Sandra Ihenacho
Aka. The Oracle



Nkechinyere Ojiego



Chinyere Barnabas



Okafor Kamsy



Etim Emmanuel



Amos Chima



Patricia Abamara



Titilola Bashorun



Oluwafunto Ayinla



Eric Joshua Saforo



Yemisi Peters



Bolaji Shote



Ikenna Okafor



Faith Desmond



Amara Ezediniru



Theme: FROM TRAINING TO TRANSFORMATION

WE ARE A HUMAN RESOURCES CONSULTING FIRM



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 TALENT MANAGEMENT**

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- Recruitment Process Outsourcing

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Theme: FROM TRAINING TO TRANSFORMATION

ITTEC 2025 Program of Events

DAY ONE: Pre-Training – Thursday, November 13

7:00 am – 9:00 am – Registration, Visit to Exhibition Booths, Networking, Blue Carpet/Side Pictures Booth

9:00 am – 9:10 am – Opening Remarks, Introduction of Keynote Speaker and other Speakers. MCs; Bolaji Shote, Founder/Lead Consultant at Ingenuity HR Solutions and Amara Ezediniru, Lead Consultant, Rald and Vid Consulting Limited

9:15 am – 9:30 am – Welcome Address by the CEO, M. Bryan Consulting Limited – How The Journey All Began – Sandra Ihenacho Aka. The Oracle Africa's Leading Voice on Training Transfer Effectiveness

9:30 am – 9:35 am – ITTEC 2025 Chairperson's Welcome Speech – Nkechinyere Ojiego, Strategic HR Leader & People Development Expert

9:40 am – 10:10 am – Goodwill Messages

Mr. Bulus James, FITD, President & Chairman of Governing Council Nigerian Institute of Training and Development

Madam Akosua Kyerewa Boateng
Executive Director, Ghana Learning and Development Network (GLaDNet)

Olumide Ajomale FCA, FITD, LDM
President & Chairman of Governing Council Learning and Development Network International (LDNI)

Dr. Michael Ogu
President, Association of Elite Human Resource Professionals (AEHRP)

10:15 am – 10:45 am – Tea Break

10:50 am – 11:35 am – Keynote Address – Training Transfer Effectiveness is Won or Lost Before Training Even Begins – Melanie Martinelli, CEO, Institute for Transfer Effectiveness

11:40 am – 12:10 pm – Unveiling the Training Transfer Effectiveness Operating System (TTE-OS): A Roadmap for ROI & ROE – Sandra Ihenacho Aka. The Oracle, CEO, M. Bryan Consulting Limited, Africa's Leading Voice on Training Transfer Effectiveness

12:15 pm – 1:00 pm – Panel Session One – The C-Suite's Role in Training Transfer Effectiveness: Leadership Commitment to Real Business Impact – Panelists:

Moderator Adejoke Alli, General Manager, Human Resources & Admin at Fidson Healthcare Plc

Adaora Ayode, CEO of EZ37 Solutions Limited

Tolu Oke, Group Executive Director at Canary Point Holding

Dr. Murakwani Tamboaga Duval, CEO Murakwani Group



Theme: FROM TRAINING TO TRANSFORMATION

Emmanuel Michael, Director of Human Resources Eko Hotel and Suites

1:05 pm – 2:00 pm – Lunch/Visit to the Exhibition Booths

2:00 pm – 2:10 pm – Energizers

2:15 pm – 3:00 pm – Session One – Training is NOT Always the Answer: Fixing the Root Cause, Not the Symptoms (The NVP Model) – Sandra Ihenacho Aka. The Oracle, CEO, M.Bryan Consulting Limited, Africa's Leading Voice on Training Transfer Effectiveness

3:05 pm – 3:50 pm – Session Two – Aligning Training With Business Objectives – Setting the Right Foundation – Adejoke Alli, General Manager, Human Resources & Admin at Fidson Healthcare Plc

3:55 pm – 4:05 pm – Energizers

4:10 pm – 4:55 pm – Embedding Training Impact: Bridging Strategy, Systems & Sustainability in Learning Transfer – Dr. Aishatu Kabir, Special Assistant to the President on Delivery Contribution

5:00 pm – 5:30 pm – From Insight to Action: Day One Transformation Lab

5:30 pm – Closing Remarks



Theme: FROM TRAINING TO TRANSFORMATION

DAY TWO – During and Post Training – Friday, November 14

7:00 am – 8:00 am – Visit to the Exhibition Booths, Networking, Blue Carpet/Side Pictures Booth

8:00 am – 8:25 am – Recap of Day One With Attendees – Nkechinyere Ojiego, Strategic HR Leader & People Development Expert

8:30 am – 9:15 am – Session One – The Strategic Repositioning of HR & L&D: Executive Insights for the Training Transfer Effectiveness Era – Dr. Akin Oparison, Senior Fellow, Lagos Business School Pan-Atlantic University

9:20 am – 10:05 am – Session Two – Measuring What Matters: Proving Impact Beyond the Classroom – Melanie Martinelli, CEO, Institute for Transfer Effectiveness

10:10 am – 10:45 am – Tea Break

10:50 am – 11:35 am – Session Three – The Innovation Edge: Rethinking How We Learn, Apply, and Perform – Russell Rogers, CEO of Adaptive Intelligence Founder and Chair of Adaptive Foundation

11:40 am – 12:25 pm – Panel Session One – Driving ROI & ROE: How HR & L&D Leaders Can Champion Training Transfer Effectiveness – Panelists:

Moderator: Patricia Abamara, Founder/Lead Consultant, Tricy Global Limited

Nkechi Ojiego, Strategic HR Leader & People Development Expert

Oluwatosin Adeosun, Learning Manager and Leadership Development Strategist

Dr. Michael Ogu, Chief Human Resources Officer Canary Point Holding Limited

Dr. Adesoji Ogunsanya, Head, Learning & Development, KPMG

12:30 pm – 1:15 pm – First Concurrent Sessions

Track 1 – Beyond ROI: Unlocking the Power of Return on Expectations (ROE) – Bob Obirize, Head, Zenith Learning Centre Zenith Bank Plc – Moderator – Michael Alasia, Managing Director, Recruten Consulting

- Engage stakeholders to define clear expectations before training begins.
- Convert expectations into measurable ROE indicators.
- Takeaway: ROE Definition Template.

Track 2 – From Order Takers to Strategic Partners – Benedicta Wiggle, Learning & Development Manager Lagos Business School, Pan Atlantic University – Moderator – Faith Desmond, Lead Consultant, Leanx Support

- Shift HR & L&D from transactional order-takers to strategic partners.
- Use ROI & ROE language to gain leadership buy-in.
- Takeaway: Strategic Partner Conversation Playbook.



Theme: FROM TRAINING TO TRANSFORMATION

Track 3 – Business Alignment & Stakeholder Engagement – Gabriel Balogun, Head of Learning & Development, Moniepoint – Moderator – Yemisi Peters, Lead Trainer/Consultant, Yemisi Peters Consulting

- Learn how to translate business goals into learning objectives that deliver measurable ROI & ROE.
- Explore strategies to engage stakeholders early so expectations are clear and commitment is secured.
- Practice using alignment tools to ensure training outcomes are anchored in organizational priorities and not just “nice-to-haves.”

1:20 pm – 2:10 pm – Lunch/Visit to the Exhibition Booths

2:15 pm – 2:25 pm – Energizers

2:30 pm – 3:15 pm – Second Concurrent Sessions

Track 1 – The Training Transfer Effectiveness Ecosystem – It Takes an Ecosystem To Prove ROI & ROE – Dr. Adesoji Ogunsanya, Head, Learning & Development, KPMG – Moderator – Nkechinyere Ojiego, Strategic HR Leader & People Development Expert

- Explore the six components of the Training Transfer Effectiveness Ecosystem and their roles.
- Discover why impact fails when even one component is missing.
- Learn practical ways to strengthen collaboration across the ecosystem in their organizations.

Track 2 – The Workplace Factor: Culture, Values & Resources for Transfer – Elizabeth Ajala Lead, Human Resources Babban Gona – Moderator – Yemisi Peters, Lead Trainer/Consultant, Yemisi Peters Consulting

- How workplace culture makes or breaks learning transfer.
- Identifying barriers (tools, processes, values) that block application.
- Practical steps to align culture, resources, and values with training objectives.

3:20 pm – 4:00 pm – Hands On Lab – Building Your Training Impact Plan

4:00 pm – 4:15 pm – Behind the Scenes of The Book That Will Transform Training in Africa (Coming Soon) – The Training Transfer Effectiveness Blueprint

4:20 pm – 5:10 pm – Conference Action Points/Takeaways – Knowly Presentation by Melanie Martinelli, CEO, Institute for Transfer Effectiveness and Sandra Ihenacho Aka. The Oracle CEO, M.Bryan Consulting Limited, Africa’s Leading Voice on Training Transfer Effectiveness

5:15 pm – Announcements, Closing Remarks and Sign Off for ITTEC 2025 – By the Convener – Sandra Ihenacho Aka. The Oracle CEO, M.Bryan Consulting Limited, Africa’s Leading Voice on Training Transfer Effectiveness

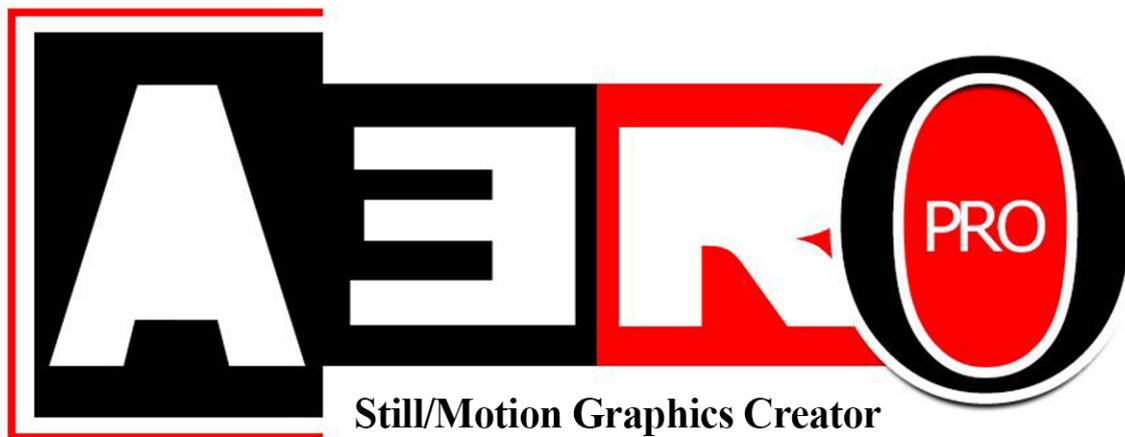


Theme: FROM TRAINING TO TRANSFORMATION



Yemisi Peters

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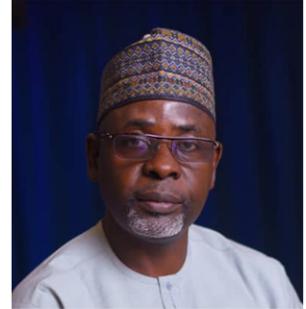


Theme: FROM TRAINING TO TRANSFORMATION

Special Guest Speakers

Mr. Bulus James, FITD

President & Chairman of Governing Council
Nigerian Institute of Training and Development



Bulus James is an astute Consultant per Excellence, he has over 27 years' experience in Training, Human Resource, and Management Consulting. Trained as a Quality Service Excellence Expert, he offers training and capacity building on Customer Service Excellence, Management, Strategic Management, Project Management, Procurement, Leadership, Emotional Intelligence, Pre-Retirement, Pension, Entrepreneurship, Finance, etc., for public and private sector employees.

He also carries out Process and Organization Development Consulting, Training Needs Assessment, Reforms through staff audit, profiling, and pigeonholing, amongst other numerous professional engagements. He participated in several Leadership and pre-retirement Trainings, conducted a series of Project monitoring and evaluation of several Federal Constituency Projects across the Country, including Resettlements and empowerment for Poverty eradication and Job creation through some Federal Government MDAs.

Mallam Ahmed Ladan Gobir, FCIPM, fnli

President & Chairman of Governing Council
Chartered Institute of Personnel Management of Nigeria



Madam Akosua Kyerewa Boateng

Executive Director, Ghana Learning and Development
Network (GLaDNet)

Akosua Kyerewa Adusei Boateng is a professional Human Resource and Organizational Development Practitioner. She holds an MBA (Human Resource Management with specialization in Training and Development) and an M.A. in Development Communication from the Ghana Institute of Journalism (GIJ). She also has an undergraduate Law degree from the Ghana Institute of Management and Public Administration (GIMPA) as well as a Masters in Law and Public Administration from the University of Ghana.

Kyerewa has over 15 years of professional experience in the field of General Administration, Human Resource Management, Project Management, Change Management and Learning and Development. She is the Founder of Lift2Rise Foundation (which is into mentoring and coaching of the youth).



Theme: FROM TRAINING TO TRANSFORMATION

Special Guest & Keynote Speakers

Olumide Ajomale FCA, FITD, LDM

President & Chairman of Governing Council
Learning and Development Network International (LDNI)



Olumide Ajomale is an accomplished leadership development and corporate strategy expert and a Chartered Accountant with over three decades of cross-sectoral experience spanning telecoms, oil and gas, audit and advisory, and professional services. Olumide brings a rare combination of strategic acumen, execution excellence, and deep-rooted expertise in talent development.

A seasoned Learning and Development Practitioner, Olumide holds designations as a Master Trainer, NLP Master Practitioner, and Certified Professional Coach. He has led the design and delivery of complex leadership programs for high-impact organizations in Nigeria and internationally. He is currently the President and Chairman of the Governing Council of the Learning and Development Network International (LDNI), and a Non-Executive Director at Consolidated Hallmark Insurance Ltd.

Dr. Michael Ogu

President, Association of Elite Human Resource Professionals (AEHRP)



Dr. Michael Ogu is a seasoned expert in human resources, learning and development, talent management, behavioral change management, and coaching. A C–C-level business Executive and Career Management Coach, he has over 18 years of multidisciplinary, multicultural, and multisectoral experience across diverse climates, markets, and industries. He is currently the Chief Human Resources Officer, at Canary Point Holding Limited.

Dr. Ogu's academic journey is a testament to his commitment to excellence. He holds a Bachelor's Degree in Chemical Engineering from Nnamdi Azikiwe University, Awka, a Master's Degree in Public and International Affairs from the University of Lagos, and a Doctor of Philosophy Degree in Leadership and Talent Development from Myles Leadership University.

Keynote Speaker

Melanie Martinelli

CEO, Institute for Transfer Effectiveness



Melanie Martinelli is a renowned leader in Learning & Development (L&D), training transfer, and impact-driven learning design. As the CEO of the Institute for Transfer Effectiveness and Founder of Going Beyond Training, she is at the forefront of helping organizations bridge the gap between learning and application, ensuring measurable business impact.

A Kirkpatrick Gold Certified Facilitator, Melanie blends 18+ years of expertise, business acumen, and global experience to support organizations in designing and implementing transfer-effective development programs.



Theme: FROM TRAINING TO TRANSFORMATION

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Theme: FROM TRAINING TO TRANSFORMATION

Panelists

The C-Suite's Panel Session: The C-Suite's Role in Training Transfer Effectiveness: Leadership Commitment to Real Business Impact – Moderator Adejoke Alli



Adejoke Alli - General Manager, Human Resources & Admin at Fidson Healthcare Plc

Adejoke Alli is the General Manager, Human Resources & Admin at Fidson Healthcare Plc, where she spearheads People & Culture Strategy, employee engagement, leadership development, and succession planning. Beginning her career as a Pharmacist, she shattered barriers at Fidson, becoming the first female Regional Sales Manager, first Training Manager, and first female GM. Under her leadership, Fidson has earned multiple accolades, including Employer of Choice (NECA, 2021–2024) and Best Employer in the Health & Pharma Sector (CIPM, 2022–2024).



Tolu Oke - Group Executive Director at Canary Point Holding

Tolu Oke is a seasoned executive leader with over 30 years of experience, specializing in business strategy, human capital development, and corporate governance. As the Group Executive Director at Canary Point Holding, she plays a pivotal role in aligning people, processes, and performance to drive business success. Beyond business, she is deeply committed to mentorship and social impact, serving as a Director at the Canary Foundation, where she supports educational empowerment for the underprivileged. She also contributes her expertise as a Non-Executive Director at Canary Point Finance Company.



Adaora Ayoade - CEO of EZ37 Solutions Limited

Adaora Ayoade is an accomplished Executive and Leadership Coach with over 20 years of experience in facilitation, team development, and coaching across multiple sectors. She is the CEO of EZ37 Solutions Limited, a top HR and management consulting firm focused on developing dynamic leaders and helping organizations achieve strategic goals. With 2,000+ coaching hours, her expertise includes executive coaching, leadership training, and fostering coaching cultures within organizations globally.



Dr. Charles Tamboaga-Duval Murakwani - CEO Murakwani Group

Dr. Charles Tamboaga-Duval Murakwani is a Zimbabwean Nigerian, a seasoned professional with extensive experience in business development, project management, and consulting, and has a proven track record of success in leading and managing complex projects, from conception to completion. He is the Founder and Chairman/CEO of MURAKWANIGROUP, a diversified conglomerate with interests in real estate, construction, technology, agriculture and other sectors. Dr. Murakwani is also a passionate advocate for Africanism and Africa development.



Theme: FROM TRAINING TO TRANSFORMATION



Emmanuel Michael (EM) - Director of Human Resources Eko Hotel and Suites

Emmanuel Michael (EM) is a distinguished Leadership and Career Success Coach with nearly 30 years of experience as a strategic business leader across engineering, IT, hospitality, and financial services. For over two decades, he has been a highly sought-after HR expert, driving impactful people strategies. Currently, EM is the Director of Human Resources at Eko Hotels and Suites, where he leads HR initiatives to foster a people-first culture.

HR & L&D Panel Session: Driving ROI & ROE: How HR & L&D Leaders Can Champion Training Transfer Effectiveness – Moderator – Patricia Abamara



Patricia Abamara – B.Sc. MBA-HR

Patricia is a Career Coach, HR consultant, and Mentor. She is a multi-skilled and dedicated Human Resource Consultant with over 14 years of extensive experience in end-to-end HR onboarding & Manpower Coordination. She has a B.Sc. in Marketing and a Master of Human Resources Management (MBA) from Ladoke Akintola University.

She is a member of the Association of Elite Human Resources Professionals (AEHRP). She is currently the Director of the AEHRP Finance, Revenue Management, and Strategic Partnerships Committee (January 2025- Date).

She is currently HR Manager with AGL Consulting Ltd. She is the founder and Lead Consultant for Tricy Global Limited.



Nkechinyere Ojiego – Strategic HR Leader & People Development Expert

Nkechinyere Ojiego is an award-winning HR professional with over 19 years of experience in the telecommunications, banking, consulting, and retail sectors. She specializes in employee experience, engagement, and workplace culture transformation, driving organizational productivity and cost-saving initiatives.

A First-Class graduate of Business Administration from the University of Lagos, Nkechi also holds an HND in Banking & Finance from Lagos State Polytechnic. She is a Senior Certified HR Professional (SPHRi™), SHRM-SCP®, and CHRMP™, with memberships in CIPM, CIBN, NIM, NITAD, GSDC, and WIMBIZ.

She previously led the Training Academy at First City Monument Bank (2021–2024) and was the Group Head of Human Capital Management Development at Simba Group.



Theme: FROM TRAINING TO TRANSFORMATION



Dr. Michael Ogu - Chief Human Resources Officer Canary Point Holding Limited

Dr. Michael Ogu is a seasoned expert in human resources, learning and development, talent management, behavioral change management, and coaching. A C–C-level business Executive and Career Management Coach, he has over 18 years of multidisciplinary, multicultural, and multisectoral experience across diverse climes, markets, and industries. He is currently the Chief Human Resources Officer, at Canary Point Holding Limited. A Fellow of multiple institutes, he has authored and published six transformational books that have helped many people achieve personal and professional growth.



Dr. Adesoji Ogunsanya - Head, Learning & Development, KPMG

Dr. Adesoji Ogunsanya is a people management expert with worthwhile work experience in Talent Management & Workplace Productivity. He has over Seventeen (17) years working experience which spans across Management Consultancy, Insurance, and the Banking Sector. He studied Political Science for his first and second degrees at the University of Ilorin.

He later proceeded to earn his Doctor of Philosophy (Ph.D.) in Public Policy and Administration from Walden University, United States. He also had his leadership training from University of Maryland, United States.



Oluwatosin Adeosun Learning Manager, Nigeria Coca-Cola HBC

Oluwatosin Adeosun is a Learning Manager and Leadership Development Strategist with a unique blend of technical expertise and human capital insight. A graduate of Electrical Electronics Engineering and holder of a Bachelor's degree in Industrial Relations & Human Resource Management from Joseph Ayo Babalola University, he designs transformative learning experiences that prepare leaders for the complexities of today's business world. As a certified internal coach and mentor, Oluwatosin is passionate about unlocking potential whether in organizations or among young talents in technical fields. A learning innovator and leadership growth architect who bridges technical expertise with strategic people development to shape future-ready leaders.



Theme: FROM TRAINING TO TRANSFORMATION

Session Speakers

Sandra Ihenacho – The Oracle
Conference Convener & CEO, M.Bryan Consulting Limited
Africa’s Leading Voice on Training Transfer Effectiveness (TTE)



Sandra “The Oracle” is a distinguished Learning and Development expert. Sandra is known as **Africa’s Leading Voice on Training Transfer Effectiveness (TTE)**. With over 18 years of impact in human capital development, she is transforming how organizations design, deliver, and measure training from activity-based learning to performance-driven results.

Sandra is the creator of the **Training Transfer Effectiveness Operating System (TTE-OS)** comprising the **Needs Validation Process (NVP) Model**, the **PDP (Pre-During-Post) Model**, and the **TTE Sustainability Framework** tools helping organizations achieve measurable ROI and ROE.

As **Conference Convener of ITTEC** and architect of the **MasterMind Program**, Sandra is driving a continent-wide movement to make **Training Transfer Effectiveness a Standard, not an Exception**.



Melanie Martinelli - CEO, Institute for Transfer Effectiveness

Melanie Martinelli is a renowned leader in Learning & Development (L&D), training transfer, and impact-driven learning design. As the CEO of the Institute for Transfer Effectiveness and Founder of Going Beyond Training, she is at the forefront of helping organizations bridge the gap between learning and application, ensuring measurable business impact.

A Kirkpatrick Gold Certified Facilitator, Melanie blends 18+ years of expertise, business acumen, and global experience to support organizations in designing and implementing transfer-effective development programs.

Beyond L&D, Melanie is an accomplished trainer, consultant, and university lecturer with a strong focus on Intercultural Communication, Virtual Collaboration, Corporate Culture, Leadership, DEI, Trust, and Negotiation. Having worked across multiple industries and geographies, she brings a unique, strategic approach to making learning stick and delivering sustainable performance outcomes for organizations worldwide.



Theme: FROM TRAINING TO TRANSFORMATION

Session Speakers

Adejoke Alli

General Manager, Human Resources & Admin at Fidson Healthcare Plc



Adejoke Alli is the General Manager, Human Resources & Admin at Fidson Healthcare Plc, where she spearheads People & Culture Strategy, employee engagement, leadership development, and succession planning.

Beginning her career as a Pharmacist, she shattered barriers at Fidson, becoming the first female Regional Sales Manager, first Training Manager, and first female GM. Under her leadership, Fidson has earned multiple accolades, including Employer of Choice (NECA, 2021–2024) and Best Employer in the Health & Pharma Sector (CIPM, 2022–2024). Her personal achievements include the Women Leaders Award (Great Place to Work Nigeria) and ranking 1st among 49 international speakers at the 2021 Champions of Talent Development Conference.

Adejoke holds an MBA in Marketing (University of Liverpool, UK) and is an active member of CIPM, WIMBIZ, LDNI, and NECA. Beyond work, she enjoys reading, writing, interior design, and traveling.



Dr. Aishatu Kabir – Special Assistant to the President on Delivery and Coordination

Dr. Aishatu possesses a distinguished background as an economist and trade specialist, coupled with a profound comprehension of both the legislative intricacies and the pragmatic execution challenges inherent in international trade agreements.

Currently serving as the Technical Adviser and Finance Sector Specialist in the office of the Special Adviser to the President on Policy and Coordination, Aisha coordinates initiatives aimed at orchestrating the economic reform agenda, the foremost priority of President Tinubu's administration. In this pivotal role, she meticulously monitors policy implementation and programs, driving towards the realization of the President's vision to reshape Nigeria's economy.

Prior to her current appointment, Aisha's illustrious career trajectory included a tenure as a management consultant at KPMG Nigeria, where she honed her expertise in navigating complex business landscapes. Notably, she served as a Special Assistant to the Honorable Minister of Industry, Trade, and Investment, orchestrating various initiatives geared towards trade facilitation, investment promotion, and fostering the growth of Micro, Small, and Medium Enterprises (MSMEs).



Theme: FROM TRAINING TO TRANSFORMATION

Session Speakers

Dr. Akin Oparison

Senior Fellow, Lagos Business School Pan-Atlantic University



Dr. Akin Oparison is a Senior Fellow at the Lagos Business School, an FT ranked Business School. He also runs a consultancy practice, 3e Performance that supports individuals to bring out the leadership in them, such that they and their organizations can be the best they can be. He holds a Master of Science (M.Sc.) and a Doctorate degree (Ph.D.) in Business Policy and Organizational Development from the University of Wales, Cardiff.

For over seven years Akin was the HR Vice President for Royal Dutch Shell's Downstream Business in Africa, a member of the Executive Management Team for Shell Oil Products Africa and a member of the Shell Downstream Global HR Leadership team, based in Johannesburg – South Africa. After over 25 years of management and leadership experience in blue chip multinational companies he now enjoys supporting others as a coach, a consultant and being on the faculty of an FT ranked Business School, as well as writing.



**Russell Rogers - CEO of Adaptive Intelligence
Founder and Chair of Adaptive Foundation**

As the CEO of Adaptive Intelligence since February 2017, I have over 8 years of experience leading a collaborative community of senior executives, board members, and academics. Our mission is to foster innovation and bridge the gap between ideas and execution while creating a supportive environment for personal and professional growth.

With a focus on innovation and strategy, I also provide advisory expertise to organizations like Vale, guiding C-suite leaders on critical topics in safety, technology, and innovation. Additionally, I contribute to venture capital initiatives at Marque Ventures, supporting deal flow, fundraising, and investment evaluation. My work reflects a deep commitment to empowering leadership and advancing impactful solutions.



Theme: FROM TRAINING TO TRANSFORMATION

Session Speakers

Gabriel Balogun **Head of Learning & Development, Moniepoint**



Gabriel Balogun helps companies grow by turning theirs into consistent performers at work. He partners with executives to close performance gaps fast, design role-based capability frameworks, and embed learning into daily work aligning people, systems, and capabilities so performance isn't left to chance.

Currently leading global people development at one of Africa's top unicorns, he has scaled learning to tens of thousands across multiple markets, built the L&D function and two digital academies from the ground up and launched leadership programs that accelerate team results and succession readiness. Gabriel speaks at conferences to challenge how we think about learning, leadership, and performance and runs hands-on workshops that equip teams with practical tools to perform better at work.

Recognized as a Disruptive L&D Leader (Kenya & Nigeria, 2024) and author of **Driving Business Growth: Using L&D Initiatives**. He believes development should be practical, measurable, and tied directly to the outcomes companies care about most.



Benedicta Wiggle - Learning & Development **Manager Lagos Business School, Pan Atlantic University**

Benedicta Wiggle is a learning and development professional who advocates for purposeful living. She is passionate about helping people find fulfilment by operating at their full potential.

Benedicta designs transformative learning experiences that nurture leaders to inspire change and foster collaboration. She believes that true leadership begins with the heart, expressed through humility, service, and positive influence, not merely a title.

Benedicta finds joy in family life, where she continues to live out her Catholic faith that guides her professional and personal journey. She also supports faith-based initiatives that unite personal growth with spiritual renewal and sanctification, leaving a lasting impact wherever she serves.



Theme: FROM TRAINING TO TRANSFORMATION

Session Speakers

Dr. Adesoji Ogunsanya - Head, Learning & Development, KPMG



Dr. Adesoji Ogunsanya is a people management expert with worthwhile work experience in Talent Management & Workplace Productivity. He has over Seventeen (17) years working experience which spans across Management Consultancy, Insurance, and the Banking Sector. He studied Political Science for his first and second degree in University of Ilorin.

He later proceeded to earn his Doctor of Philosophy (Ph.D.) in Public Policy and Administration from the Walden University, United States. He also had his leadership training from University of Maryland, United States.



Robert Obirize - Head, Zenith Learning Centre Zenith Bank Plc

Bob Obirize, SPHRi MCIPM is a certified Senior Professional in Human Resources and a certified Leadership coach. He is presently leading an award winning Learning & Development team tasked with creating innovative learning solutions that meets the needs of employee of one of the largest and best in class firms in the financial services sector in Nigeria. Bob is passionate about people, is a life-long learner and learning evangelist.



Elizabeth Etounwo Ajala - Lead, Human Resources Babban Gona

Elizabeth Etounwo Ajala is a results-driven Talent Development leader, licensed trainer, and author with 18+ years of professional experience and proven impact in human resources, workforce capacity building, and educational technology across finance, education, non-profit, and tech.

She holds a B.Sc. in Accountancy, an M.A. in Educational Leadership, and multiple global certifications including HRCI, CIPM, LDNI, NITAD and IAF. Leveraging global best practices, she has consistently designed and delivered learning initiatives and interventions that drive measurable business growth and individual transformation. She also serves as an adjunct lecturer at Pan-Atlantic University's School of Media and Communication, shaping the next generation of leaders.



Theme: FROM TRAINING TO TRANSFORMATION



DISCOVER THE WEALTH WITHIN

BUILD LEGACIES THAT OUTLIVE YOU



ABOUT

Wellsage Ltd is a forward, thinking mentorship, coaching, and consultancy company empowering individuals and organizations to reach their highest potential. We believe true wealth lies in human capital — helping people think, innovate, and lead with integrity.

CORE SERVICES

- Mentorship & Coaching Programs
- Training, Seminars & Workshops
- Consultancy & Advisory Services
- Human Capital & Leadership Development

VISION

Raising a generation of African leaders who build legacies that transform humanity.

MISSION

Equipping individuals and organizations with wisdom and strategies to rebuild Africa through value-driven living.

**LEGACY IS WEALTH
WITH WISDOM**

Q& Osarrin Street, Sangotedo
Lagos, Ngeria
CEO. Uju Asumpta



**WELLSAGE LEGACY MOVEMENT
TODAY**



Theme: FROM TRAINING TO TRANSFORMATION

SAVE THE DATE ITTEC 2026



Training Transfer Effectiveness 2.0: Technology, Practice, and Impact – TPI

Venue: Lagos Oriental Hotel, Lagos, Nigeria | November 12–13, 2026

The movement continues.

After the historic success of **ITTEC 2025**, the conversation is only getting louder, deeper, and more transformative.

ITTEC 2026 will explore the intersection of **Technology, Practice, and Impact** showing how digital tools, behavioral science, and transfer-driven design combine to make measurable ROI and ROE not just achievable but sustainable.

We are calling on **leaders, sponsors, exhibitors, and advocates** from across Africa and beyond to take their place in shaping the next frontier of Training Transfer Effectiveness.

Why You Should Be Part of ITTEC 2026

- **For Delegates:**

Gain deeper access to global and African experts, hands-on labs, and tools that help you implement transfer systems in your organization.

- **For Sponsors:**

Position your brand as a continental thought leader driving learning impact across Africa. ITTEC offers unmatched visibility, credibility, and engagement with high-level HR, L&D, and executive audiences.

- **For Exhibitors:**

Showcase your solutions, platforms, and products that enable organizations to deliver measurable learning outcomes. Connect directly with decision-makers seeking innovative, practical tools for performance transformation.



Theme: FROM TRAINING TO TRANSFORMATION

Be the First to Know

- Early-bird registration opens **March 2026**.
- Sponsorship and exhibition slots are open already from **November 2025**.
- Follow the conversation using **#ITTEC2026** and **#TrainingTransferEffectivenessMovement**

The Call to Action

Let us keep the fire burning.

Start talking about **ITTEC 2026** on your social media platforms.

Tag us, share your conference experience, and let the world know:

Africa is leading the global conversation on Training Transfer Effectiveness.

Join us again in 2026

as we take the movement from **concept to culture**, and from **training to transformation**.



Theme: FROM TRAINING TO TRANSFORMATION

Sages & Scribes
CONSULTANTS

Sages & Scribes Consultants is a multidisciplinary consulting firm with a global outlook, delivering world-class advisory solutions across diverse sectors of the Nigerian economy. Established on **12th December 1998**, the firm is accredited by the **Centre for Management Development (CMD)** and has built over 24 years of proven excellence in consultancy, human capital development, and organizational transformation.

Guided by a vision to be a globally recognized, people-focused and value-driven consulting institution, Sages & Scribes provides customized, cost-effective solutions that strengthen corporate growth, innovation, and competitiveness. Its mission is to help clients gain people and technology advantages that position them above industry competition.

Core Services

Human Capital Advisory

- Training & Human Capital Development
- HR Planning & Management
- Recruitment, Selection & Talent Management
- Labour & Outsourcing solutions

Employee Assistance Programmes (EAP)

- Employee Wellness & Wellbeing
- Mental Health & Psychosocial Risk Management
- Engagement for Productivity
- Coaching, Mentoring, Mediation & Conciliation

Experience & Footprint

The firm has delivered landmark projects including national research studies, policy development programmes, evaluation projects, and high-impact management workshops covering key sectors such as banking, education, manufacturing, oil & gas, shipping, ICT, and government.

Professional Memberships

- Nigerian Institute for Training & Development
- Learning & Development Network International
- Institute of Management Consultants
- Centre for Management Development
- Employee Assistance Programme Professional Association (Nigeria, South Africa, USA)

Leadership

Sages & Scribes boasts a team of seasoned consultants with decades of experience in strategy, human capital development, governance, policy advisory, finance, and customer experience. The Managing Consultant is Venerable Adelowo Adesina, a highly experienced workforce and organizational development expert with over 35 years of professional practice across key industries.

Business Advisory

- Strategic & Organizational Management
- Technology & Innovation Management
- Corporate Restructuring

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Theme: FROM TRAINING TO TRANSFORMATION

Appreciation

On behalf of **M. Bryan Consulting Limited**, I extend heartfelt appreciation to all who made the **International Training Transfer Effectiveness Conference (ITTEC 2025)** a reality.

To our **partners, sponsors, exhibitors, speakers, and delegates** — thank you for believing in the vision and joining us to make history as Africa leads the global conversation on **Training Transfer Effectiveness**.

Your presence, participation, and unwavering support have turned an idea into a movement one that will continue to shape how organizations **design, deliver, and measure** learning impact across our continent.

A special thank you to the **M. Bryan Consulting Team** and the **ITTEC 2025 Committee and Taskforce** whose commitment, creativity, and resilience brought this vision to life.

Together, we are proving that **training can and must lead to transformation, not training scrap**.

Together, we are **Making Training Transfer Effectiveness a Standard, Not an Exception**.

With deep gratitude,

Sandra “The Oracle” Ihenacho

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