



Always There... Close Enough To Serve You.



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Cerca Africa is a business solutions and consulting company that is passionate about making the lives of our clients easy.

Our main goal is to provide solutions in strategy, processes, change management, marketing and sales outcomes as well as behavioural changes and coaching.

Our Mission



To deploy futuristic tools, genuine people assets and efficient systems to remove any inconvenience and pain that our clients face in their daily lives and businesses.

We ensure that the time and resources that you invest in us will be worth it, so you can look back and commend yourself for working with us.

We are committed to leaving lasting impacts on our clients with exceptional guidance.

Our Vision



To leverage every possible advantage for our clients and solve every existing and potential business and human challenge that inhibits your performance and brand, thereby boosting your overall performance and growth.

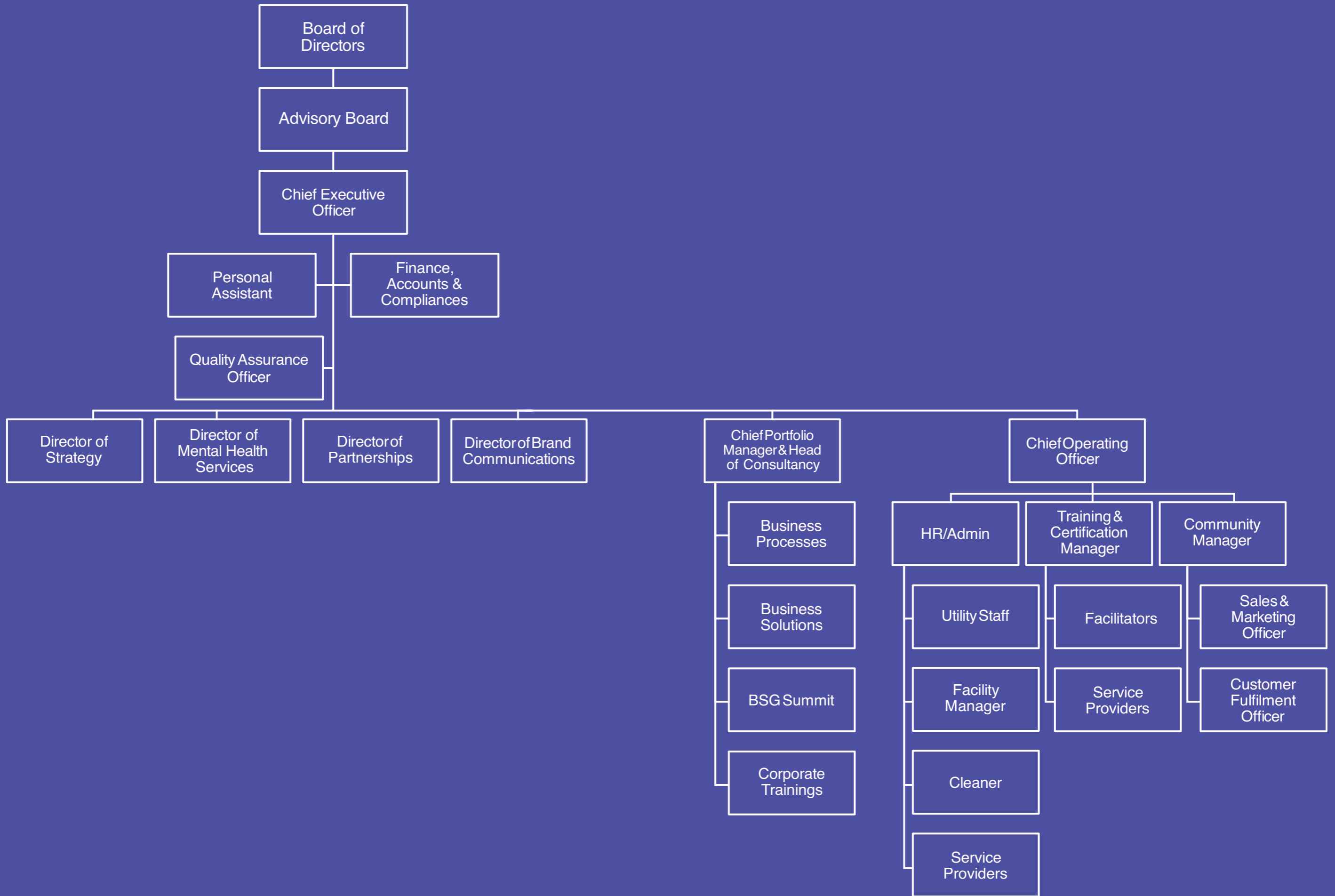
We aim to remove barriers and leverage cutting-edge technologies to enable a seamless performance and ensure that our clients thrive despite all odds. Ultimately we strive to be trusted partners who understand clients' needs and tailor our services to suit each of your needs.

Our Core Values



- **Foresight:** Looking at the big picture
- **Resourcefulness:** Pointing you to the direction of your solution
- **Relationship Building:** Building long-term relationships
- **Focus:** Solutions Driven
- **Proximity:** Always close to you.





Our Services and Arms:

A. SOBCA Sam Obafemi Behavioural Change Academy

1. Mind and Behaviour Clinic (MBC)

The Sam Obafemi Behavioural Change Academy, SOBCA operates a full-fledged behavioural clinic with seasoned clinical psychologists and several certified psychiatrists and counsellors.

SOBCA also works with rehabilitation centres to provide interventions and rehabilitation for substance and drug abuse patients.

Our organisation is associated with the National Association of Clinical Psychologists and several international organisations where we have acquired training and certifications.

2. Certifications

Our certifications are accredited and licensed globally to make you prime and credible. Through our partnerships with global organisations, we offer certifications in the following courses:

Our certifications are accredited and licensed globally to make you prime and credible. Through our partnerships with global organisations, we offer certifications in the following courses:

- " Emotional Intelligence
- " Anger Management
- " Mental Health First Aid (MHFA); We operate the most dynamic curriculum in the world with three levels of certification in MHFA
- " Life Coaching



3. Corporate Training

Since 2011, we have provided training in soft, hard and life skills to staff members of several private and public organisations.

We have helped to train, guide and coach over 10,000 people in the last decade.

One of our main fortes is training and every time we get an opportunity to train businesses, we always get a return invitation because we go the extra mile in rendering our services.

4. Coaching

We are a member of the Life Coaches Association of Nigeria (LCAN) and we provide world-class coaching to individuals, c-Suite managers of organisations, executives and other interested groups.

We have over 150 certified coaches in our pool, providing coaching services on a broad set of coaching needs.

The top five coaching needs we meet include;

- " Performance coaching for employers.
- " Business coaching for startups and small businesses.
- " Mindset coaching for individuals
- " Clarity coaching for people who seek direction and focus, as well as
- " Identity coaching for those who seek to know themselves better.



5. Workshops and Tasters

These are virtual and physical sessions which are low-cost and for mass appeal. This is done to enlighten the public on the different areas of human behaviour.

It is our corporate social responsibility and our strategy to help more people improve the quality of their lives.

Our Services and Arms:

B. BSG (Business Study Group)

1. Strategy Sessions

We provide an opportunity for you to 'pick our brains' and 'get into our heads' so that together, we can find an answer to your pressing strategic needs. This would help you solve knotty business issues that otherwise would be costly, regrettable and tough.



2. Business Processing Re-engineering

We have one of the most tedious and intensive business processes for re-engineering project schedules.

The goal of all our processes is to lower your operational costs in the long term, increase your bottom line from midterm and deliver goodwill overall.

3. BSG Summit

Every year, since 2019, we have hosted a series of annual business summits titled BSG Summit where 100-150 CEOs converge at the prestigious Fraser Suites, Abuja to network, collaborate, learn, have fun, strategize and bond.



4. Business Academy

Being particular about business growth, we offer a regular 3 months business course that holds in a hybrid format; virtual and physical.

This course holds once a year and covers subjects in sales/marketing, process design and engineering as well as cost control/profit margins and product/service design.

5. Business Solutions

In this highly dynamic and fast-paced business world, there is a constant need to invent, adjust, readjust and invent business models, strategies and solutions.

At Cerca Africa, we help you design, deploy and maintain world-class business solutions.

To request an audience with our solutions team, please use the CONTACT FORM on our website:

 www.cercaafrica.com



Board Members



Hajiya Zainab
Mustapha Jaji



Mrs. Angela Ajala



Omotola Oshinowo



Stella Onwochei



Sam Obafemi



Dr Bala Muhammed,
FCVSN



Enahoro Okhae
(Advisory)

Management



Sam Obafemi
Chief Executive
Officer



Stella Onwochei
Chief Operating
Officer



Molabo Oretade
Director of Mental
Health Services



Tunde Rhema
Director of Strategy



Fola Folagbade
Director of Brand
Communications

Awards

- **Certificate of Achievement**
 - Connect Nigeria Top 100 Emerging SMEs 2018; sponsored by Union Bank, British Council, and Sawubona.
- **Award of Recognition for Excellence in Business**
 - AWEF Nigeria 2022
- **Social Entrepreneurship Award 2023**
 - Business, Leadership and Management Academy (BULSMA)
- **Coaching Icon Award 2020**
 - Olusola Lanre Coaching Academy (OLCA)



Testimonials

The Disruptive Marketing Clinic with CERCA AFRICA has been one of the BEST decisions I've made in 2021. I have attended 3 of the classes so far and each class is unique, each with its learnings. It is very practical and applicable, loaded with so much value that is worth the investment and more. I can't wait to see what subsequent classes hold. Well done CERCA AFRICA.

– D.D.H, Abuja

I have never met a Coach as selfless as Coach Sam & his team, very patient, GREAT LISTENERS, very resourceful, ever ready to go the extra mile for you & your business and bring out the gems in you effortlessly. If you need an all-round coach for your personal & business life. CERCA AFRICA is your plug

– G.B, Abuja

It is said that common sense isn't common. With CERCA AFRICA (SOBCA, BSG, DOAC) and all the enchilada, 'sense' becomes your middle name! It's so much value coming from one little team it's pure amazing! Emotional sense, business sense, what are your extrême needs?? And when they say, "We're in your life for life" I laugh; I'm the one who shan't be letting go!

– O.O.N, Abuja

Super Amazing. The Experience with CERCA AFRICA is one unique experience that equips you with the tools to do Life, the Disruptive Marketing Class has been one class that has been a gift to me this year as a Trainer, Mentor and Business Leader. I am implementing all I have learnt and putting a structure around it. Thank you CERCA AFRICA for the Gift of DMC.

– D.A.D, Abuja

CERCA AFRICA is business intelligence number 1. You can't go wrong with this decision. You need sound business education both to lead and to scale, and CERCA AFRICA gives you this in full doses.

– Dr G.N Abuja

BSG COVID-19 has really helped me navigate through my business during/post COVID-19. Thanks to Coach Sam and the team at CERCA AFRICA.

. – HiOpps, Abuja

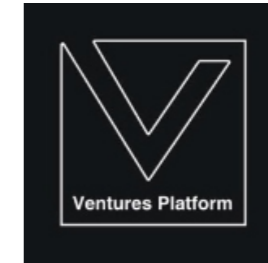
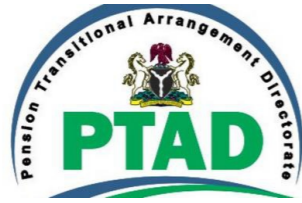
I have learnt a lot about business growth through CERCA AFRICA and the amazing thing is that the learning never stops with the strength and knowledge of the community formed in the process. Thank you, Coach and the CERCA AFRICA team.

– M.T, Lagos

Excellent team spirit, & top-notch service delivery.

– F.K, USA

Some of our clients



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