

DECODED BY HEXAVIA!

HBC

IT IS ONLY FOR OUR KINDS



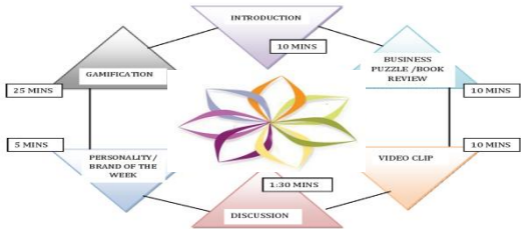
"For more success, the only difference between you, now and the next ten years will be the things you will know and the people you will meet...We will provide both" - HBC



HBC PRESENTS : DECODED : EVERY TUESDAYS

It's an after work hangout on the island for professionals and business people. Right here, we share drinks, ideas, business, values, interactions, networking and intellects under a relaxed ambience. This is the new culture for business minded people in Lagos. And a perfect way to end Tuesday evenings after work. You are invited.

EVERY TUESDAY. 6PM-9PM. LEANHUB (LEKKI PHASE 1, LAGOS)



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At Decoded, you never can tell who you'd meet . One highflyer walks in with his colleagues, grabs a free drink from the bar, and listens to a thought leader in an industry. He shares his experience and mind, while others lounge on the leather sits, cutting in with arguments, laughter and contributions when necessary. Subliminally one thought, hits you alongside light instrumentals . You are inspired. You are having a blast. That thought sparks a general conversation, not just for the night but it'll go ahead to influence friendship and your growth, forever. Welcome to Hexavia's DECODED at Lekki Phase 1.

REPOSITORY OF THOUGHTS

WEEK	BOOKREVIEW	TOPICS	SPEAKERS	WEEKLY SCHEME
WK 1		CASE STUDY ON VIRGIN ATLANTIC	Shelle	CASE STUDY ON SUCCESSFUL BRAND
WK 2 14/04/2015	The rules of Entrepreneurship by	Work-Emotion and Health Balance	Mr. Kayode	TOPICAL ISSUES
WK 3 21/04/2015	How to win friends & influence people, by Dale Carnegie	Communication strategy	Sharon	BUSINESS TREND
WK 4 28/04/2015	TURN YOUR PASSION TO PROFIT BY WALT FJ GOODRIDGE	PERSONAL FINANCIAL MANAGEMENT	Mr. Folusho	OPEN MIC TUESDAY

WEEKLY TOPICAL INDEX

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QUARTER 2: MAY 2015

WEEK	BOOK TO REVIEW	TOPIC	SPRAKER	WEEKLY SCHEDULE
WK 1 05/05/2015	GOOD TO GREAT BY JIM COLLINS	CASE STUDY ON GOOGLE	SHELLE (BOI)	CASE STUDY ON SUCCESSFUL BRANDS
WK 2 12/05/2015	DAVID & GOLIATH BY MALCOM GLADWELL	UNDERSTANDING COMPETITIVE COMPLEXITY	SINARI	TOPICAL ISSUES
WK 3 19/05/2015		MANAGING PEOPLE TO ENSURE BUSINESS SUCCESS	MICHAEL	BUSINESS TRENDS
WK 4 26/05/2015	NEW IDEAS FROM DEAD CEOs BY TODD BUCHHOLZ	OPERATIONAL EXCELLENCE	MR. FRED	OPEN MIC TUESDAY

WEEKLY TOPICAL INDEX

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QUARTER 2: JUNE 2015

WEEK	BOOK TO REVIEW	TOPIC	SPRAKER	WEEKLY SCHEDULE
WK 1 02/06/2015		CASE STUDY ON APPLE & QANDO		CASE STUDY ON SUCCESSFUL BRAND
WK 2 09/06/2015		WORKING WITH A DIFFICULT BOSS/ COLLEAGUES		TOPICAL ISSUES
WK 3 16/06/2015		FINANCE, SALES & NEGOTIATIONS		BUSINESS TREND
WK 4 23/06/2015		CREATING A VALUE BASED BUSINESS STRATEGY		OPEN MIC TUESDAY

WEEKLY TOPICAL INDEX

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QUARTER 3: JULY 2015

WEEK	BOOK TO REVIEW	TOPIC	SPEAKER	WEEKLY SCHEME
WK 1 07/07/2015		CASE STUDY ON CNN & KFC		CASE STUDY ON SUCCESSFUL BRAND
WK 2 14/07/2015		PROFITABILITY & PERFORMANCE EVALUATIONS		TOPICAL ISSUES
WK 3 21/07/2015		STRATEGIC MANAGEMENT & MARKETING		BUSINESS TREND
WK 4 28/07/2015		NEO-FUTURISM		OPEN MIC TUESDAY

QUARTER 3: AUGUST 2015

WEEK	BOOK TO REVIEW	TOPIC	SPEAKER	WEEKLY SCHEME
WK 1 04/08/2015		CASE STUDY ON COCA-COLA & NESTLE		CASE STUDY ON SUCCESSFUL BRAND
WK 2 11/08/2015		SUBLIMINAL MARKETING AND THE ART OF SELLING		TOPICAL ISSUES
WK 3 18/08/2015		BUSINESS PROCESS RE-ENGINEERING		BUSINESS TREND
WK 4 25/08/2015		LEVERAGING ON AN EMERGING ECONOMY		OPEN MIC TUESDAY

QUARTER 3: SEPTEMBER 2015

WEEK	BOOK TO REVIEW	TOPIC	SPEAKER	WEEKLY SCHEME
WK 1 01/09/2015		CASE STUDY ON GE & TOYOTA		CASE STUDY ON THE ROLE OF EXCELLENCE TO SUCCESSFUL BRANDS
WK 2 08/09/2015		THE 21 ST CENTURY MANAGER		TOPICAL ISSUES
WK 3 15/09/2015		THE LAW OF VALUE & RESULT		BUSINESS TREND
WK 4 22/09/2015		CORPORATE PR & BRAND DEVELOPMENT		OPEN MIC TUESDAY
29/09/2015		THE CUSTOMER & MARKET OFFERING		OPEN MIC TUESDAY



POWERED BY THE BEST
MINDS
IN THE ARTS
OF BUSINESS

Inspired by the theory of the six degrees of separation, The Hexavian Business Club is a brand, a business and a value based inner circle. It's a collection of our clients, associates, friends and highfliers. It is aimed at perpetuating enterprise, intellects, real life experiences and interactions, amongst young professionals and corporate people while disseminating ideas through proven principles for success in business and life, all in in a fun-filled ambience of class.

OUR MEASURES

In an attempt to ensure a great experience as well as quality assurance at the Decoded series

- All speakers must prepare a power point summary with relative video clips graphics/visuals to their intended or assigned topics which is vetted by our team
- Direct advertising is not allowed during the meet ups.
- Drinks and other refreshments are absolutely free. However, as a culture, attendees are encouraged to bring in drink alongside snacks just to complement that which has been provided by the team.
- Friendliness, courtesy and mutual respect is encouraged.
- All extreme religious and political undertones should kindly be avoided.
- Let's learn, add value, relax and have fun after work on Tuesdays at the Decoded.

Thank
you



THE DECODED HOLDS AT THE
LEANHUB...

39A Awudu Ekpegha Boulevard (it's off
Admiralty Way, the right turn just
after Chocolate Royal).. you can call
For more details :+234 803 772 9580

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