



THE LIFTERS

A NEWSLETTER OF THE PEBNIC GROUP

EDITOR'S NOTE

CAREER TALK

NEWS IN PICTURES

BIRTHDAY CELEBRATION



CAREER TALK TODAY Back to the Basics



In leading and managing any enterprise, a leader recognizes that simple problems may cause the greatest trouble. Simple things such as misunderstanding, misleading one another's motives, not knowing the goal, not getting helpful input or feedback from key team members, and so on. It's the job of a good leader to take followers back to the basics frequently and review the simple rules that make complex operations work well.

Jesus often took his followers back to the basics. The most stunning example was at an impromptu breakfast meeting with several of his disciples. The meeting took place in the quiet aftermath of his crucifixion and resurrection. Most of his staff had scattered after his death. All those people, so loyal and brave, fled like rats as the debacle unfolded.

Jesus caught up with them several days after his resurrection. He was waiting on the shore of the Sea of Galilee at dawn one morning when they arrived from a fishing expedition. He had breakfast cooking over a charcoal fire. The men were scared to death to ask him anything. We can easily imagine why.

Rather than scold, humiliate, or berate those guys, Jesus took them back to the basics. While they were eating, Jesus turned to Peter and asked, "Do you love me?"

"Of course I do," Peter replied.

"Then feed my sheep," said Jesus.

Pretty basic. Jesus called him back to that basic question three times in all, each time reminding Peter of his simple mission. Follow Jesus and feed my sheep.

At the inevitable moments when your leadership is challenged, your direction questioned, your means attacked, your motivations doubted, take your followers back to the basics, whatever they are. If you don't know what your basics are, begin the task of finding out. It may be one of the most vital leadership moves you'll ever make.

EDITOR'S NOTE

As we step into 2026, our career talk "Back to the Basics," reminds us of the importance of returning to the core values that define who we are at Pebnic.

Going back to the basics means recommitting ourselves to the Pebnic culture, which is anchored on EARS as we expect Operational Excellence, Fleet Availability, Safety with zero accidents, and Strong working relationships. These principles are the foundation of our success and the standards that guide our daily actions.

As we move forward this year, let us consciously apply these values in our operations, interactions, and decision-making. By doing so, we will continue to build a safer, more efficient, and collaborative workplace for everyone.

Together, let's make 2026 a year of consistency, excellence, and growth — by going back to the basics.

Peace O. Nwoke
Editor, *The Lifters*

Excerpt from **The Leadership Genius of Jesus** by William Beausay II



INNOVATION IN MATERIAL HANDLING USING TCM TOW TRACTORS FROM PEBNIC

JANUARY & FEBRUARY 2026 BIRTHDAY CELEBRATION

JANUARY

January 1

- Okonta E. Victor - Guinness Benin

January 1

- Isiaka A. Yusuf - PVL Lagos

January 5

- Adesina E. Abisolaoluwa - Head Office

January 5

- Obije P. Onyeka - NB Ijebu Ode

January 7

- Akinyode O. Samuel - NB Enugu

January 11

- Aruna Zurede - Unilever

January 12

- Edodo E. Matthew - PVL Lagos

January 12

- Jubril O. Sherifdeen - NB Enugu

January 13

- Arkilaus N. Joseph - NB Kudenda

January 15

- Williams M. Olawumi - Head Office

January 18

- Oloyede P. Kehinde - Chi Limited

January 20

- Savior Mercy - Guinness Benin

January 24

- Nwoke O. Peace - Head Office

January 27

- Ajayi K. Blessing - Fidson

FEBRUARY

February 1

- Sulaimon, Musa - NBC Maiduguri

February 2

- Ayorinde O. Wasiu - Chi Limited

February 2

- Siaka Audu - Guinness Benin

February 3

- Irebhude O. Dennis - Head Office

February 6

- Afer J. Terfa - NB Ijebu-Ode

February 7

- Bajie O. James - NB Aba

February 9

- Ofem I. Cynthia - NBC Owerri

February 12

- Musa A. Kabiru - GZEP

February 13

- Ojo O. Adewale - NBC Asejire

February 13

- Emmanuel A. David - NBC Asejire

February 13

- Otamhenrio Donald - NBC Ikeja

February 14

- Abdullahi Abdulmumin - NBC Maiduguri

February 14

- Agwu A. Ajike - NB Aba

February 28

- Oguntunde Ifeoluwa - Head Office

