

## Positioning your enterprise and business for growth and sustainability

**Oladapo Akinloye**

Emerald Zone, Nigeria

### Abstract

Do you have a business roadmap? The entrepreneurship journey is one that takes the owner through a lot of hills and thrills. It takes you across a lot of mucky waters which if not anticipated and deftly maneuvered, may lead to frustration and eventual jettison of the journey. One of the full proof tools that help to anchor business owners and end entrepreneurs through this vagaries, is having a clear roadmap. Your business plan is not enough to anchor your business execution. Most of the time you need a roadmap document especially if your business is in a state of flux with changing market conditions, changing supply model, startup challenges, etc. To avoid pursuing many windy paths or dead ends in 2019, it is always good to have a roadmap. That roadmap encapsulates the path to the vision with pillars and enablers which team members can understand. Business leaders and practitioners need a framework for guiding the mobilization of an organization around its strategic plan. Such a roadmap enables leaders and members to clearly understand each element for rolling out a strategy. It details what decisions need to be made, who needs to make them and when. A roadmap enables everyone in the business to clearly understand each action and what decisions need to be made, who needs to make them and when such decisions should be executed.

### Biography:

Oladapo Akinloye presents two decades cognate experience in managing people, sales, operations and projects for the top of range multinational organizations. He is currently CEO, Emerald Zone, Nigeria-A Business Advisory, Turnkey Sales Interventions & Solutions, Full Range Human Resources and

Projects Management Firm. We support Business Owners to grow capability in managing their enterprise with a focus on Organization, People, Process and Technology. He sits on the Governing Council of the Lagos Business School and the Netherlands Business School Alumni Associations respectively and a Facilitator/Examiner for various local and international professional bodies.