

People Strategy is the Most Important Business Goal for 2026

HR is the one piece of paperwork that everyone touches only after every other business task is complete in most Nigerian companies. That untold secret is the one costing them far more than they want to reckon. People leave in droves; they cite non-work financial reasons, but everyone knows work culture has some blame. Nobody here is ever changing their habits anyway, and things will only happen in their own sweet time. Problems of compliance never see the light of day until the fines or lawsuits start coming.

In the midst of the noise, truth exists quietly; every business problem can be traced back to a human connection or misunderstanding. There is one common denominator linking all these breakdowns: human choices causing problems, the solutions to which humans struggle to resolve.

The Faulty Idea That Sets You Back

A product launches, the roof falls in, but most reviews discuss when it started and at what price competitors are selling.



No one ever checks to see whether everyone was properly briefed, possessed the required skills or felt empowered to raise a flag about problems, pre-launch. Most companies grow to about 50 employees and collapse, citing funding challenges leaders fail to reflect upon middle managers' ability to lead, the company vibe being perfect at the early ten-person phase but faltering unnoticed.

A people plan isn't some abstract or soft statement of intent. If defined properly, it dictates who to hire, train, mentor, retain, etc., all of which link back to a company's objectives. What follows from this missing structure are wasted funds on recruitment and low time to ramp up the contribution of a new employee, slowing of pace and missed regulations and a tedious workplace environment that skilled individuals leave without a word.

Things To Watch Out For in 2026

There is an intensity of change in the air, it is not a thing that came with an announcement. It is no longer about standing still, it is about picking up speed. Humans' expectations of work are already being redefined at the workplace.



Humans' expectations of work are already being redefined at the workplace. Young Nigerians under 35 are navigating the landscape more skillfully, more cognizant of their rights, and considering values much more critically before accepting an employment offer. You don't need recognition to rise in an organisation when respect has abandoned you; one office offers job security while another offers dignity, growth, and fairness. Guess who receives the most loyalty, however quiet it may be.

This is a race being run that you might never even participate in; on the other hand, your business cannot help but be present. Secondly, rules are tightening: Companies employing flexible work policies, archaic contract agreements and outdated regulations are at the mercy of increased oversight. There are already very real implications; lawsuits, hearings, loss of reputation and the cascading effects of industry-wide problems.

Hiring mistakes are the costliest type of waste. In an environment of increased cost, tight profit margins; one wrong hire can be the difference between an organisation achieving its targets during the probationary period or not;



or paying salaries for people with low value and legal costs arising from botched terminations. Recruiting, onboarding and appraisal will need a far higher degree of accuracy to avoid impacting the company's bottom line.

What a Living People Strategy Delivers

A living entity, not some dusty document. The people we bring on board, how they grow, who to hire/train/retain—each element is linked to one another by the company's overall mission. Safeguards we put in place during the process, which work together and contribute toward a company's success.

The Advantage That Eludes You

Business will work more smoothly if it is employee-friendly. The right decisions get taken because everyone knows where and what his/her roles are. The time for new employees to contribute will decrease. The role of the leader is reduced from trouble-shooting to guiding, owing to development and back-up over time. The problem is never with the budgets. It is stagnation that costs us more than moving and stumbling would.

