

# THE LIFTERS



(A Newsletter of The Pebnic Group)

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## EDITOR'S NOTE

Dear Readers,  
Welcome to another insightful edition of ***The Lifters***. In this issue, we focus on career growth and promotability. This career talk provides practical insights on how to anticipate needs, add value, and stand out as the obvious choice for promotion.

Alongside this, we bring you News in Pictures, capturing recent highlights, as well as a special section celebrating the birthdays of our colleagues in September and October.

Happy reading, and here's to continuous growth and success!

Peace O. Nwoke  
**Editor, *The Lifters***

## CAREER TALK TODAY

**Make Your Boss look Good,  
and Your Boss's Boss Look Better**

Getting real promotions usually requires a vacancy up the ladder. Your best chance is to succeed your boss. But she can't get promoted unless there is someone to replace her. Making her look good improves her promotability, and because you make her look good she will want to stay around. You are now promotable.

Your boss cannot promote you without getting approval from her superiors. If you have made your boss's boss look better your entire promotability equation will be enhanced. Your boss's boss is always the key. He is often more interested and influential in your career than your immediate superior. This is absolutely true if your boss is not going anywhere.

You make these people look good by anticipating their needs and problems and by doing the extra work needed to get answers. Always keep them informed. Always finish work ahead of schedule. Always do a bit more. See their job through their eyes. Help them by doing the project and making suggestions as if you were in their place.

Don't let them make a mistake.

Excerpt from Jeffery Fox's ***How to Become CEO***







**TCM Forklifts delivered to a customer at Port Harcourt  
on the 11th of August, 2025**



# SEPTEMBER & OCTOBER, 2025 BIRTHDAY CELEBRATION

## SEPTEMBER CELEBRANTS

### September 2nd

Adisa O. Stephen - Head Office  
Odubanjo O. Oluwatoyin - GZEP

### September 5th

Dosunmu D. Eniola - Head Office

### September 6th

Iredia I. Emmanuel - Guinness Benin

### September 8th

Udo-Kalu K. Chinedu - NBL Aba

### September 18th

Abolarinde D. Patricia - PVL Lagos

### September 19th

Laoye T. Sherifat - Head Office

### September 21st

Patrick Emmanuel - NBL Kudenda  
Audu E. Veronica - PVL Admin  
Omitade O. Samuel - Head Office

### September 23rd

Odunaro B. Benjamin - Head Office

### September 25th

Odubunmi Y. Gbenga - NBC Ikeja

### September 27th

Oyelaja O. Segun - Head Office  
Amos V. Alexander - Unilever

### September 28th

Toriola Damilola - Head Office

## OCTOBER CELEBRANTS

### October 1st

Ediagbonya O. Rosemary - Guinness Benin  
Adebisi E. Funmilayo - GZEP  
Okoro E. Clement - PVL Admin  
Williams A. Grace - PVL Admin

### October 4th

Okoh Henry - PVL Lagos

### October 7th

Soyoye O. Olajumoke - PVL Admin  
Kolawole O. Adesina - NBC Benin

### October 9th

Olowookere R. Damilola - IB Ilesha

### October 10th

Yusuf M. Mashood - NBC Kano

### October 11th

Bambe M. Charles - NBL Enugu

### October 13th

Akenzua E. Ephraim - NBC Benin  
Anjola, Oludayo - Head Office

### October 14th

Sofolawe D. Emmanuel - Head Office  
Soyoye O. Precious - Head Office

### October 17th

Ugbong A. Felix - NB Ijebu-Ode

### October 24th

Adekunle Q. Adeleke - Chi Limited  
Babalola G. Akeem - IB Ilesha

### October 27th

Adamah Mensah - GZEP

### October 28th

Oluwole T. Isaac - Head Office