

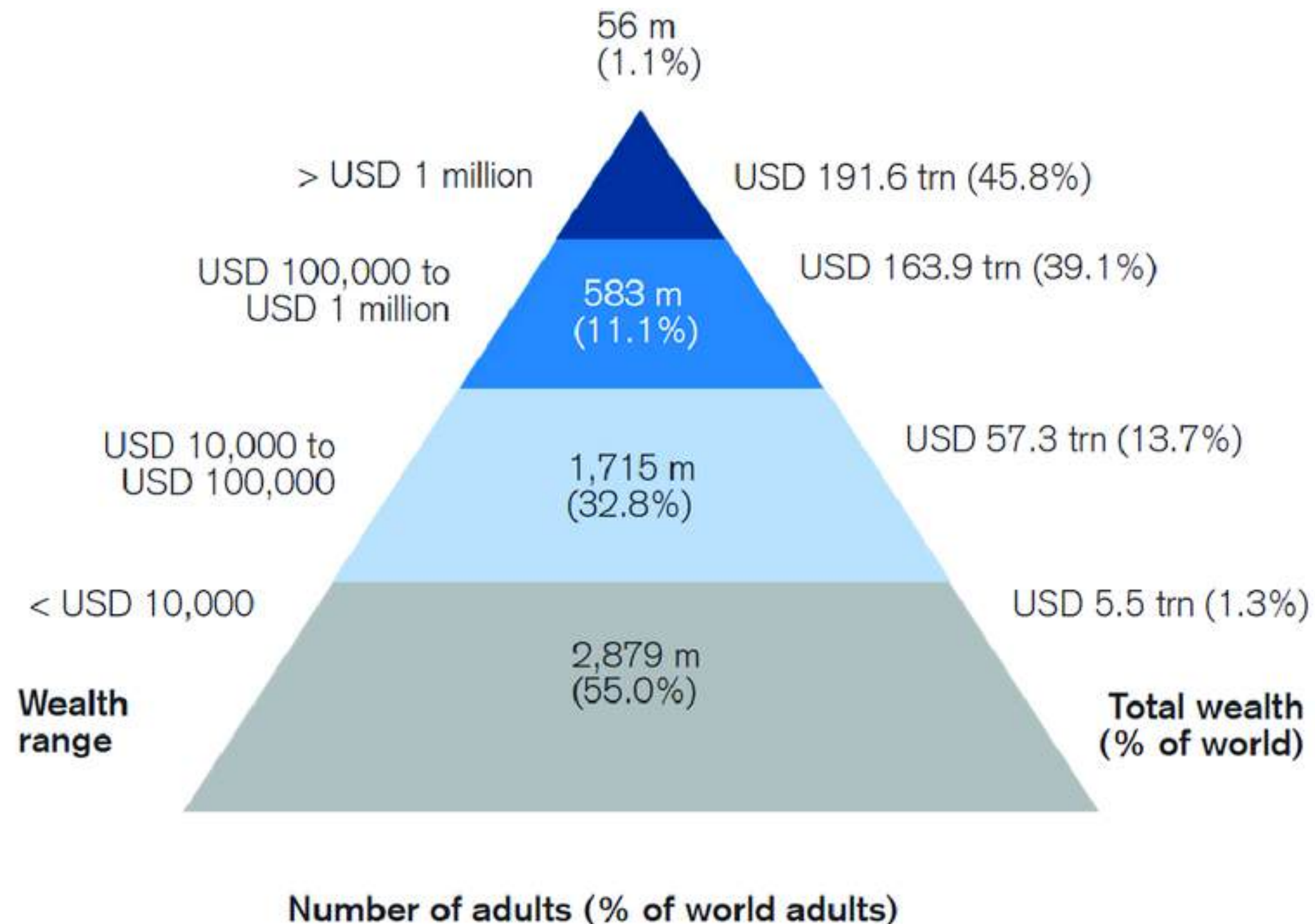
# Business Leadership Masterclass

Building a business that plays in the big league

*David Ogunsola*



# The Global Wealth Pyramid



## Life is a big pyramid scheme

- The bottom 55% of the world population controls only 1.3% of the wealth in the world
- The bottom 88% of the world controls 15% of the resources in the world
- The top 12% controls 85% of the resources
- The top 1% controls 45%



# **It's not just life, every industry is also designed like a pyramid**

There are top-level players and there are low level players

# What do these companies have in common?





# 2023 Profit After Tax



**676 Billion Naira**



**99 Billion Naira**



**11.2 Billion Naira**

**We may all be in the same market, but we're playing at different levels**

# Apple iPhone



**\$199 Billion (USD)**

# TECNO



**\$2.5 Billion (USD)**

## 2023 Product Revenues

**It will take Tecno 79 years of sales at this level to make what the iPhone makes in 1 year**



# There are levels to this game

You can be in the same industry, but playing at completely different levels



# What makes the difference?

**What is responsible for taking organizations from bottom-level players to top-of-pyramid players?**







# The Leader

**“an army of sheep led by a lion can defeat an army of lions led by a sheep”**

*- African Proverb*

**How do you become the leader who takes an organisation to the top of the pyramid?**



1



# Personal Growth

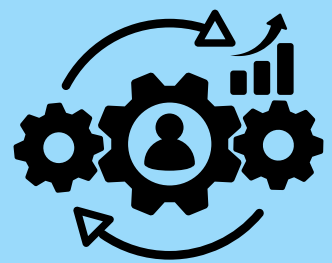
**You can't lead your organization  
beyond what you know**

**Everything you do will  
operate at your level**





# The Business Leadership Ladder



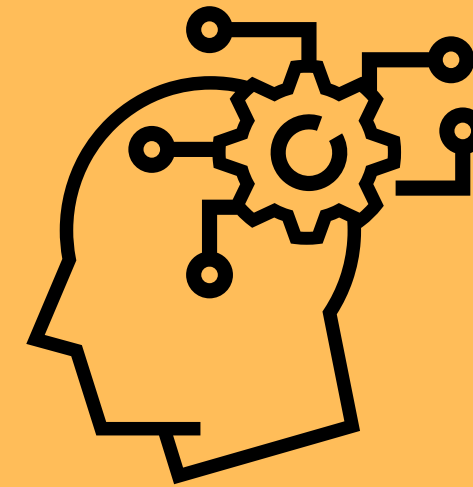
**Operations**



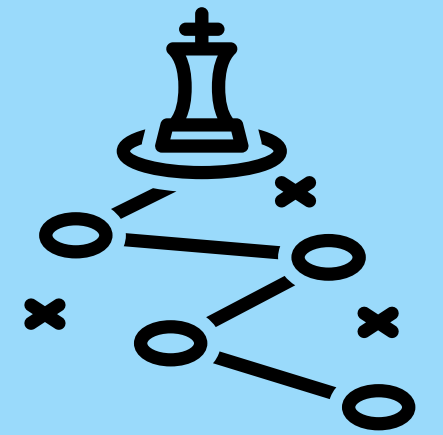
**Operations  
Management**



**Operational  
Leadership**



**Strategic  
Leadership**



**Sophisticated  
Leadership**

**How do you become the leader who takes an organisation to the top of the pyramid?**



2



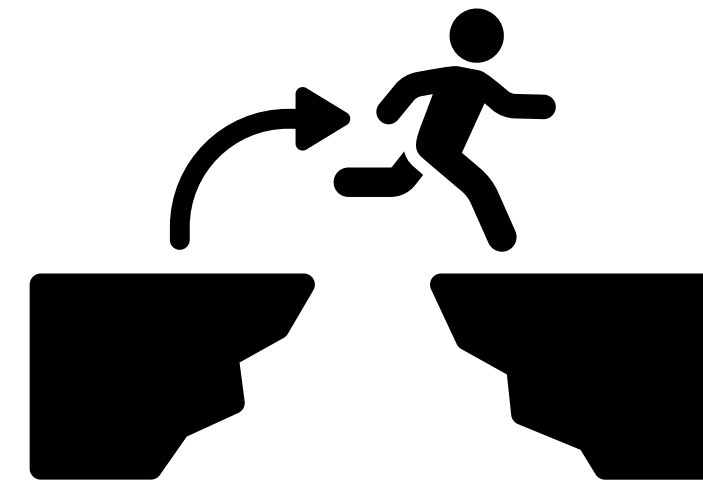
## **Foresight**

**To lead in an industry, you need to be able to see what others aren't seeing**

**How do you become the leader who takes an organisation to the top of the pyramid?**



3



**Courage**

**The difference between where you are and where you desire to be are the difficult decisions you're unwilling to make**





# The People (Team)

**Organizations don't run themselves.  
People do.**

Who is on your bus?

# Every organization has 5 types of people



## Drivers

The ones trying to steer the organization and provide direction



## Runners

The ones constantly doing above and beyond what is required



## Joggers

The ones who do their job well without pushing themselves



## Walkers

The ones just getting pulled along

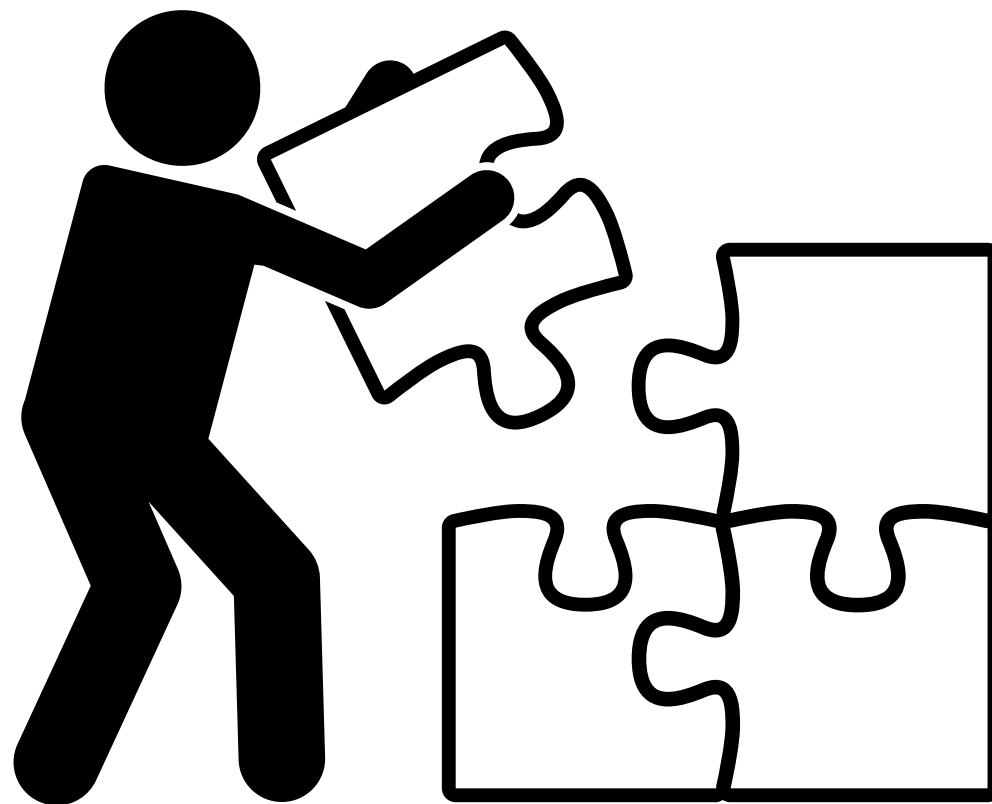


## Riders

The ones who slow the whole organization down

**You can be a high-achieving visionary driver, but if you gather a team of walkers and riders, all your lofty ideas are dead on arrival**

# **How do you assemble the right team?**



- Hire right
- Train well
- Measure everything
- Reward performance
- Know when to cut the rope





# Culture

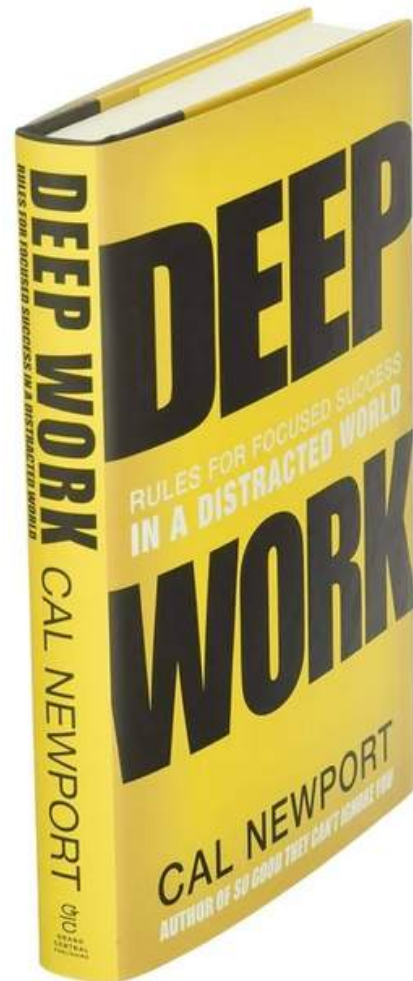
**“Culture eats strategy for breakfast”**

*- Peter Drucker*



**Book Recommendation:**

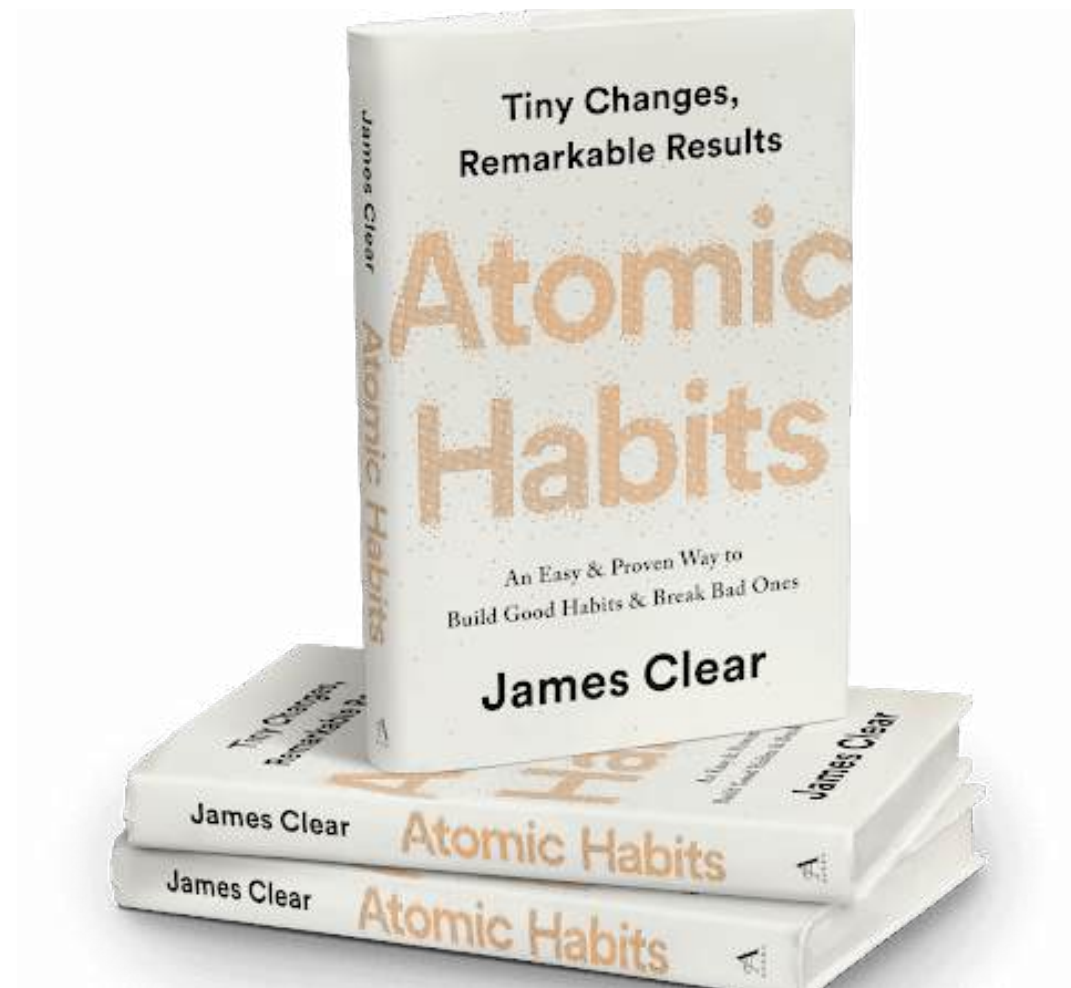
**Add at least one of these to your 2025 reading list**



**Deep Work**

*Rules for focused success in a distracted world*

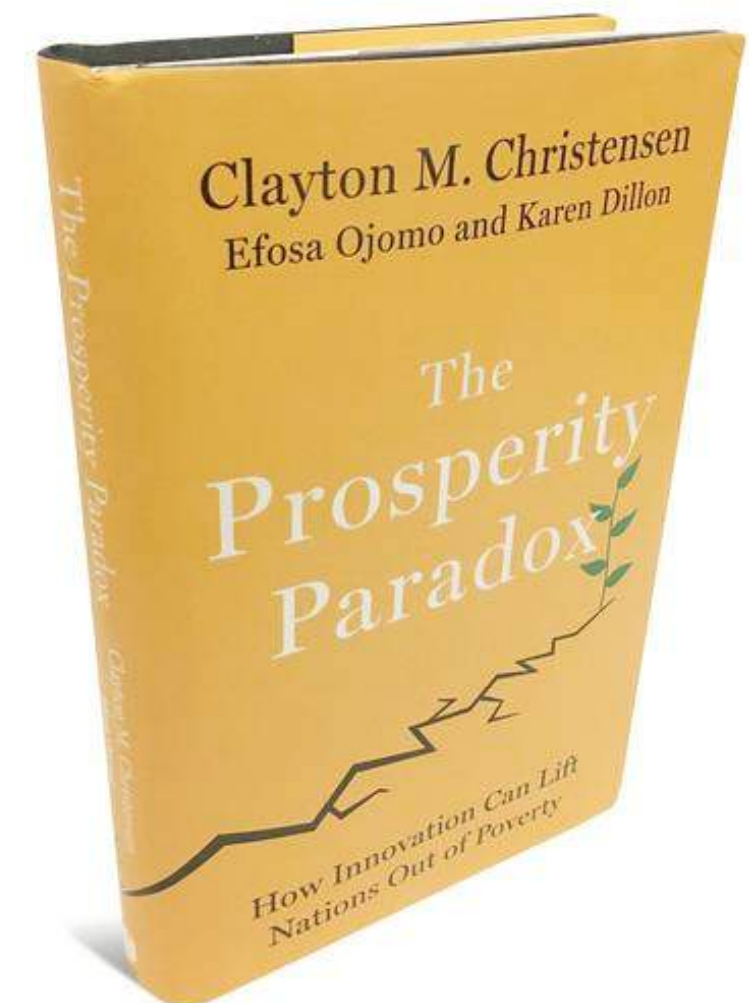
**Cal Newport**



**Atomic Habits**

*An easy and proven way to build habits and break bad ones*

**James Clear**



**The Prosperity Paradox**

*How innovation can lift nations out of poverty*

**Clayton Christensen**



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