

# The Lifters

## (A Newsletter of the Pebnic Group)



### EDITOR'S NOTE

No line manager or supervisor likes surprises on the job. It embarrasses everyone and puts you at risk when your performance is evaluated by your managers or directors. In this issue, we address a concept that you cannot hide an elephant.

As expected, we also celebrate great milestones in our company including the birthday of those in March and April.

Happy reading!

Peace O. Nwoke  
Editor, The Lifters

### TCM NEWS

**START TRAINING TODAY**

**KEYOTO SUPPLY CHAIN PARTNERS FORKLIIFT TRAINING ACADEMY**

**JOIN NOW**

### CAREER TALK TODAY

#### *Don't Hide an Elephant*

Big problems always surface. If they have been hidden, even unintentionally, the negative fallout is always worse. The "hidiers" always get burned, always are safe, regardless of complicity. The "discoveries" always are safe, regardless of complicity. When you know there is a problem, a goof, a snafu, and it is important, let your supervisors and colleagues know right away. The longer you wait the more you increase the severity of the problem.

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You can turn a big problem into an opportunity to shine. Define and explain the problem carefully. Give estimates of potential damage. Describe possible scenarios. Describe possible solution options. Ask for help. This is important. It is also very important to position yourself as an independent reporter, in control. Describe the problem and treat it as if you were not previously involved. Loosen entanglements.

Watergate, Vietnam, and surprise business bankruptcies are classic elephants, apparently well hidden, that were mismanaged and produced disastrous results. Each elephant grew with the hormones of panic and deception. The crisis managers were like children trying to save sandcastles from the tide. Note, however, how President John F. Kennedy handled his Bay of Pigs debacle. Preemptively, publicly, on television, "my fault, we blew it, any questions?" Kennedy emerged unscathed actually strengthened.

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



## NEWS IN PICTURES



**Delivery of TCM forklifts to customers in Agbara on 22nd January, 2025**



**Keyoto forklift training at DTN, Ikeja Lagos**





# MARCH & APRIL, 2025 BIRTHDAY CELEBRATION

## Name

## Location

## Day

### MARCH

Adebayo A. Kolawole	GZEP Location	2nd March
Jimoh M. Usman	NBC Kano	2nd March
Ogunleye O. Mayowa	Head Office	3rd March
Ayuba Saleh	NBC Maiduguri	3rd March
Ayinde O. Kazeem	Head Office	4th March
Nwaokeleme Adindu	Int. Breweries Onitsha	5th March
Omoaka S. Michael	Int. Breweries Ilesha	6th March
Jimoh K. Adebayo	GZEP location	8th March
Olarinmoye O. Olusimbo	Head Office	8th March
Jokodola Oluwaseun	Int. Breweries Sagamu	9th March
Ifedayo E. Sunday	Int. Breweries Sagamu	14th March
Okwelum F. Chuks	NBC Ikeja Ops	15th March
Omololu A. Muftau	Int. Breweries Sagamu	16th March
Abosede A. Peter	Head Office	22nd March
Yusuf O. Joy	PVL Lagos	20th March
Adebuhari Afeez	Unilever	21st March
Adesanya A. Bamidele	Pebnic Developer	22nd March
Awoleke Tobiloba	NBC Asejire	23rd March
Ogbonna F. Nnaji	NBL Aba	23rd March
Eneberi S. Emeka	NBL Aba	27th March
Adeboye Olumide	NBC Asejire	28th March
Tudonu A. Nuatin	Fidson Whse Lagos	30th March
Anike E. Chidinma	Head Office	31st March

### APRIL

Asuquo D. Edet	Int. Breweries Onitsha	1st April
Mohammed Hassan	NBC Kano	4th April
Oduma O. Favour	NBL Enugu	4th April
Akinyemi S. Wale	Int. Breweries Ilesha	6th April
Njoku E. Nnaemeka	NBC Owerri	7th April
Ogoh O. Martins	FMN-LAG	9th April
Jaji M. Abayomi	Head Office	10th April
Oni O. Adeyemi	Int. Breweries Ilesha	13th April
Afolayan A. Abidemi	Head Office	14th April
Ichukwu James	Head Office	16th April
Okeleke C. Stanley	NBC Benin	16th April
Ako Gbenga	Head Office	18th April
Eduru H. Omoaverere	NBC Benin	18th April
Kazir Meshach	NBL Kudenda	18th April
Agbontaen E. Edwin	Int. Breweries Ilesha	19th April
Erhabor B. Iyekoretin	Guinness Benin	21st April
Jonathan D. Ndoh	NBC Jos	22nd April
Soyoye O. Emmanuel	Head Office	23rd April
Amogu E. Kalu	NBL Aba	24th April
Ijeh P. Oziegbe	Guinness Benin	24th April
Ogunbona A. Taiwo	NBC Ikeja Ops	24th April
Saul T. Riphath	GZEP location	24th April
Albert Anderson	Int. Breweries Onitsha	27th April
Oguntola F. Emmanuel	NBL Kudenda	29th April
Ashimole J. Ekene	NBC Owerri	30th April

*Happy Birthday!*