



BRIDGEMEAD ADVISORY

Your People Business Partner

WHAT WE SOLVE FOR

Every CFO, MD, and CEO we work with has said some version of this sentence. The wording changes. The problem does not.

The strategy is sound. The capital is in place. The board has approved direction. And yet the organisation cannot move. Decisions take too long to translate into action. Targets are missed for reasons no one can fully explain. Costs rise faster than output. Good people leave. Less good people stay. Critical roles sit unfilled for months. Performance reviews produce paperwork but not behaviour change. The same problems surface in the same management meetings, quarter after quarter.

This is not a strategy problem. It is a performance problem. And it lives inside the workforce.

This is the gap we close

"We have the strategy. We have the funding. We have the market. What we do not have is a middle management layer that can execute fast enough to capture the opportunity in front of us."

Oluremi Onibudo

MD, Bridgemean Advisory



WHO WE ARE

Bridgemean Advisory is a productivity and performance firm. We are your People Business Partner.

We help Nigerian organisations turn strategy into measurable performance by strengthening the workforce behind it.

Our work focuses on how people are structured, led, measured, rewarded, and held accountable. We identify where workforce gaps are limiting business performance and build the systems needed to close them.

We are not a generic management consultancy or an HR outsourcing firm. We are a performance focused advisory firm that sees people as a critical lever for business execution and growth.

Our clients come to us with business challenges: stalled growth, slow execution, critical talent gaps, ineffective leadership, or rising operating costs.

We diagnose the workforce issues behind these challenges and redesign the people, structures, and performance systems required to deliver better business outcomes.



HOW WE WORK WITH YOU

We engage clients across three connected modes. A client may need only one. A client may move through all three. The right mode depends on where the performance problem sits and how deep the recovery work needs to go.

1. DIAGNOSE | *Performance Diagnostics and Advisory*

For leadership teams that need to know exactly where performance is being lost before they spend money trying to fix it. We sit with boards, MDs, and executive teams and produce an evidence-based view of where productivity is leaking and what is causing it. The output is clarity, not paperwork.

2. DESIGN AND BUILD | *Performance Systems Design and Build*

For organisations that have identified the problem and now need someone to build the fix and embed it. We design and roll out performance management systems, workforce structures, leadership pipelines, reward frameworks, and capability programmes. We stay with the client through implementation until the system is in use.

3. OPERATE | *Managed Workforce Services*

For organisations whose internal people-operations capacity is itself a constraint on performance. We step into the operational machinery, fully or in part, and run it at a higher standard than the client can internally. Executive search, employee data, compliance, onboarding, interim leadership, and full outsourcing all sit here.

OUR VALUE OFFERING

Every engagement we accept is measured against a business outcome the client can see in their business, not against the document we hand over. The specific outcomes vary by engagement type, but the pattern is consistent:

If you engage us at the Diagnose stage, you will leave with:

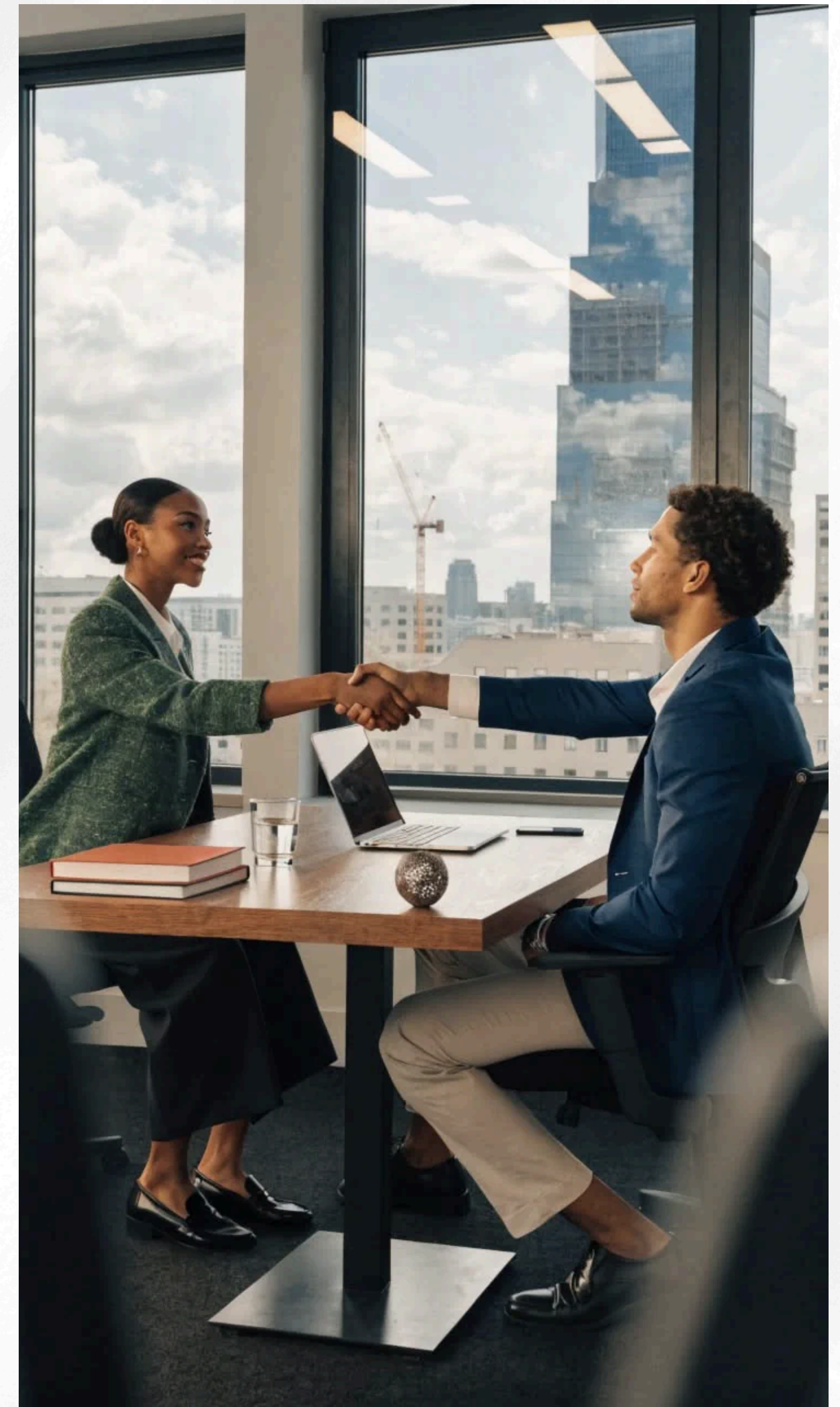
A clear, evidence based diagnosis that aligns leadership, prioritises the right interventions, directs investment where it matters most, and reduces the cost of indecision.

If you engage us at the Design and Build stage, you will leave with:

A performance system that strengthens accountability, aligns your workforce to strategy, builds leadership continuity, rewards the right outcomes, and drives measurable improvements in how managers lead and decisions are made.

If you engage us in Managed Services, you will see:

A reliable, efficient people operation that reduces leadership burden, strengthens compliance, accelerates hiring, and lowers the cost of managing your workforce.



OUR TRACK RECORD

Bridgemean Advisory has worked with Nigerian organisations across financial services, fintech, oil and gas, agribusiness, industrial manufacturing, and corporate services. The numbers below reflect cumulative outcomes across our engagements.

N500M+

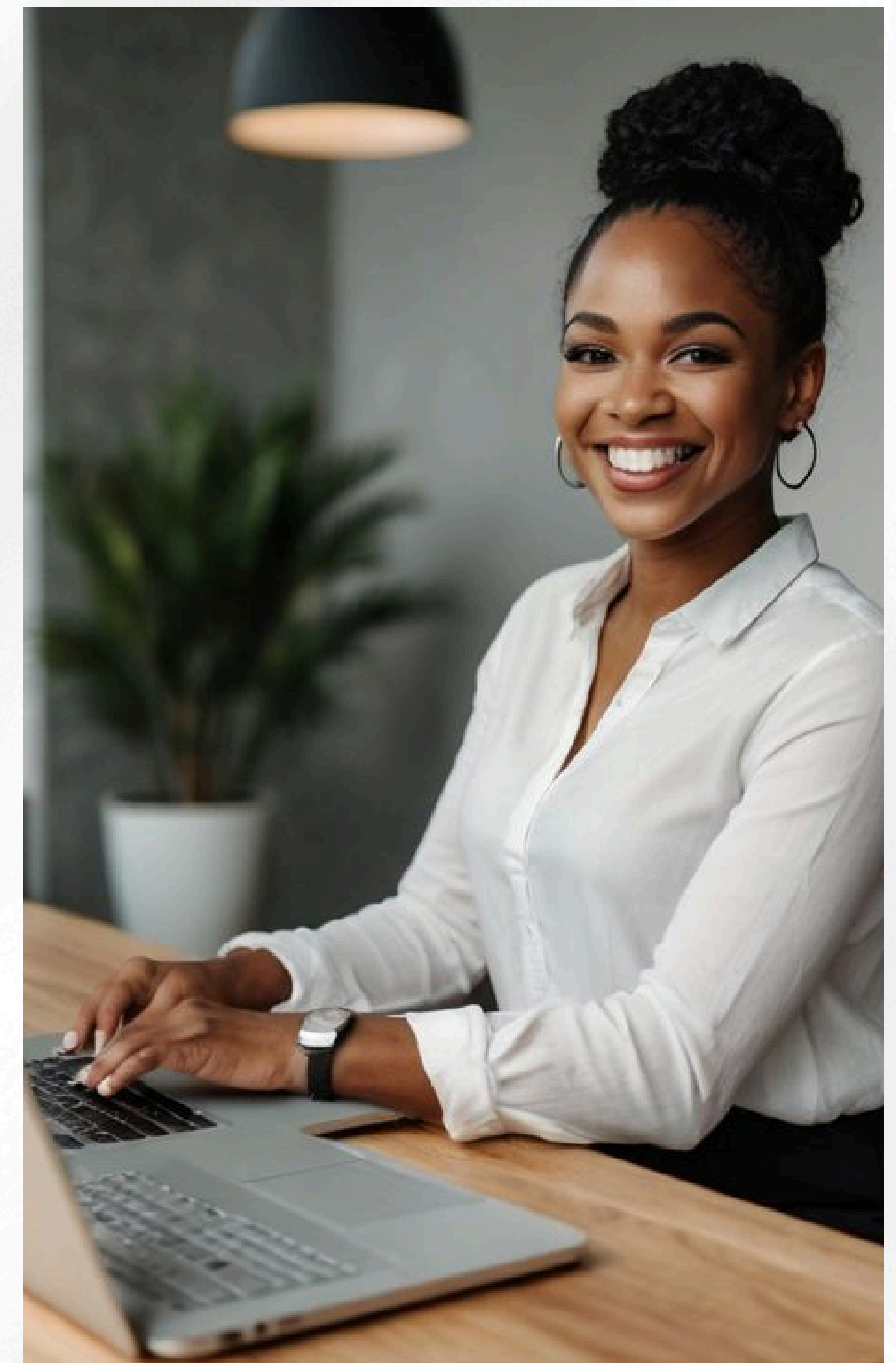
IN CLIENT COST
SAVINGS IDENTIFIED

N200M+

IN CLIENT REVENUE
GROWTH SUPPORTED

95%

CLIENT RETENTION RATE



WHY WE SHOULD BE YOUR BUSINESS PARTNER



We start with the business problem.

We begin with the performance question, diagnose the root cause, and let the findings determine the solution.



We bridge strategy and execution.

From the boardroom to the back office, we diagnose performance gaps, design the right systems, and can support their implementation.



We make your strategy the brief.

We do not arrive with a predefined solution. We start with your strategy, numbers, people, and challenges, then do the work required to move the business forward.



We measure what matters.

Every engagement is tied to a clear business outcome. If it does not improve performance, it does not create value.



We understand Nigerian business.

Our experience across banking, energy, fintech, agribusiness, and industrial businesses gives us a practical understanding of the talent, regulatory, operational, and market realities shaping Nigerian organisations.

OUR ADVISORY BOARD

Bridgemean is led by a team that combines decades of operating experience inside Nigerian organisations with deep advisory and consultancy practice.

OLUREMI ONIBUDO

MANAGING DIRECTOR



Oluremi leads Bridgemean Advisory. A recognised expert in business strategy management and organisational development, she brings over fifteen years of experience across financial services, advisory, business remodelling, and personnel management, with a track record of partnering with organisations to deliver impactful recruitment, training, and strategic advisory outcomes.

TOLUWALOPE O. IKIMALO

ADVISOR



Toluwalope leads initiatives that strengthen leadership capability and organisational performance. With over fifteen years of cross-functional experience in business growth, human resource management, and occupational psychology, she brings deep expertise and strategic foresight to the firm.

EDIM ETIM-INYANG

ADVISOR



Edim is a results-driven Director with over twenty years of leadership experience across the oil, gas, and finance sectors. His background includes working with multinational corporations and leading complex projects and strategic investments across global markets, adding a valuable dimension to Bridgemean's strategic outlook.

FEMI ADETAYO

ADVISOR



Femi drives strategic financial initiatives and business growth at Bridgemean. His background in finance, risk management, and compliance enables organisations to make informed decisions and drive long-term growth.

INDUSTRIES WE SERVE

Bridgemean Advisory serves organisations across the sectors that shape the Nigerian economy:



SMALL AND MEDIUM ENTERPRISES (SMEs)



AGRICULTURE, CONSUMER GOODS, AND COMMERCE



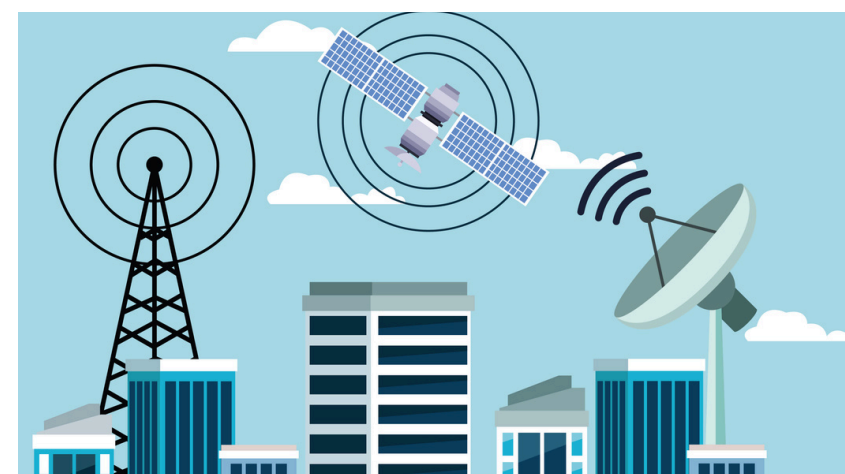
BANKING, FINANCE, AND CORPORATE SERVICES



OIL, GAS, MARITIME, AND ENERGY



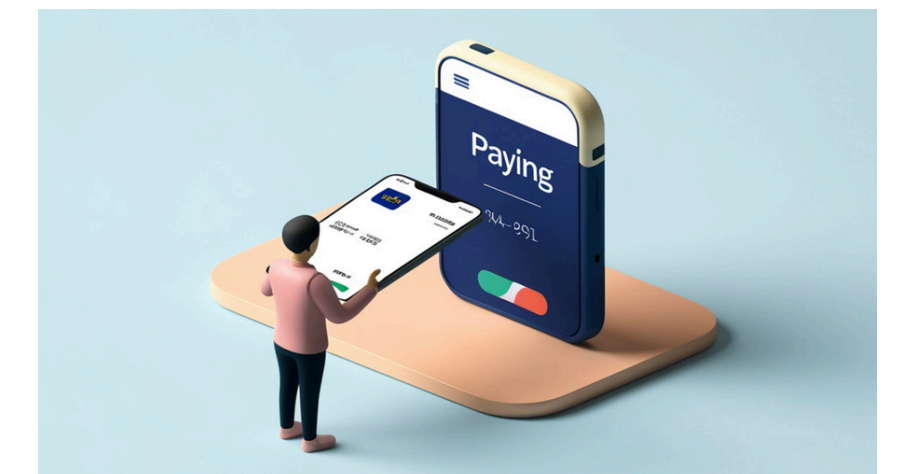
DREDGING, MINING, AND EXPORT-IMPORT VENTURES



INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS



INDUSTRIAL MANUFACTURING



FINTECH AND DIGITAL FINANCIAL SERVICES



WHERE TO START

Every engagement with Bridgemean begins with the same conversation. We sit with you and ask: where is your organisation underperforming, and what do you think is causing it?

From there, we recommend the scope of work that will resolve the problem, whether that is a short diagnostic, a multi-month system build, an operational handover, or an ongoing retainer. The proposal is shaped to the situation, not pulled off a shelf.

If the questions in this brochure are familiar to you, we are likely the right firm to call.

CONTACT US

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